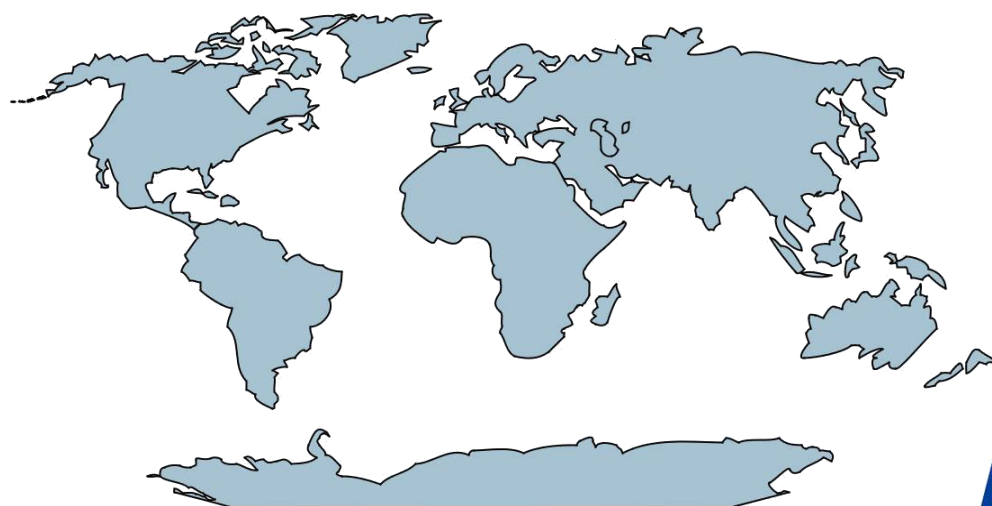


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A STUDY ON PROBLEMS FACED WHILE BUYING OR SELLING USED CARS

Dr. Ashok Vasant Mahadik

Assistant Professor, Lala Lajpatrai College of Commerce & Economics

ABSTRACT

Study aims at knowing problems faced by people while buying or selling used cars. Buying or selling a used car is not as easy as one may think as no one is interested in sharing any problems car may be having. The buyer has to be very careful as he has to own the problems if he couldn't find them while buying it. Seller is always looking for a genuine buyer, which is very difficult to find.

INTRODUCTION

Having a car is a necessity in today's world as it gives comfort and convenience. When everything needs to be done quickly and easily a car is handy. Just like new cars, the used automobile industry has expanded during the past ten years. But selecting a used car is far more difficult than purchasing a new one. Finding the appropriate valuation is challenging since there are many problems which are faced by buyers and sellers.

But buying or selling a used car is not that easy as one may think. There are many problems which are faced by the buyers and sellers of used cars. This paper has thrown a light on the various problems which are faced by the buyers and sellers of used cars.

Objectives of the Study

1. To identify mostly commonly faced problems while buying a used car
2. To identify mostly commonly faced problems while selling a used car

Data Collection

Primary data collected from the people who had an experience of buying and selling a used car.

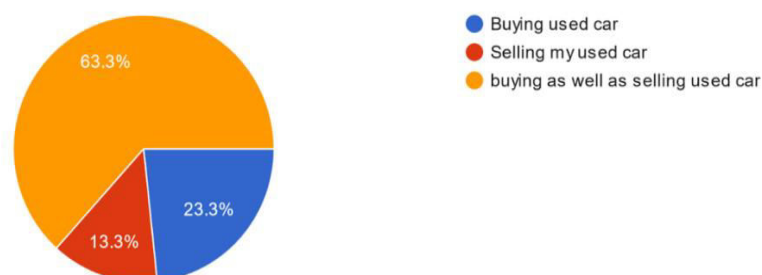
Data was collected using Google form.

Data Analysis

Data is analyzed using bar diagrams and graph.

Assessment of Problems Faced By Buyers and Sellers of Used Cars

I faced problem while
30 responses



Out of 30 respondents 19 respondents which makes up to 63 % of the total respondents faced problem while buying as well as selling a used car. 7 respondents i.e., 23.3% faced problem while buying a used car. Whereas 4 respondents found problems while selling their used car.

Problems Faced While Buying a Car: Following Problems are found to Be Very Common Amongst Buyers

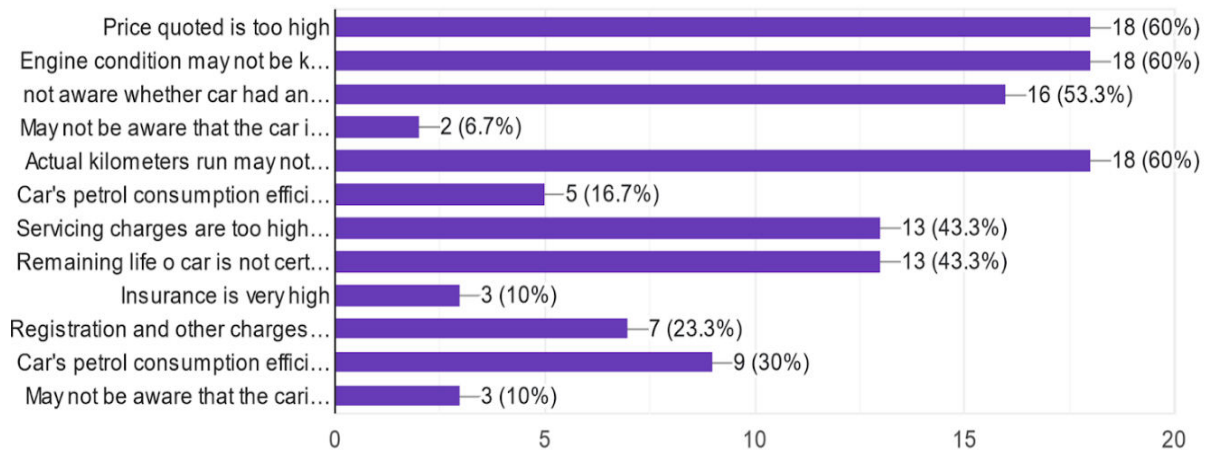
- Price quoted is too high
- Engine condition may not be known
- not aware whether car had an accident
- May not be aware that the car is a stolen one
- Actual kilometers run may not be known

- Car's petrol consumption efficiency (mileage) may not be known
- Servicing charges are too high for used car
- Remaining life of car is not certain, may become scrap if rules change.
- Insurance is very high
- Registration and other charges are too high

Analysis of Responses Collected

While buying used car I faced following problems

30 responses

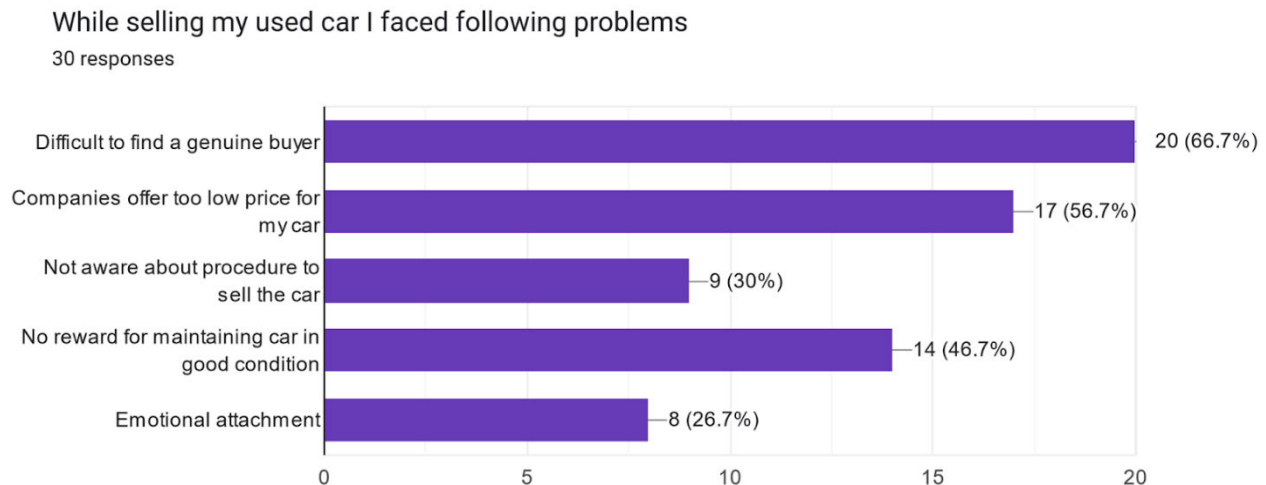


From the above bar diagram we can see that 60% of the respondents have cited three major problems while buying a used car which are

1. Price quoted is too high
2. Engine condition may not be known and
3. Actual kilometer run may not be known. Apart from these other problem which is crucial is to know whether the car had an accident in past as no one would like to buy such car. Apart from these two more problems identified by the buyers are that servicing charges are too high and remaining life of car may not be known because if the government changes the rule of 15 years to 10 years then the car will automatically become a scrap.

Problems Faced While Selling a Car: Following Problems are found to Be Very Common Amongst Buyers

- Difficult to find a genuine buyer
- Companies offer too low price for my car
- Not aware about procedure to sell the car
- No reward for maintaining car in good condition
- Emotional attachment to the vehicle



From the above bar diagram we can see that 67% of the respondents have sited difficulty to find a genuine buyer as major problems while selling a used car. 56.7% of the respondents feel that car purchasing companies offer too low price as a major problem. Around 46.7% of the people feel that there is no reward for maintain car in good condition.

FINDINGS

The research scholar found that buyers and sellers of used cars are always have some or the other problem. Some problems are very common with most of them. In case of buyers of used cars Price quoted, Engine condition and Actual kilometer run may not be known are most common problems. When we consider sellers of used cars difficulty to find a genuine buyer and too low price is quoted are most common questions which sellers have to face.

CONCLUSION

As the findings have revealed that by default some problems will be faced by a Research scholar would conclude that the buyer as well as seller should be careful while buying a used car. And if possible they should take help of some expert mechanic or a friend who has good knowledge of vehicles and their conditions. For buyers a test drive and scrutiny of papers is suggested. And for sellers it is suggested that they should verify the identity of buyer first against Aadhar card or PAN card.

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PERCEPTION OF STUDENTS ABOUT FUTURE EMPLOYMENT PROSPECTS

Dr. Ashok Vasant Mahadik

Assistant Professor, Lala Lajpatrai College of Commerce & Economics

ABSTRACT

The purpose of this paper is to understand how students perceive their future careers, perceptions regarding employability and earnings; and the anticipated barriers. The main aim was to understand what was the qualification they seem enough to look for a job. Apart from this it tried to understand the nature of job students are interested in, expected salary, waiting period before getting a job. As undergraduates progress, they feel more employable from a personal perspective, but less employable from a market perspective due to competition for graduate jobs and the cost/benefit conflict of resources.

Keywords: Employment prospects, Educational qualification, Pay Package, Vocational courses.

INTRODUCTION

Employment is an important part of people's lives. It means more than just getting paid. It means being able to make your own choices about how you want to live your life. Job helps you gain a sense of pride and self-satisfaction by reaffirming that you can support yourself. With work, you earn money to cover bills and pay for activities in your leisure time. Significant barriers to employment still exist, but progress is being made. The research scholar has tried to understand important factors from students' perspectives like what are the qualifications they want to acquire before entering job market, what will be their expected salary, reasons for not joining the job immediately etc.

Objectives of the Study

1. To know Students' expected qualification before taking up a full time job
2. To know Students' preference of nature of job to join
3. To know students expected pay package
4. To know expectation, about expected duration between being qualified and getting a job.
5. To understand what are the possible reasons for delayed employment
6. To know students' perception about usefulness of vocational courses in getting a job.

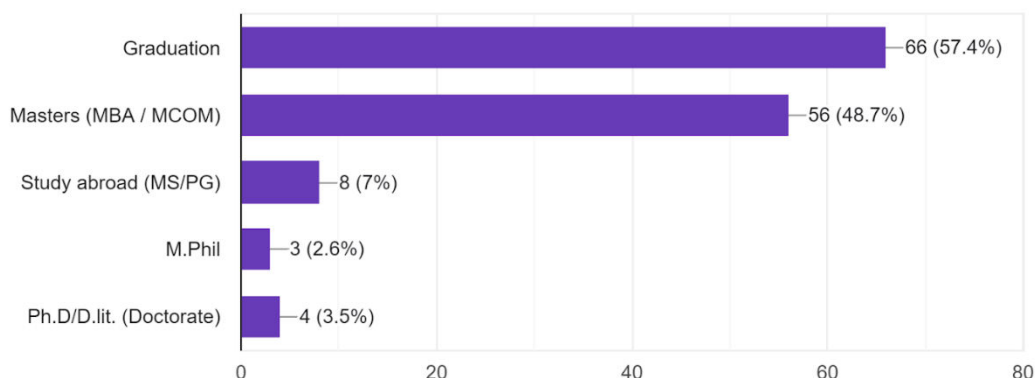
Data Collection

Primary data collected from one hundred and fifteen under graduate students. Data was collected using Google form.

Data Analysis Usings Bar Diagrams and Pie Charts

1. Expected Qualification.

Your expected qualification before taking up a full time employment
115 responses

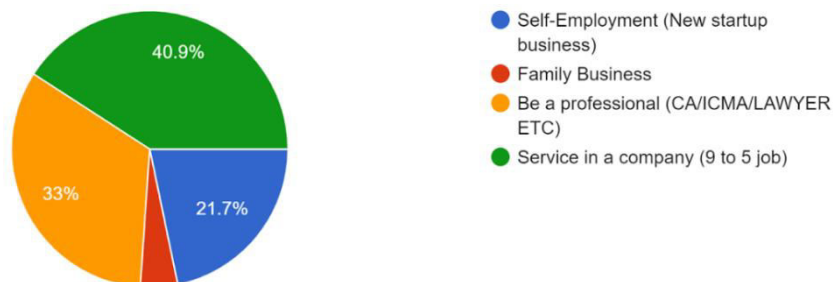


When asked students about what qualification which qualifications they would acquire before going for a full-time job. 66 respondents i.e., 57.4% respondents said that they will look for job after graduation. 56 respondents i.e., 48.7% respondents said that they will look for job after Masters degree before searching for job. 8 respondents i.e., 7.% of the respondents said that they will look for job after completing masters from some foreign university.

2. Nature of Expected Job

What will be nature of your expected employment?

115 responses

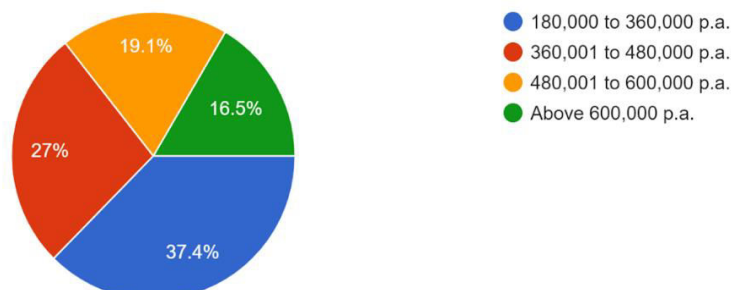


When asked students about what kind of job they would like to take-up in future, 47 respondents i.e., 40.9% respondents said that they will take up a 9-5 job in a company. 38 respondents i.e., 33.% respondents said that they will become a professional. 25 respondents i.e., 21.7% of the respondents said that they would like to be self-employed and start a new start-up. The remaining 5 respondents said that they will join their family business after education.

3. Expected Annual Package

What is the starting annual pay package you expect?

115 responses

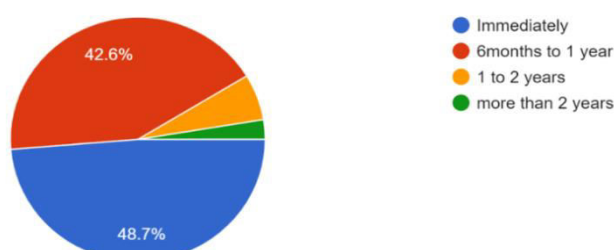


When asked students about what is their expectation about annual pay package, 43 respondents i.e., 37.4% respondents said that they will look forward to receive pay package between 1,80,000 to 3,60,000. 31 respondents i.e., 27% respondents said that they will look forward to receive pay package between to 3,60,000 to 4,80,000. 19 respondents i.e., 16.5% respondents said that they will look forward to receive pay package of Rs 6,00,000 and above. 22 respondents i.e., 19.1.% of the respondents said that they will look forward to receive pay package between 4,80,000 to 6,00,000.

4. Expected Waiting Period Before Getting a Job

How much gap you expect between you being qualified and getting a job?

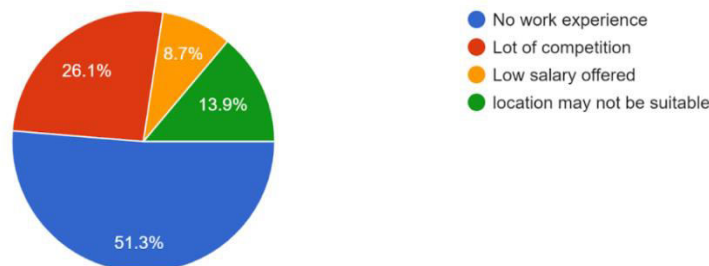
115 responses



When asked students about how much gap do you expect between you being qualified and getting your job, 56 respondents i.e., 48.7% respondents said that they will should be getting a job immediately after getting fully qualified. Whereas 49 respondents i.e., 42.6% respondents said that they will should be getting a job within a period of 6 months to 1 year after getting fully qualified. The remaining 10 respondents said that they will be able to join their job between 1 to 2 years from them being qualified.

5. Reasons For Delayed Getting Your Job

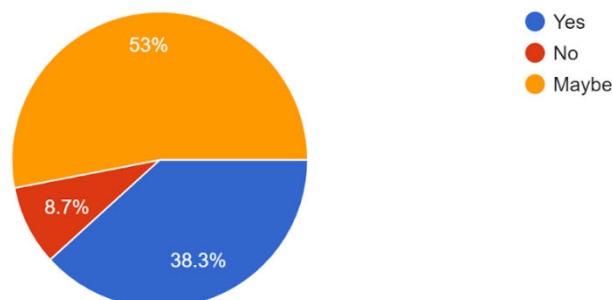
What can be the reason for delayed employment
115 responses



When asked students about reason for gap between you being qualified and getting your job, 30 respondents i.e., 26.1% respondents said that they will be facing lot of competition. Whereas 59 respondents i.e., 51.3% respondents said that they will be freshers and lack experience. 16 respondents i.e., 13.9% respondents said that they may delay accepting a job if the location is not suitable. The remaining 10 respondents which makes up to 8.7% said that they will join job only if they are paid well else they will wait.

6. Usefulness of Add on Vocational Courses

Do you think add on vocational courses will help you get a better job?
115 responses



When asked students about Usefulness of add on vocational courses 61 respondents i.e., 53% respondents said that the vocational courses may be useful but not very sure about that. Whereas 44 respondents i.e., 38.3% respondents said that the vocational courses may be useful for getting a job. The remaining 10 respondents said that the vocational courses is not useful for getting a job.

Findings: the Research Scholar Found Following

- 1. Expected Qualification** - 66 students out of 150 students thought that graduation is enough for them before going for full time employment whereas 56 students out of 150 total students that is approximately 48.7% students feel that they have to go for masters or professional course before going for full time employment.
- 2. Nature of Expected Job** - When ask about nature of expected job 40.9% students opted for service in a company. 33% said that they would like to be a professional and 21.7% said that they will go for sale employment via new start-up.
- 3. Expected Annual Package** - The research scholar found that 37.4% of the students feel that 180000 to 360000 per annum will be a good package for them. Around 27% students feel that they may get Rs 360000 to 480000 as annual pay package. 16.5% students feel that they will be able to get a pay package above rupees 6 lakh. 19% of the students expect annual salary of around 480000 to 600000.

4. **Expected Waiting Period Before Getting A Job** - Around 48.7% of the students feel that they will get the job immediately after acquiring the required qualification where as 42.6% students fill that they should get job within 6 months to 1 years' time.
5. **Reasons For Delayed Getting Your Job** - Research scholar found out that 51.3% students expect that due to lack of work experience there will be delayed employment whereas 26% of the students feel that lot of competition is the main reason for delayed employment. Location may not be suitable is found to be a reason by around 13.9% of the students. Remaining 8.7% of the students feel that they may result the result the job due to low salary.
6. **Usefulness of Add On Vocational Courses** - Research solar found out that majority of the students that is 53% of the students are not sure whether vocational courses will be helpful in getting a good job where as 38.3% of the students feel that vocational courses will help find a good job where as 8.7% of the students doesn't feel that vocational courses will be useful in getting a good job

CONCLUSION

From the interpretation of data the research scholar concludes that an average student is happy with acquiring graduate and post graduate degree. Nature of job sought by student is either a salaried job with fixed timings. Some section of respondents also wants to do job as a professional. Expected pay package of majority of the students is 1,80,000 to 3,60,000. Most of the students are confident about getting the job immediately after acquiring qualification. Majority of students feel that lack of experience may be the main reason for delay in getting job. Majority of the students not sure if vocational courses will be useful for getting a good job.

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CONTEMPORARY TRENDS OF EMPLOYMENT IN THE DROUGHT PRONE REGION OF MARATHWADA, MAHARASHTRA

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ABSTRACT

Marathwada is one of the most backward regions of Maharashtra state. The backwardness of Marathwada is a drought prone region. It is severely affected by the climatic disturbances. Marathwada is very poor in mineral resources. Some of the important minerals viz. Iron-ore, building stone, Lime stone, Clays quartz and steatite found in the various parts of the region. Marathwada has no wide scope for mineral based industries. More emphasis should be given to agro-based industries and small scale industries. It is needed for the fast development of this region. The total Literacy rate in the Marathwada region also less than state and national average. The entrepreneurship in the Marathwada region is most undeveloped. It is one of the causes of backwardness of this region. There is urgent need to start entrepreneurial developmental programmes in this region. All these have affected the employment of the region. People are not able to engage in agricultural activities. They are trying to engage themselves in the industries particularly those belonging to the infrastructure and civil developments. However still Marathwada remains a region with low employment level.

Keyword: Drought, agricultural activities, employment, industrial development, poverty

1. INTRODUCTION

The Government of Maharashtra has acquired more than 3,500 hectares of farm land near Aurangabad - the biggest land acquisition of its kind. Over 3,000 farmers have given up their land to the Maharashtra Industrial Development Corporation (MIDC) for the Shendra-Bidkin Industrial Park on the Maharashtra side of the Delhi-Mumbai Industrial Corridor (DMIC).

Using flexibility provided under the MIDC Act, 1961, the MIDC began bilateral negotiations with the affected farmers. This process ended with maximum remuneration being fixed at a record Rs 23 lakhs per acre. The feat on the front of acquisition of land for the irrigations projects has been reciprocated by allocation of around Rs. 2180 crores from the central funds and the NABARD. This would help the state to complete 26 irrigation projects adding 3 lakh hectares to its chunk of irrigated land, the officer added. Politicians and bureaucrats involved in the Shendra-Bidkin acquisition concede unhesitatingly that the negotiations were made easy by the fact that large tracts of land in this arid, drought-hit region are very difficult to cultivate. Just about 5 per cent of the acquired land is irrigated. The loss of wells, standing orchards and other farm infrastructure were also compensated.

2. OBJECTIVES OF THE STUDY

With the aim of assessing the trends of employment in Marathwada, the main objectives of the present paper are

- a) To study the physical features of Marathwada region,
- b) To study the impact of climate on agriculture and in turn on the employment,
- c) To study the changing nature of employment in Marathwada region.

3. CHARACTERISTICS OF MARATHWADA, MAHARASHTRA

The economy of Maharashtra has witnessed an annual average growth rate of 8.13 per cent during the decade 2001-10. This is the third highest growth rate after Haryana and Gujarat which saw an annual average growth rate of 8.95 per cent and 8.68 per cent respectively among the non-special category states. Maharashtra also has the highest average per capita income of Rs. 45,575 among the non-special category states for the decade 2001-10. In spite of its affluence, the state historically has had a skewed distribution of income. Marathwada region comprises eight districts, which are located in the semi-arid region. Maximum area of this region is covered by a plateau region. The is drained by the Godavari river basin. The main tributaries of Godavari are Manjara, Purna, Dhudhana, Painganga, Manyad, Terna, Sina, Bori, Kayadhu and Bindusara. These are the main rivers of the Marathwada region. All the rivers are dry in the summer season. Only Godavari has water upto a foot. For Kharif crops the rainy season climate is very useful and winter is very useful for rabi crops. Some cold waves come from the north. The proportion of urban and rural population shows the development in Marathwada region. Growing population in urban areas is deemed as an indication of economic development. Industrialization causes the growth of the cities. This is happening in Marathwada because of development in trade, communication, transportation, etc. As a result there is migration of people from rural areas to cities.

There has been no exclusive progress even in the industrial sector in Marathwada. In fact, the Government of Maharashtra has banned establishing the new sugarcane industry in the region. Tourism is the only remaining alternative, as an income opportunity apart from agriculture. Agriculture also serves only the subsistence part, even this situation is not assured. Growing food crops is the only alternative remaining with the people of Marathwada with the existing drought situation. Thus, it can be seen that gradually the economy of Marathwada is collapsing.

4. EMPLOYMENT STATUS IN MARATHWADA

It was also seen during the survey that even after six decades of independence, the disparity condition prevailed in the socio-economic lifestyle of the poor marginalized farmers from Marathwada division. The caste system also continued to remain the same. Most of the farmers are of the opinion that they were forced to surrender their lands under the principle “public purpose”. Initially they were promised jobs at the project site with monetary compensational benefits, such rewards were never ever received by them. A few farmers did receive the compensation benefits, however, they were not upto the mark. There are around 94 per cent of the farmers who were of the opinion that they have received some concessions on loan, which they have taken for their personal use and agricultural development. However, when surveyed it was found that the situation of their community was not at par with the reference given in the Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act, 2013. They have lost all their social connections and recognition. Even the basic facilities like healthcare facilities were not available for them. To avail the benefit of other civic facilities these landless people have to move to the neighbouring villages or to the taluka headquarters. The people there were low on education grounds and income of nearly 88 per cent people was not more than Rs. 10,000. They have average health conditions and rely on loans from banks, family and friends. To conclude it can be said that the condition of drought prevails for them even after the displacement. They are only working as landless agricultural labourers on the farms of the farmers. The young generations have migrated to cities for job opportunities.

5. FINDINGS

- a. Geographically Marathwada region is situated between 17035' N and 20040' N latitudes and 74040' and 78015' longitudes. The total geographical area of Marathwada region is 64525 sq. kms with 57 lakh hectares suitable for agriculture.
- b. Marathwada soil is heavily rich with aluminous character. Most of the region is covered with deep black cotton soil derived from the Deccan trap volcanic rock. The major portion of the region is covered by medium black soil.
- c. Marathwada region of Maharashtra state falls under three zones, I) Scarcity zones, II) Assured rainfall zone and III) Moderate to moderately high rainfall zone.
- d. In general the rainfall in Marathwada region is very low. Moderately high rainfall zone includes the eastern part of Parbhani district and northern part of Nanded district. Marathwada region receives an annual rainfall of 740.37 mm. The annual average rainfall is not uniform in all districts of Marathwada regions. With regard to the Godavari Basin it is found that, there is a great variation of rainfall ranging from 478 mm in the Mula sub-basin to 1512 mm in the Khobragadi sub-basin.
- e. Marathwada region has an extreme dry atmosphere. The dry temperature in Marathwada is due to the heat radiation and insolation received owing to the solar rays. The average day temperature ranges from 27.7° C - 38.0° C while it falls from 26.9° C - 20.0° C at night. The winter season commences from the middle of November and ends in January, which is followed by a dry hot summer from February to the middle of June. Generally, the summer is full of gusty winds.
- f. Almost three-fourths of the Marathwada division is covered by agricultural lands. Hence, drought has a significant impact on the life of farmers. There have been more than 117 farmer suicides in the first two months of 2017. There is no operational practice to forecast drought.
- g. As per Census 2011, Beed district has a population of 25.85 lakh persons, i.e. 2.3 per cent of the state's population, Jalna district has a population of 19.58 lakh persons – 1.74 per cent of the state's population. Nanded district has a population of 33.56 lakh persons – 2.9 per cent of the state's population. Parbhani district has a population of 18.35 lakh persons – 1.6 per cent of the state's population. To improve the literacy rate, there needs to be a conscious effort in this direction. The quality of education infrastructure needs to be improved.

- h. Sugar and textile industries of Maharashtra were progressed remarkably. The need for artificial watering of crops has always been felt, because the rainfall it gets is neither evenly distributed, nor is it regular. Irrigation is one of the methods whereby Maharashtra agriculture is assured stability. It is found that the gross irrigated area is continuously increasing. In 1960-61, it was 1220 thousand hectares, which rose to 3668 thousand ha in 2002-03.
- i. In 1990-91, the net irrigated area was 2671 thousand hectares while the gross irrigated area was 3319 thousand hectares. The area under irrigation increased significantly during 1990-91 to 2000-01. The gross irrigated area increased to 3647 thousand hectares. In addition, the net irrigated area increased to 2959 thousand hectares in recent years. These figures are expected to change due to initiatives taken by the Maharashtra Government. Completion of different projects and plans for improvement and work of government intensive agriculture alone has marked an increase in food production in Maharashtra.
- j. Total irrigation potential created in Maharashtra was 49.26 lakh ha, of which 27.19 lakh ha was from major irrigation projects, 8.67 lakh ha were from medium irrigation projects and the remaining 13.40 lakh ha was from minor irrigation projects (state sector). Total irrigation potential utilized was 24.48 lakh ha. Of which 15.98 lakh ha was from major irrigation projects, 3.43 lakh ha was from medium irrigation projects and the remaining 5.07 lakh ha was from minor irrigation projects. The irrigated area in command area under the jurisdiction of the Water Resource Department, GoM decreased from 32.52 lakh ha in 2012-13.
- k. Change of crops was able to improve the returns and economic status of the farmers but at the same time, it has increased water supply demand. Agriculture in Marathwada is primarily rainfed with only 12 per cent area under irrigation. The expansion of area under horticulture and sugarcane cropping is largely driven by the exploitation of ground water.
- l. As per the Agriculture Statistics of the State, four districts from Marathwada - Nanded, Hingoli (both 125 per cent), Latur (121 per cent) and Osmanabad (101 per cent), have received surplus rainfall so far, whereas Jalna (74 per cent), Beed (83 per cent), Parbhani (96 per cent) and Aurangabad (67 per cent) have recorded deficient monsoon till date (August 2018).

There is empirical evidence of a link between rising national income and a decrease in the incidence of child labour [7,8]. However, once a certain level of national affluence is attained, the relationship between national income and child labour weakens substantially. This may be due to distributional considerations, i.e. income inequality may offset many of the gains from a higher overall GDP [9]. Analyses the net effects of an adult minimum wage on child labour. Using the basic framework of the general model presented in [10], he demonstrates that the effect of an adult minimum wage on child labour is not straight forward but rather depends on whether or not a minimum wage would result in adult unemployment and, if so, on what scale. One important factor in the model is whether or not child labour on its own can satisfy the demand for labour of the entire economy. Bhalotra [11] building on the paper by Basu and Van [12], devises a model to test whether household poverty compels families to send their children to work. She argues that a negative relationship between household income and child labour does not test the hypothesis that poverty compels child labour, but rather tests the less contentious hypothesis that child leisure is a normal good. In order to determine whether child labour is a necessary response to poverty, a more precise test is needed. If the poverty hypothesis were true, then children would only work if total household income was less than sufficient to meet the subsistence.

6. DISCUSSION

Table 1 – Work Participation Rate (%)			
	Persons	Males	Females
Rural	42.5	53.9	43.6
Urban	33.8	52.4	12.6
Total	48.9	53.3	30.8

Table 1 shows the work participation rate in Marathwada according to censuses of India, 2001. According to censuses of India, work participation rate is the percentage of total population engaged in economic Urban activities. The table shows that a total of 42.5% population was engaged in economic activities. In rural areas, the work participation rate was 48.9% whereas in urban areas, a total of 33.8 % population was engaged in economic activities. Amongst the male population in Marathwada, 53.3% were engaged in various economic activities from both rural and urban areas, WPR for males in rural areas was 53.9% and in urban areas was 52.4%. WPR for females in Marathwada in both urban and rural areas was 30.8%, Out of the total females in rural areas. 43.6% were engaged in economic activities while in urban areas it was only 12.6%. This means

work participation rate is higher for males than females and is higher in rural areas than in urban areas of the state. While WPR for males is quite consistent in both urban and rural areas, it is significantly high for females in rural areas than in urban areas. This clearly shows that women in rural areas actively participate in the economic activities for their livelihood.

Table 2 : Percentage Distribution of Workers						
Classification of workers		1961	1971	1981	1991	2001
Main workers		100	100	100	100	100
	Agriculture and allied activities					
	Cultivators	46.2	35.5	31.9	30	24.8
	Agriculture Labourers & fishing	23.8	30.9	26	25.9	20.3
	Other than Agriculture Activities					
	Mining & Quarrying	2.2	0.3	0.3	0.3	0.4
	Manufacturing	11.2	13.1	12.7	12.1	11
	Construction	1.3	1.5	2	2.4	3.4
	Trade	4.5	6.7	6.5	7.8	7.1
	Transport, Storage & Communication	2.4	3	3	3.4	4.3
	Others	8.5	9	8.6	9.5	13
Marginal Workers		NA	NA	9	8.6	15.7

Table 2 shows the percentage distribution of workers in different activities over a period of time from 1961 to 2001. Agriculture and allied activities accounted for a total of 69.9% of the main workers in 1961, which declined to 66.4 % in 1971, 57.9% in 1981, 55.9% in 1991 and which further declined to 45.1% of the main workers in 2001. This shows that there has been a declining trend in agriculture and allied activities as far as the employment of main workers in the state is concerned. On the other hand, activities other than agriculture like mining and quarrying manufacturing trade, transport, communication and others have shown a remarkable increase in providing employment in the state over a period of 50 years from 1961-2001. Out of these activities, mining and quarrying and manufacturing have shown a declining trend while construction, trade and transport have considerably shown a trend over the years which means these activities have played an important role in provide employment opportunities in Maharashtra. It can be said that there has been a shift of the w agriculture and allied activities to various non-agricultural activities in the state. Reasons for can be that land is limited and it cannot support the growing population.

7. CONCLUSION

Marathwada region of Maharashtra has climatic instability because of which people are not able to work in agriculture field. Those who have their agriculture farms are just producing merge food crops which are not much providing them with income. Thus, the employment is reducing drastically in the primary. However, the recent trend have seen the employment rising in the field of infrastructure projects and government initiatives. People are switching themselves in working for the construction activities and in the industries. The share of employment have drastically shifted towards employment in secondary and tertiary sector particularly in Marathwada region. Various government projects and other projects like Shendri Bedkar industrial schemes have taken initiative to increase employment, particularly for the daily wage earners.

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A STUDY ON STRATEGIC HUMAN RESOURCES MANAGEMENT (SHRM) AND ITS IMPACT ON ORGANISATIONAL COMMITMENT IN AUTO DEALERSHIP INDUSTRY

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ABSTRACT

The process of creating SHRM practices, programmes, and policies aids in achieving corporate goals. SHRM practices are ones that are explicitly created, adopted, and carried out in accordance with a conscious business strategy. The link between HRM and strategic management in a company is a focus of SHRM. And strategy known as SHRM deals with issues like as employee relations, performance management, incentive systems, training, and the nature of the job relationship. By focusing on people, SHRM seeks to address the needs of the workforce and enhance corporate success. This essay focuses on establishing the link between employee commitment and SHRM practices.

Keywords: SHRM, Policies Aids, SHRM deals, SHRM Practices, Link HRM

INTRODUCTION

The ever changing scenario of the economy through liberalization and globalization brings drastic changes in Strategic Human Resource Management practices. Nowadays, it is very difficult to face the challenges of quality and price competition. Theoretically clear guidance is absent; the SHRM practices are the backbone of the organization. It is impossible for an organization to obtain goals, HRM practices without strategic approach. The dimensions of SHRM practice links the individual employee objectives with corporate objectives.

Scope of the Study

The study aims at identifying and classifying the factors which lead to SHRM practices prevailing in the Auto dealership industry. It also aims to identify the relationship between the SHRM practices and Employee Commitment. The study proposes the influence of SHRM practices towards the Employee commitment.

Research Methodology

Both analytical and descriptive methodologies are used to carry out the investigation. The key sources for the study are primary and secondary data.

Sample Design

Primary data has been collected through well formulated Questionnaire. Popular dealerships with high turnover are selected to collect samples. 600 questionnaires were distributed among employees. Among the distributed questionnaires, 513 questionnaires have been found usable for primary data analysis. Hence, the correct sample size is 513.

Sample Selection

The primary data is collected using the multi-stage practical sampling approach. The following justifies this sampling strategy: In the first stage of sampling, the whole automobile dealership is condensed into five Companies using a practical random approach. The second stage involves choosing a random employee from among those employed by the five automobile dealership. Following these first two phases, the workers' replies are collected using the practical sampling approach. As a result, it is justifiable to gather samples from automobile dealership using a straightforward multistage sampling procedure.

LITERATURE REVIEW

The review of literature elaborates summaries, evaluates and clarifies the Strategic Human Resource Management and Organizational Commitment of organisations. It provides a theoretical basis for the research review as well as an analysis of current practice in the field of human resources management.

Strategic HRM in leading firms has the relative emphasis on Strategic and operational HR roles throughout each business. It contributes a strong base for the organizations to achieve their success in the business. Brian E. Becker et.al. (1999) defined Strategic HRM as combining the Human Resources Management (HR) and Operations (operations) aspects of human resources.

Debra J. Mesch, Lois Rocas. Rocas-Rocas-Cino Wise and James L. Perry studied two HRM systems and found no significant differences between them. The decentralized model allows more latitude to line managers who are representatives of Strategic HRM.

An organization gains competitive advantage and firm performance through strategic human resources management (HRM) practices, a study has found.

Lopak, et.al., (2006), addresses several conceptual and methodological issues regarding HR. Authors supported that HR systems targeted the strategic objectives as well as operations. Employee's knowledge, skills and abilities, motivation and effort are important factors.

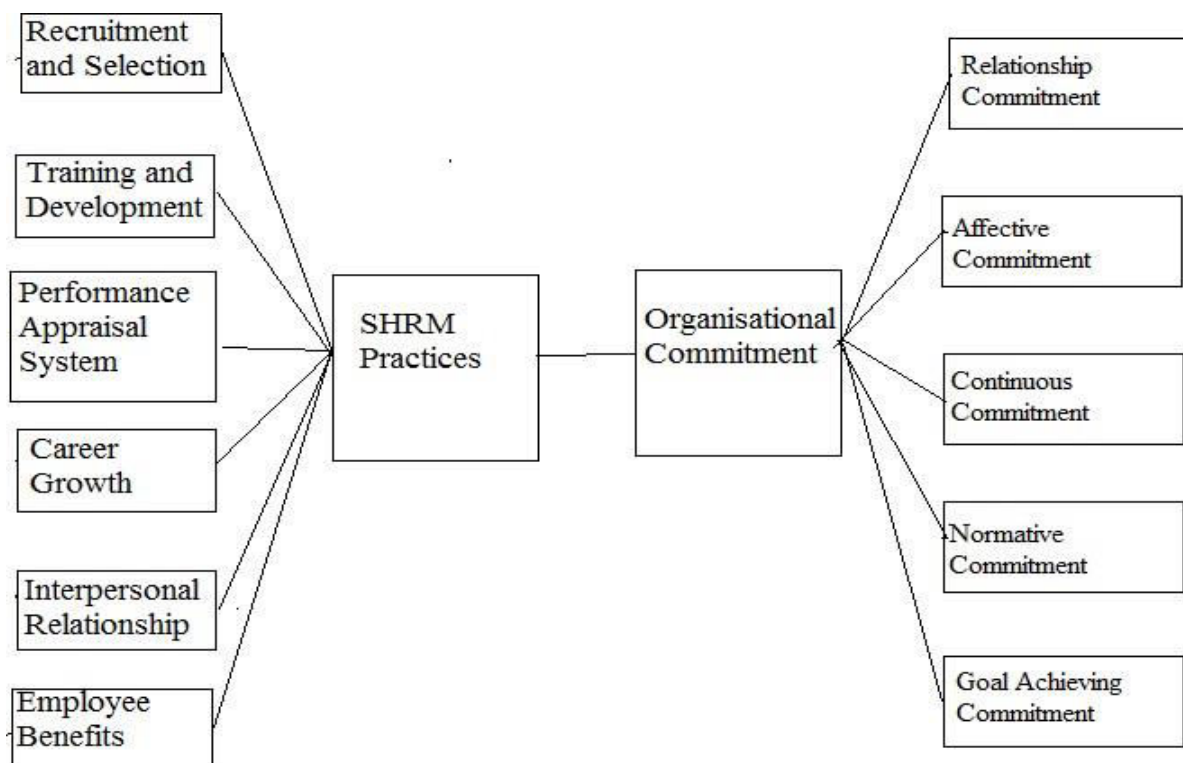
Data Analysis

The researcher identified six SHRM Practices suitable and appropriate for Automobile Dealership in the Mumbai City. They are Recruitment and Selection, Training and Development, Performance Appraisal System, Career Growth, Interpersonal Relationship and Employee Benefits. The model consists of two tools, namely Confirmatory Factor Analysis and Linear Regression Analysis.

Best model fit indices are benchmark for the best satisfaction level of model fit. The total average scores of Independent SHRM factors and Organizational Commitment factors are considered. These fit indices have their benchmark for a company's best employee satisfaction index (BIPI).

The Independent SHRM factors of Recruitment, Training, Appraisal, Career Growth, Interpersonal Relationship and Employee Benefits are validated. There is a deep relationship and impact of SHRM practices in Automobile Dealership on Organizational Commitment of the employees.

This combination is called Structural Equation Model (SEM). The conceptual model of this research work is presented below.



Regarding the impression of employees in automobile dealerships in and around Mumbai city, this conceptual model is validated and proven. Considered are the combined average scores for the organizational commitment and independent SHRM variables. These fit indices offer a standard for the best level of model fit satisfaction.

The following table indicates the model fit indices and the benchmark values.

S.No.	Fit Indices	Values	Bench Marks
1.	Chi-square value	2.249	-
2.	P value	0.693	>0.05
3.	Comparative Fit Index	0.971	>0.09
4.	Goodness of Fit (gfi)	0.967	>0.9
5.	Normed Fit Index	0.962	>0.9
6.	Root Mean Square Error of Approximation Error of Approximation (RMSEA)	0.07	<=0.08

Hypotheses

The Recruitment and Selection practices were the one of the factors of SHRM practices in Automobile Dealerships.

Affective Commitment is one of the components of Organizational Commitment in Automobile Dealerships.

Goal Achieving is one of the components of Organizational Commitment in Automobile dealerships.

There is a deep impact on SHRM practices on Organizational Commitment of Automobile Dealerships.

The SHRM is a review of the factors prevailing in the Automobile Dealerships. Factors include Recruitment and Selection, Training and Development, Performance Appraisal System, Career Growth, Interpersonal Relationship and Employee Benefits. These factors are essential for the successful running of a business.

Automobile Dealership follows transparent Recruitment and Selection procedures, which gives more faith in the organization. So that the organization gets the right person for the right job and also skilled employees for their organization to work without any bias or irreversibility.

Automobile Dealership follows transparent Recruitment and Selection procedures, which gives more faith in the organization. So that the organization gets the right person for the right job and also skilled employees for their organization to work without any bias or irreversibility.

Proper Training and Development procedures give the essential skill-set of the employees. It is beneficial to the organization, as well as to the society. Updated knowledge never routes to the mistakes. Proper Training avoids wastages and accidents in the organization which in turn gives quality products.

Performance Appraisal System gives pay for performance. The well performed employee always gets paid equally according to the efforts put in by him.

Interpersonal Relationship is the key factor in the organization to succeed. It includes working according to the instruction of the team. Problem-solving skills, critical thinking and professional attachment are helpful for a good Interpersonal Relationship.

CONCLUSION

The present study measures the impact of SHRM Practices on Organizational Commitment among the employees of Automobile Dealership. The mean score of the statements was above three, which clearly shows that employees' company follows SHRM practices.

A study by SEM (Structural Equation Model) has examined the impact of Strategic HRM Practices on Organizational Commitment of the employees of the Automobile Companies in Chennai City. The study found that every change in the independent variable will have a positive impact on dependent variables.

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A STUDY OF REVERSE MORTGAGE SCHEME IN INDIA

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ABSTRACT

The Indian Government introduced the Reverse Mortgage Scheme in 2007-08 to help the senior citizens to supplement their income. Under this scheme, the senior citizens receive monthly payments against self-occupied and self-owned residential property. In India, owing to the high property prices, a major chunk of the savings is invested in buying residential property. As a result, at the time of retirement many of the senior citizens are asset rich but do not have sufficient income to meet their regular expenses. Hence, this scheme was introduced to enable the senior citizens to get additional income by mortgaging their self-occupied house property. In this paper, an attempt has been made to understand the Reverse Mortgage Scheme and also to study the level of awareness about this scheme among senior citizens with special reference to Mumbai City.

Keywords: Reverse Mortgage

INTRODUCTION

Among the many challenges faced by the Indian Government, one of them is to take care of the financial security of the growing number of senior citizens, their health care and their safety and security. Better healthcare facilities have led to an increase in the average life of an individual. Due to the emergence of the nuclear family system, many a times, the senior citizens are left to fend for themselves with little support from their near and dear ones. Due to inflation and rising healthcare costs, the amount of pension or returns from their investments may not be sufficient for the senior citizens to meet their regular expenses after retirement. Many of the senior citizens may be owning residential properties having high values, but may not have liquid cash to meet their financial needs. In short, they may have good net-worth, but they may be cash poor. Keeping this in mind, the Government of India has introduced the concept of Reverse Mortgage to help the senior citizens to increase their monthly income by mortgaging the properties owned by them.

REVIEW OF LITERATURE

1. **Ashok Bantwa and Sumitkumar Acharya (2012)**, conducted a feasibility study of the Reverse Mortgage loan as a potential retirement planning tool for the senior citizens of India. They also studied the major challenges in accepting this scheme by the senior citizens. Through research it was found that the retirement planning done by individuals was not sufficient to meet the financial needs after retirement.
2. **Anurag Pahuja and Rinku Sanjeev (2016)** studied the various factors affecting the choice of potential buyers of reverse mortgage loan in India. They also tried to establish a linkage between demographic variables and the attitude of potential users of the reverse mortgage scheme.
3. **Sandhya Rani Dasari (2017)** undertook a study to provide an overview of reverse mortgage market in Indian Banks and its relevance in the current situation for senior citizens in India.

Objectives of the Research

1. To understand the “Reverse Mortgage” Scheme for Senior Citizens in India.
2. To study the awareness level among Senior Citizens of different age groups regarding the Reverse Mortgage Scheme.

HYPOTHESES

Null Hypothesis: There is no relationship between age of the Senior citizens and their awareness level about Reverse Mortgage Scheme in India.

Alternate Hypothesis: There is relationship between age of the Senior citizens and their awareness level about Reverse Mortgage Scheme in India.

RESEARCH METHODOLOGY

Sources of Data: Both primary as well as secondary data was collected for this study. For collecting primary data from respondents, a structured questionnaire was used. Secondary data was collected from research papers, articles published in journals/magazines and literature from websites.

Sampling Method: Non-probability Sampling method (Convenience Sampling) was used. The sampling elements were identified from senior citizens (60years and above) from Mumbai city and its suburbs.

Sample size: 61 respondents

Research Area: Data was collected from Senior citizens of Mumbai City and its suburbs. Due to logistical difficulties, a limited area was considered for the study.

Data Analysis and Test of Hypotheses: Frequency tables and percentages have been used for data analysis. Non-Parametric test like Chi-square test was used for testing the hypotheses.

Reverse Mortgage Scheme

The Indian Government introduced the Reverse Mortgage Scheme in 2007-08 to help the senior citizens to supplement their income through The National Housing Bank, apex body on housing finance in India. NHB drafted its guidelines on reverse mortgage in early 2007. Under this scheme, the senior citizens receive monthly payments against self-occupied and self-owned residential property. This scheme was introduced to enable the senior citizens to get additional income by mortgaging their self-occupied and owned house property with a Bank or Financial Institution. This scheme is the “reverse” of home loan in which a borrower pays EMI to the Bank or Financial Institution.

Eligibility for Reverse Mortgage

1. The minimum age of a senior citizen to avail the benefits of this scheme is 60 years.
2. The residential property to be mortgaged should be fully owned, self-acquired and self-occupied.
3. The property must be a permanent residence of the senior citizen.
4. The amount of the loan will depend on factors such as the market value of the house property as assessed by the lending institution, age of the borrower, and the prevailing interest rate.
5. The terms and conditions of Reverse Mortgage may vary from Bank to Bank.

Benefits of Reverse Mortgage

The Reverse mortgage scheme offers the following benefits to senior citizens:

1. It provides additional income to senior citizens to meet their regular financial needs.
2. The periodic payment received under the scheme can be used for any purpose. There is no restriction on the usage of the payment received under the scheme.
3. A senior citizen can occupy the property owned by him and also earn income from it at the same time under this scheme. Hence, it is a win-win situation for the senior citizen.
4. In case of early repayment of loan, no pre-payment charges are levied.
5. The income received is totally tax-free.
6. The expenses incurred on repairs or renovation of the mortgaged house property are eligible for deduction while computing income-tax.
7. The obligation to repay the loan is deferred till the owner expires, the home is sold or the owner shifts to some other place.

Data Analysis and Interpretation

A questionnaire was used to collect data from senior citizens aged 60 years and above. Based on the data collected, the following observations have been made:

Table 1

Age group in years	Frequency	Percentage (%)
60-70	47	77
70-80	9	15
Above 80	5	8
Total	61	100

Data was collected from 61 respondents. 77% of the respondents belonged to age group of 60-70 years, 15% belonged to 70-80 years and 8% belonged to the above 80 years category.

Table 2

Age group in years	Single/joint owner of house property - Frequency	(%)
60-70	42	76
70-80	8	15
Above 80	5	9
Total	55	100

Out of 61 respondents, 55 respondents were single or joint owner of house property; 76% from 60-70 years group, 15% from 70-80 years group and 9% from above 80 years group.

Table 3

Age group in years	Residing in owned property - Frequency	Percentage (%)
60-70	39	78
70-80	7	14
Above 80	4	8
Total	50	100

Out of 55 respondents owning house property, 50 respondents resided in their owned house property; 78% from 60-70 years group, 14% from 70-80 years group and 8% from above 80 years group.

Table 4

Age group in years	Awareness about Reverse Mortgage Scheme	
	YES	NO
60-70	20	27
70-80	5	4
Above 80	1	4
Total	26	35

Out of 61 respondents, 26 (43%) were aware about Reverse Mortgage Scheme for Senior Citizens in India and 35 (57%) were not aware about the same.

HYPOTHESES

Null Hypothesis: There is no relationship between age of the Senior citizens and their awareness level about Reverse Mortgage Scheme in India.

Alternate Hypothesis: There is relationship between age of the Senior citizens and their awareness level about Reverse Mortgage Scheme in India.

The above hypothesis was tested using Chi-square test based on the data as per Table 4.

The Chi-square statistic was 1.662. The p-value was .435619. Since the p-value $> .05$, there is no sufficient reason to reject the null hypothesis at 5% significance level. Hence, the null hypothesis is accepted. So, it may be said that there is no relationship between age of the Senior citizens and their awareness levels about the Reverse Mortgage Scheme in India.

CONCLUSION

The Government of India has introduced various schemes for the benefit of senior Citizens. One of them is Reverse Mortgage Scheme for senior citizens. A major chunk of the savings of senior citizens is invested in buying house property which can be used by them to create regular income after retirement using this scheme. However, the awareness level about the same is low. So, there is a need to organize awareness sessions for senior citizens and also help them to take benefit of the various schemes launched by the Indian Government.

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EMERGING TRENDS OF EMPLOYMENT: MEDICO-LEGAL CONSULTANT

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ABSTRACT

Purpose

Technological advancement and Corporatization of healthcare sector has led to commercialisation of medical profession. Due to this, the medical profession is no longer considered to be a noble profession. As the patients today is well informed and aware about their rights, this is due to the consumer friendly courts. there has been growing public concern regarding the misconduct of healthcare professionals. The number of complaints against the doctors and the hospitals have also increased twofold, which was not the situation few decades ago. With the advent of Consumer Protection Act, 1986 and the various judgments by Hon'ble apex court of the country, has made the patients know their rights as well as the medical profession has been brought under the ambit of the CPA., thus the patients have started questioning the doctors and their treatments. It is not always possible for the healthcare practitioners to stay abreast with the various regulations and laws governing the medical practice. So, the medico-legal consultant who is considered to be an expert in both the field of law and medicine provides their professional assistance to both the healthcare practitioners as well as the patients. This paper makes an attempt to explore the emerging employment trends in the segment of medico-legal profession.

Keywords: Medico-legal professions, employment, healthcare professionals, patients

OBJECTIVE

To study and explore the need and importance of employment of medico-legal consultants.

METHODOLOGY

The study is based on data collected purely from secondary sources and various information available in books, magazines, newspapers, medical journals and from internet.

LIMITATIONS

This research paper is only based on the data collected from various secondary sources. Articles from various newspapers and from the internet used for the purpose of exploring the research issue.

INTRODUCTION

Medico-legal services means, the services involving both medical and legal services such as medical and legal research, legal advice, the summarization of conflicts and medical records. These services are provided by experts who help in analysing laws and legal matters governing the healthcare professionals. Medico-legal experts are consultants who have immense knowledge on legal perspectives and they also possess sound knowledge of the complexities related to healthcare professionals. Medico-legal consultants are competent and skilful in preparing logical and concise summarization of medical records, that would be of great help and support to the clients i.e. the healthcare professionals as well as the patients, in various stages of court cases. So that it reaches to its proper end.

The medical profession was never made accountable because of the amount of trust, respect and confidence it commanded among the patients. However, due to commercialization and corporatization of healthcare sector, the medical professionals has the lost the fiduciary relation which it enjoyed among the patients. Moreover, in India the Consumer Protection Act, 1986, which formulated to protect the interest of the consumers, brought in the medical profession within its ambit. Those days are long passed, when medical profession considered as noble profession, that provided healthcare services to the people. Today the medical practitioners are held solely responsible for the wrong doing or errors or omissions in the treatment. So also the hospitals are held responsible for the medical negligence. Patients are now well aware of their rights due to technological advancements and digitalization. Thus, it has become very easy for the patients to file litigations in various civil as well as consumer courts. The consumer awareness among the patients with regards to their rights has increased the litigations against those medical professionals/hospitals, who are alleged or accused of medical malpractices or unethical medical practices.

The covid-19 pandemic which engulfed the whole world increase the medico-legal cases by dragging the healthcare professionals in vexatious litigation, as there is lack of clarity about the disease, its treatment and its capacity to spread. Doctors faced too many new challenges which kept on emerging during their practice, which

also resulted into increase litigations against the healthcare professionals and hospitals. Moreover, the regulatory framework governing the medical practices are witnessing frequent changes and it is not practically feasible for the healthcare professionals to stay well informed, explain, understand and be aware of all the laws governing the public health and their rights. Under such scenario it becomes necessary for both medical professionals as well as the patients, to seek the help of medico-legal consultants. In this litigious world, the role of medico-legal consultant is very prominent particularly because of the consumer activism, along with the expeditious changes in the medico-legal field. This has further increased the demand for medico-legal consultants for professional's assistance, thereby boosting the growth of medico-legal services in the healthcare sector. The end user of the medico-legal service market, includes, the doctors, patients, insurance companies, hospitals, law firms, physicians etc.

Importance of Medico-Legal Consultant

The term medico-legal is a combination of two terms medicine and law. Both these terms are closely integrated. Each and every one speaks about law, but few people such as lawyers, judges, is able to interpret and understand the intricacies of law. Therefore, we need to understand the importance of medico legal consultants.

The Medical profession is governed by its own set of ethical codes and guidelines. The doctors owe to the patients a duty of care in determining what a treatment to give and duty of care in administering that treatment. A breach of any of these responsibilities give the patients the right to sue the doctors for medical negligence. The civil court or the consumer courts will take the action against these negligent medical professionals by awarding the following remedies such as compensation through the civil courts, high courts, supreme courts or consumer courts. Disciplinary actions from various medical council such as state and central.

Both professional groups – Legal and Medical, suffer from ignorance of law and medicine, as the lawyer who hardly come across or deal with medical issues in their legal practice and thus know very little about medical profession and its problem. Similarly, the healthcare professionals also have a poor understanding of law and how it affects their medical practice.

Medico-legal consultant serves a bridge between these two professions; Making them work together smoothly and effectively. Hence, these all factors have been driving force for the growth of medico-legal consultant in the healthcare sector.

CONCLUSION

Post covid-19, the need for employing medico-legal consultant have increased in greater number. Technological advancements, consumer awareness amongst the patients and growing complexities around the medical practices has enhanced the growth of this segment in the healthcare sector. Even their families or the patients who is the victim of the unethical conduct of medical practitioners needs the help of well trained and knowledgeable medico-legal consultants who can assist them, to reach the end result. The medico-legal consultant will be able to handle the cases in more professional way, thus helping the healthcare professionals to carry on their medical practice without indulging in medical malpractices.

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SOCIAL MEDIA INFLUENCERS IN TOURISM: FACTORS PROMOTING SUCCESS FOR SELF-EMPLOYMENT OPPORTUNITIES

¹Payal Jignesh Parikh and ²Dr. Neelam Arora¹Research Scholar, Lala Lajpatrai College of Commerce and Economics, Mumbai, India²PhD Research Guide- University of Mumbai, Principal at Lala Lajpat Rai College of Commerce and Economics, Mumbai, India**ABSTRACT****Purpose**

In recent years there has been an increase in the number of consumers following travel influencers and being exposed to influencer marketing. The rise in the market value of influencer marketing, the platforms and communication channels available and a sudden increase in the number of travel influencers in India has been a boon to India. Content creation by Travel Influencers has changed tourists' outlook on traveling in India after the pandemic. The purpose of this paper is to study the various factors which leads to the success of an Influencer and content creation as an avenue for self-employment.

Methodology

Published Secondary sources have been used to collect data for this study. This study explores YouTube Entrepreneurial Calculation and Video Analytics of Curly Tales and Radhika Nomllers YouTube Channel. The top 5 YouTube and Instagram influencers have been studied in terms of their number of followers, average engagement rate and video views. The Influencer marketing Industry reports from Social Blade tracker and Hype auditor are used as reference for YouTube and Instagram statistics.

Findings

The research has shown a great potential of using social media influencers in travel marketing. Metrics, or methods of measurement, can be used to quantify the success of an influencer before deciding to hire them or the success of the promotional campaign. The influencer's reach and engagement in terms of reach, likes and comments, the channel they are using, number of posts including things like images, videos and audio are the factors proven for the success of influencer marketing. The paper justifies the reasons for rising opportunities of influencer marketing industry in India.

Limitation

The data was solely acquired from YouTube and Instagram platform. Other social media apps have not been studied. The YouTube Entrepreneurial Calculation, Instagram metrics would vary from influencer to influencer.

Keywords: Influencer marketing, social media, YouTube, Instagram, views, subscriber

1) INTRODUCTION

Influencer marketing is defined as marketing that identifies and activates people who can influence the brand preferences, purchasing decisions and loyalty of the wider population with their own opinions, beliefs and/or marketing channels. On social platforms, the term typically describes the process by which companies reward celebrities, social media stars or industry experts to create and publish content on behalf of brands on social channels or endorse brands. Successful influencer posts aren't about reaching a mass audience, they're about targeting the right consumers based on an influencer's followers. In other words, it's all about good segmentation.

According to an April 2017 study by ANA and PQ Media, the brand's total spend on influencer marketing was \$81 billion in 2016 and is expected to reach \$101 billion by 2020. When brand spend and operator revenue are combined, including contractors such as agencies and media companies spent \$130 billion in 2016 and are projected to spend \$167 billion on influencer programs by 2020. (Association of National Advertisers, 2018) Influencer marketing has grown in popularity among marketers in recent years due to the growth and development of social media.

A travel blogger travels to places of interest and writes about their experiences for other people to read. Some travel bloggers work locally, covering places in a general area, while others may travel worldwide.

1.1 Types of Travel Influencers

The influencers fall into specific categories based on their audience reach and fan base:

1.1.1 Mega – Influencers

A mega influencer/celebrity influencer is anyone who enjoys public recognition outside of social media and is leveraged by brands for their large following base. Virat Kohli, who was ranked 23rd in 2020, overtook Priyanka Chopra and is now in the top 19. He earns Rs 5 billion(\$680,000) per Instagram post. The prices on YouTube or Instagram would also fluctuate. These influencers often have over 1 million followers and large endorsement deals with well-known brands.

1.1.2. Macro - Influencers

Macro influencers are influencers who have not yet found fame but are nonetheless extremely successful, with followers ranging from 100,000 to 1 million. They typically charge a lower price per post compared to mega and celebrity influencers. One example is Sid-The Wanderer (@siddharthajoshi) is a continuously top-rated Blog that started as an evening pastime for him to share his travel story with his friends. It all started with his passion and fascination with studying people, says Siddhartha, and his work proves it. Most macro influencers can offer brands the most bang for their buck.

1.1.3 Mid-Tier - Influencers

Mid-tier influencers are those who have a community of 50,000 to 250,000 followers on Instagram and 10,000 to 1,000,000 subscribers on the YouTube video platform. These influencers have a somewhat smaller community than more popular influencers. However, they connect with their community easily and from the beginning.

1.1.4 Micro-Influencers

Micro-influencers are successful enough to have an influencer career, but they are smaller than macro-influencers in terms of size and scope. Their audience tends to be more limited to their geographic base, and most of their income comes from affiliate link programs or occasional partnerships with brands with follower counts of between 10,000 and 100,000. Micro-influencers typically rely on social media videos (Instagram Stories) to help them connect with their followers and increase their perceived accessibility and authenticity. Ami describes himself as a restless ball of energy who was born with a passion for travel. Ami Bhat (@amibhat) is the perfect match as she has over 15 years of digital marketing experience and has never stopped travelling. Also, she has fan followings of more than 16,000 followers on her Instagram account.

1.1.5 Nano - Influencers

Nano-influencers are at the beginnings of their influencer careers, and their followers are mostly friends, acquaintances, and others who live close by. Because nano-influencers offer their followers the benefits of personal accessibility and high perceived authenticity, they often generate the highest engagement rates of all influencer categories. \$10–\$100 per post or free gifts. Many “newbie” influencers will be happy to promote your business in exchange for you sending them a free product. Abhinav Singhai, an Indian nano influencer (@abhinavinsta) has fan followers of more than 4039 followers on his Instagram account.

2) LITERATURE REVIEW

The travel blogs are used to build a virtual community where social media influencers post their reviews of specific travel destinations. The destination image posted by social media influencer's influences the behaviour of potential tourists. There are many pictures and videos that traveller's will click during their trip. (Wang, 2012).

Travel companies use social media to easily announce their offers and travel destinations. The new travel destinations are searched for by recommendations from friends on social media. The online reviews help the potential tourists to make their decision. The influencers post their pictures on Facebook, Twitter or YouTube. A significant number of people use apps to find different places. The online reviews are written about the place, hotel and other travel-related activities. The written reviews become popular and influential over time. The online influencers use Facebook where people comment on the travel destination. The images and stories of lesser-known places are shared on social media to encourage potential tourists to visit that place. The influencers make a more personal connection with potential customers by sharing their stories on Instagram. The business model of tourist destinations is directly influenced by fast technologies. The process of travel is dominated by online tools and influencer content posted on social media. The online reviews are written about the place, hotel and other travel-related activities. The written reviews become popular and influential over time. The online influencers use Facebook where people comment on the travel destination. The images and stories of lesser-known places are shared on social media to encourage potential tourists to visit that place. The influencers make a more personal connection with potential customers by sharing their stories on Instagram. The business model of tourist destinations is directly influenced by fast technologies. The process of travel is dominated by online tools and influencer content posted on social media. (Heras-Pedrosa et al., 2020)

3) OBJECTIVES OF THE STUDY

1. To study factors promoting success on You Tube social media platform for TravelInfluencers.
2. To study factors promoting success on Instagram social media platform for Travel Influencers.

4) RESEARCH METHODOLOGY OF THE STUDY

Published secondary sources such as books, magazines, internet were used to collect data for this study. This study examines YouTube entrepreneurial accounting and video analysis of the Curly Tales and Radhika Nomllers YouTube channel as an example. Industry Reports for Influencer Marketing, hype auditor and Social Blade Tracker users served as reference for Influencer rates, channel metrics etc.

5) INFLUENCER RATES FOR YOU TUBE AND INSTAGRAM:

The Influencer rates have been summarised as under for a better understanding and average rates for You Tube and Instagram. The prices would also vary from influencer to influencer, his fan following, etc

The following table is classified on the **types of Influencers** and their **estimated** earnings on their Instagram and you tube channels.

Types of Influencers	No. of Followers	Instagram (Per Post Price in Indian Rupees)	You Tube (Estimated Earnings in Indian Rupees)
Mega-influencers	1,000,000+ followers	Up to Rs.1.2 Lakh or more	Rs.1,60,000 -6,00,000 per video
Macro-influencers	500,000–1,000,000 followers	Up to Rs.1 Lakh or more	Rs.1,20,000 -1,60,000 per video
Mid-tier influencers	50,000–500,000 followers	Rs.35,000-60,000	Rs.80,000 - 1,20,000 per video
Micro-influencers:	10,000–50,000 followers	Rs.16,000-35,000	Rs.20,000 - 80,000 per video
Nano-influencers	1,000–10,000 followers	Rs. 1,000 –Rs.16,000	Rs.1,000- Rs.20,000 per video

6) ENTREPRENEURIAL CALCULATION AND VIDEO ANALYTICS OF CURLY TALES YOUTUBE CHANNEL

Kamiya Jani Verma is an Indian YouTuber and popular social media influencer. She is the founder of the YouTube channel Curly Tales. In this channel she mainly shares her travel experiences. Curly Tales is a content platform for food, travel, experiences and lifestyle.

It is one of the most popular online platforms that share food and travel recommendations. Jani talks about her journey, her venture, apart from her views on the current scenario of the travel industry. Her journey started with a passion, moved to content creation, curation and is now in the commercial stage where the transactions are made based on recommendations via Facebook.

Mir, and Rehman (2013) examined the impact of the number of posts, views, and reviews on the perceived credibility and usefulness of product content generated by YouTube users and found that the number of posts, views, and reviews over A product has an impact positive impact on the perceived credibility and usefulness of the product. Additionally, perceived credibility and usefulness were translated into considerations in their purchasing decisions.

A subscriber can become an avid fan who watches, comments and shares your videos. A view is counted when the video plays in users' feeds. As you saw in our article, a user needs to play the video for a certain amount of time in order for the view to be counted on other networks.

Content creation is the process of generating topic ideas that resonate with your audience, creating written or visual content around those ideas, and exposing that information to your audience as a blog, video, infographic, or other content format. Engagement rate is a metric used to measure the engagement generated by created content or a branded campaign. In other words, engagement rate refers to the level of interaction with followers generated from content created by a user. The channel has earned for 30 days between \$3.7k-\$58.5k for the month of July, 2022. Curly Tales has 1.68 million subscribers. The following table is made keeping in mind the top 5 videos of **Curly Tales for July, 2022** based on the maximum number of views.

Date	Video Title	Views	Rating	Estimate Earnings
15-07-2022	3-Day Getaway to the Queen of Hills- Shimla	169.2K	100.0%	\$85-\$677
20-07-2022	Kedarnath Yatra 2022 in a Helicopter	272.6K	100.0%	\$136-\$1.1K
21-07-2022	Nutritious Yet Tasty Mid-MealSnack	145.6K	100.0%	\$73-\$582
24-07-2022	Sunday Brunch With @Zomatowith Disha Patani, Arjun Kapoor,Tara Sutaria	346.5K	100.0%	\$173-1.4K
26-07-2022	Street Food of Chandigarh with @ Vishnu Kaushal &	225.8K	100.0%	\$113-\$903
31-07-2022		Average views	100.0%	30days average earnings was
		112.75K		between \$3 .7k-\$58.5k

Table 1. YouTube Statistics Summary/ User statistics Summary for Curly Tales for July, 2022

In the above table, **Sunday Brunch video** with Ft. Disha Patani, Arjun Kapoor, Tara Sutaria had 356,875 views and it was premiered on July 24, 2022. Kamiya Jani struggled being the host of this show as the 3 celebrities completely took the lead and had a great time on the set Arjun, Tara & Disha talked about their favourite food memories, solo travel, luxury travel and more. The audiences always are eager to know about the life of the film stars and where they travel. YouTube creators can grow their channel by understanding viewer trends.

Duffett Et Al. (2019) examined YouTube marketing communications in the context of developing countries, specifically the impact of online usage and user demographics on marketing outcomes. Data from Romania and South Africa showed a positive association between brand likeability and brand preference as a result of YouTube marketing communications. Easy accessibility to electronic devices enhances longer use of YouTube, frequency of use of YouTube, length of each use of YouTube, and younger age range were factors that impacted YouTube users' propensity to engage with advertised brands on the site like

Another channel is considered to draw conclusions about the success factors for a Travel Influencer on YouTube channel. Radhika Nomllers YouTube channel has received 192,000 subscribers and 12,026,669 total views of her video. Radhika is a travel blogger, Instagrammer and YouTuber based in Delhi. And before YouTube, Radhika worked in a company in Noida as a business analyst. Radhika used to run a blog alongside her work. Radhika's blog and YouTube channel are both on travel field in which Radhika shares her travel experiences about the places she is visiting.

The following table is made keeping in mind the top 4 videos of **Radhika Nomllers** YouTube channel for **July, 2022** based on the maximum number of views.

Date	Video Title	Views	Rating	Estimate Earnings
8-7-2022	Offbeat Places in #Goa Beyond Beaches #Monsoons	8.3K	100.0%	\$4-\$33
12-07-2022	Will you spend INR RS 35,000 on this?	9.6 K	100.0%	\$5-\$38
20-07-2022	Weekend in Munnar-Thing todo # Munnar# Kerala	4.7K	100.0%	\$2-\$19
24-07-2022	A Weekend Getaway Near Mumbai -Panchgani	8.2K	100.0%	\$4-\$32
31-07-2022		Average views 101.5K	100.0%	30days average earnings was between \$124-\$2 K

Table 2. YouTube Statistics Summary/ User statistics Summary for Radhika Nomllers for July, 2022

In the above table, Will you spend INR Rs, 35,000 on this? video was more popular because of its content creation and the number of views. Audiences are awaiting for those videos which Engage them and relax them. Radhika is doing a great job as an influencer but one can observe few facts that differentiates macro influencers and mid-tier influencers.

Kuycyu, Mihalıs (2019) concluded that a successful YouTube marketing campaign depends on a number of factors, including the integration of YouTube advertising into a broader marketing strategy, a high-quality video ad or an eye-catching non-video ad, advertising via YouTube -Channels and their reputation and content creators related to the product or brand and advertising through channels with a large number of subscribers and views.

From the above 2 tables, content creation specifically for influencer marketers is ranked by subscribers, views, video count, and innovative idea of the video. In few cases **celebrity engagement is also an** extra bonus to increase the views. One can summarize that most viewed videos, total views, total subscribers, etc. have helped many influencers for their professional success. Kamiya Jani's efforts in continued commitment to consistent updates, keywords, metadata search engine optimization, lots of celebrity videos to increase her viewership, new attractive content have helped her You Tube channel to earn more money than the other YouTubers. **Curly Tales** YouTube channel **outperforms Radhika Nomllers** YouTube channel in the **audience engagement rate, quality of videos, content creation and user engagement rate.**

7) BEST INSTAGRAM TRAVEL INFLUENCERS OF INDIA

Name	Instagram UserName	Followers	Authentic Engagement	EngagementAverage
Allu SnehaReddy	@ allusnehareddy	8.3M	206.7K	240.2K
Raghav Yuval	@ raghavjuval	10.9M	134.7K	160.2K
Saiyad Sana Khan	@ sanakhaan21	5.2M	190.2K	236.1K
Nakuul Mehta	@ nakuulmehta	2.7M	70.1K	84.7K
Dimpi Sanghvi	@dimpisanghvi_ws	3.3M	933.2K	41.2K

Table 3 Best Instagram Influencers of India as per Hype Auditor as on 31st July, 2022

Allu Sneha Reddy, the stylish wife of superstar Allu Arjun is an Instagram Star. It is observed from Table 2. **Allu Sneha Reddy** has 8.3 million followers. Her Instagram posts also reflect her love of travel and great sense of style. Allu Sneha Reddy's flair for event decoration was evident in her posts about her Halloween and Diwali celebrations. but her Video Engagement rate is excellent. The viewers want to watch more of her photos and videos. This makes her more promising influencer than Raghav Yuval. Most pricing starts with one of these baseline formulas and goes up from there.

The unspoken industry standard is \$100 per 10,000 followers + extras for type of post (x # of posts) + additional factors = total rate. This can be measured by the number of followers of influencers you choose to work with.

There are a number of factors that can affect how much an influencer charges for their services, and it's rare to find an influencer who charges a flat fee. Influencer marketing is a legitimate business and influencers set their prices based on what brands are paying. The influencer's reach and engagement, the channel they are using, number of posts including things like images, videos and audio etc.

Once the travel Influencer becomes famous there are other avenues such as **Affiliate Marketing, paid Sponsorship**, co- create a product line and other avenues which helps them earn more money.

8) RISING TRENDS OF INFLUENCER MARKETING INDUSTRY IN INDIA 2021-2025

As published by Tanushree Basuroy on Mar 17, 2022 as of 2021, the influencer marketing industry in India was worth nine billion Indian rupees. It was projected to grow at a compound annual growth rate of 25 percent over the next five years. The industry's market value was estimated to amount to **22 billion Indian rupees** by 2025. The original report states that these figures only account for talent and production costs and not the media deployment costs that would further increase the market value.

9) CONCLUSION/ DISCUSSION

Using affiliate programs for your YouTube Channel can help influencers to earn a high amount by adopting various useful strategies too. Influencers make money vary per post depending on the type of deal they are making with the brand. The affiliate marketing industry also pays affiliate marketing links, some earn commissions on sponsored posts and some work for product exchange and others receive a flat fee for sponsored posts. With the help of the above statistics in the previous tables one can easily state that **'INFLUENCERS CREATE SELF- EMPLOYMENT OPPORTUNITIES FOR THEMSELVES.'**

Both Instagram and YouTube are great social media platforms/channels. If you're focused on long-form videos, YouTube is the place to go, but if short-form content resonates with your audience, Instagram is a better platform. In addition, Instagram supports many content formats such as posts, stories, IGTV videos and live videos, etc.

When choosing a platform for your campaign, you need to consider the Rs of influence. These are:

1) Resonance

The potential engagement an influencer can generate from an audience that is relevant and valuable to your business. This is measured by likes and comments on an influencer's post.

2) Relevance

How many of your target customers can be found on this platform. You can check this by analysing which platforms influencers in your niche use more often.

3) Reach

This can be measured by the number of followers of influencers you choose to work with.

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A STUDY ON THE GROWING IMPACT OF SOCIAL MEDIA ON YOUNGSTER'S PURCHASING DECISIONS

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ABSTRACT

This study aims to investigate how young consumers' purchasing patterns are being influenced by social media. To examine their influence on purchasing attitudes and behavior. This study investigated how purchasing behavior during and post lock-down conditions is influenced. The results of this study may help marketers create marketing tactics that will draw customers to a future business orientation with lucrative ultimate attributes.

The COVID-19 epidemic and resulting lock-down has altered consumer behaviour and presented marketers with a fresh opportunity. Younger customers make up a growing segment of the market, thus understanding them better may help marketers employ tools and techniques more effectively in the future.

Keywords: impact of social media, youngsters, purchasing decisions.

INTRODUCTION

Young adults who are educated and tech-savvy utilise their devices, including social media and the internet, to get information that is strongly motivated by the social influences that shape their online buying behavior. Young people easily learn new technology and find fun in internet buying. Because of their propensity to make purchases and increasing size, the youthful group area has drawn the attention of digital marketers. Given that the characteristics, beliefs, and behavioral patterns of the young generation differ from those of other segments of society, marketers may be directed to use appropriate marketing tools and strategies by having a thorough understanding of the factors that influence the purchasing behaviour of young consumers.

Lockdown has had a significant impact on people's everyday life, enterprises, international trade, and movements for buying, consumers now choose the market area over the marketplace. Customers are interested in purchasing online since it is convenient and to some extent assures safety because of government regulations and preventative actions. Global e-commerce companies now have new opportunities as a result of the radical change toward online buying. And social media has emerged as a new tool to promote products.

The e-commerce sector began to expand in last decade, but it received a boost only during the lockdown. In order to address certain significant crises, including problems with payment gateways, the creation of delivery systems, and concerns with increasing customer education and awareness. The expansion of the internet infrastructure, improved mobile internet service, easy logistical support, and consumer awareness of digital platforms give the online retail industry additional opportunities. The difficulties of e-payment, which are unquestionably becoming a reality every single day, are eliminated by digital wallet systems, which also provide comfort through intelligent mobile applications.

The results of this study will thus add to the literature by validating the driving forces that influence consumer behaviour.

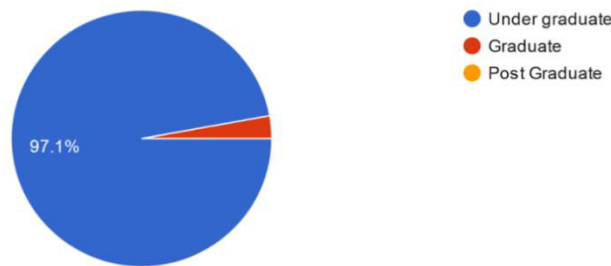
Objectives

1. To know whether social media has an impact on youngster's purchase decisions
2. To know if social media influence has increased during and post lock-down

Data Collection

An online survey strategy has been used to gather primary data. Responses were collected from 70 respondents, most of them are college students. The respondents who are enrolled in college or university were gathered using the questionnaire. Because they use the internet so often and actively compared to other segments of the population, college students have emerged as a significant segment of the consumer market.

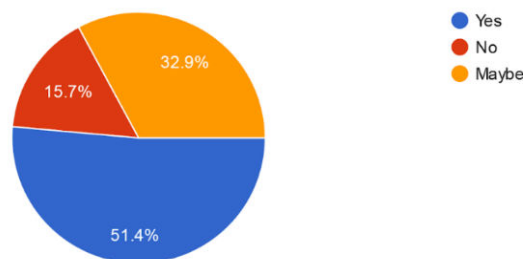
3. Educational Qualification.
70 responses



Most of the respondents are between the age group of 18 to 20. They are pursuing their degree course. The recent graduates with advanced knowledge of information systems and e-commerce participated in this survey.

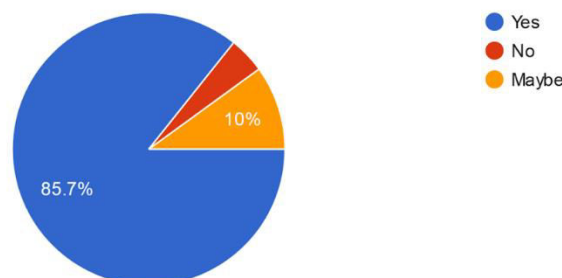
Analysis of Data Collected

5. Do you think your purchases are influenced by social media connect? (Social media Ads, posts, suggestions)
70 responses



The respondents were asked whether they think that their purchases were influenced by social media connect like social media ads post suggestions etc. in response to it the respondents say that a51.4 represent respondents say that yes their purchases are being influenced 32.9% were not sure whether influenced by social media apps 15.7% of the respondents said that that their purchases are not influenced by social media connect so from this weekend conclude that more than 50% of the respondents are being influenced by social media connect which is a very useful information

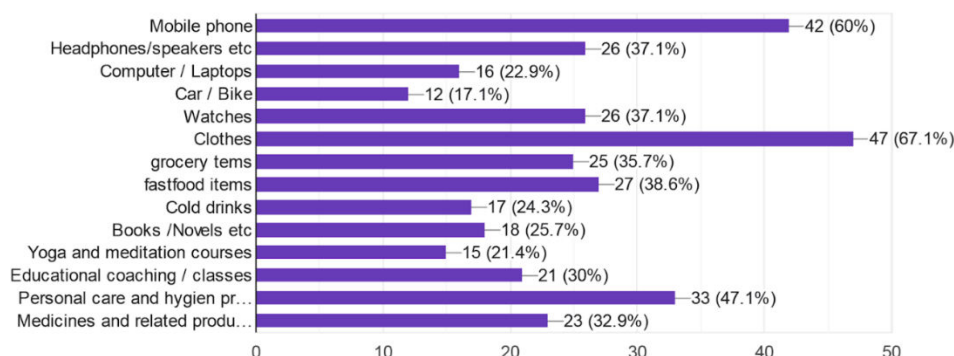
6. Do you think social media has become more influencing factor during and after lock-down?
70 responses



When respondents were asked whether they think that social media has become more influencing factor during and after lockdown period 85.7% of the respondents agreed that yes social media has become more influencing factor since the lock down 10% people were not sure whether social media as any influence or no and whereas 4.3% of the respondents say that for them the social media is not an influencing factor. So now we can conclude that yes, the social media has become a major factor which influences your purchases since lockdown as more than 85% of the respondents have ratified that.

7. Which of the following purchases have social media influence? (You can tick more than one)

70 responses



When respondents were asked which items of purchases are influenced by social media connect, the results are shown in bar diagram above.

The bar diagram shows that clothes and appearance purchases are mostly influenced by social media connect 67.1% of the respondents say that when they buy clothes, they are influenced by social media ads. In case of mobile phones 60% of respondents say that their purchase depends on or is influenced by social media ads. In case of personal care and hygiene items 47.1% of the respondent say that their purchases are being influenced by social media apps. In case of fast-food items 38.6% of the respondents say that their purchases are influenced by social media connect like ads post etc. In case of headphones speakers and watches 37.1% of the respondents say that their purchases are influenced by social media connect. In case of grocery items 35.7% of the respondents say that their purchases are being influenced by social media connect. 30% of the respondents say that they refer to social media network sites for choosing educational coaching or classes in case of books and novels. 25.7% of the respondents say that they refer to the suggestions made by social media sites of cold drinks purchases. Remaining product's purchases like that if computer and laptop, cars and bikes, cold drinks, books and novels, yoga and meditation courses are not so much influenced by social media connect and posts.

FINDINGS

Consumers' conventional buying pattern and factors affecting buying motives have changed as a result of the lockdown and convenience. Social media impact has grabbed the opportunity and has entered our lives inadvertently. Due to lockdown and pandemic conditions, customers' behaviour has radically changed, posing opportunities as well hurdles for marketers using digital marketing communication channels.

CONCLUSIONS

E-business is future and Youth is the backbone of a country's future and will be key stakeholders in potential internet businesses. So, businessmen will have to assess their marketing strategies. So, to conclude researcher would say that social media has an impact on purchase made by youngsters. Study reveals that social media is to be used as a tool to promote many products like clothes, mobile phones, personal care products etc.

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EMERGING EMPLOYMENT TRENDS AMONG YOUTH IN MAHARASHTRA

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INTRODUCTION

The face of employment has evolved over the years, it is not confined to a certain age group of people. It has diversified to children of eighteen to senior citizens of sixty. The youth is reforming the idea of hustling, building interest and raising funds through working in fields of their liking. This has in turn boosted the economies of certain sectors and maintained a balance in the economy as a whole. Sectors like tourism saw a downfall during the pandemic, but the government of tourism dependent nations, like Costa Rica, Jamaica etc are taking effective measures like shifting of national holidays to Mondays to rejuvenate domestic tourism by extending weekends. Barbados, introducing a 'Welcome Stamp' visa which grants one year residency sanction which allows remote employees to reside and work from the country. Thailand is trying shift to niche markets, involving adventure travel and robustness tours. Many tours and travel agencies have come up with initiative of providing travel internships to students of eighteen and above. The youth of this era understand the significance of travelling and documenting their precious moments, but are not quite provided with the opportunities to explore the same, therefore, such internships benefit their overall growth and development and also contribute to the economies of the respective fields.

Traditional ways are making way for modern approaches, "Self-Reliance India mission" announced by Narendra Modi in the course of the world-wide pandemic, is one such example. Such initiative gave the much-needed push to the youth to incorporate modern intellects into their working environment, with 65 percent of the country's population being below 35 years and 50 percent being below 25 years and being largely educated and well-versed, India is highly likely to surpass other nations and reap the benefits of having such enhanced powerhouse of human resource potential. Skillset development, involving upskill of soft, technical and communication deftness is the crux of the solution in the progress to peak to their highest ability.

In current times, it can be said that India has come a long way from being traditional to becoming modern in the mindset of employment. It was not common for children of mere sixteen to go out and work for themselves, but now as the times have changed this thinking has evolved into the youth going out and taking charge of their lives. This notion was facilitated through seven important factors.

- **Self-dependency:** The idea of learning while earning has cultivated a strong need and habit of self-dependency amongst the youth. Financial independence has proven to be an essential outcome of the concept.
- **Influence of the western culture:** The western culture is a prominent factor in terms of the growth of work culture. Teenagers funding their own expenses and even their academic expenditures in the foreign countries, have persuaded Indian culture to mould such intellects into their youth as well.
- **Contribution to the household:** The basic mechanism of earning and spending, the value of money and the teaching of saving for the future is not confined to the parents anymore. As the children of this modern generation have taken it upon themselves to provide for their outlays all these practices are being incorporated in their day-to-day life.
- **Boost in the respective field of employment:** Sectors like Tourism, Travel, Food and Marketing are gaining momentum. The youthful perspective and brilliance are shaping these fields to their highest potential.
- **Practical outlook:** India is known to have a theoretical approach when it comes to education. Students need a practical outlook in the mechanism of their areas of interest. Working as a person behind the scenes clears out their doubts, erases their fears and boosts their confidence. The concept of 'Earning while Learning' is a very innovative and rewarding approach towards the same.
- **Passive Income Source:** The times are ever changing; it is impossible to predict the solidity of a source of income. Contingency plans, passive incomes and investing have become a dire need for survival. One cannot plan his future just based on his salary, he has to think five years ahead and start saving and investing now.

Tutoring, vlogging, content writing, social media development, coding etc are some effective jobs that reward well and make best passive income source.

- Change in mindset: As an individual, growth of mentality, that is, keeping up with the world and adapting to change is crucial. It is very unpredictable of the situations and circumstances; therefore, future planning and decisiveness are the key benefactors to evolution and growth. Especially, after the pandemic when things took a turn for the worse, people losing their hard-earned jobs, the death toll rising impossibly and health conditions worsening the situation, even the best preparation beforehand could not make anyone ready to face such conditions.

Objective

- To study the factors facilitating the growth of employment amongst youth.

Hypotheses

H0: There is no significant relationship between factors facilitating the growth of employment trends amongst youth

H1: There is a significant relationship between factors facilitating the growth of employment trends amongst youth

REVIEW OF LITERATURE

Sr.no	Title of research and its author	Summary	Keywords
1.	Preparing Youth for the workplace Of the Tomorrow. Cultivating the social and emotional Skills employers demand. Authors: Nick Yoder, Matthew . Atwell	Brief defining the relationship between social and emotional competencies and the skills sought by today's employers.	Social, Emotional, competencies, skills and workforce.
2.	Recent employment trends in India and China: an unfortunate convergence? Authors: C.P.Chandrasekhar and Jayati Ghosh	Argumentation About the similarity between India and China in their current international hype about their future economic prospects, facing the same economic issues at present particularly in terms of labour market.	Similarities, differences, economic disparities and labour markets.
3.	Skills Development for Youth in India: Challenges and Opportunities. Author: Aya Okada	Recent changes facilitating youth's transition to the world of work.	Skill development, youth population, demographic trends, labour markets and vocational training.
4.	Emerging Trends in Rural Employment Structure and Rural Labour Markets in India Author: D Narsimha Reddy, A Amarendra Reddy, N Nagaraj and Cynthia Bantilan	Deals with the dynamics of change with certain reference to rural employment, rural labour markets and conditions of life and livelihood of rural labour.	Rural employment, Labour force participation, non-agricultural sector, under employment and labour absorption.
5.	Globalisation and its effects on youth employment trends in Asia. Author: Elizabeth Morris	Changing technological and globalisation advances among youth.	Globalisation, employment, unemployment, labour force trends, economic growth and business cycles.

RESEARCH METHODOLOGY

Primary Data Sources: - Questionnaire devised for youth to understand the media factors which facilitate the growth of employment trends among youngsters.

SPSS Software used: - Cronbach Alpha, Factor Analysis.

Secondary Data Sources: - Research papers, Journals, Reports, webliography links

Sampling: - Purposive Sampling Method

Sample: - 114 respondents

Data Interpretation and Data Analysis:

Testing of reliability of data of all 7 factors under study facilitating the growth of employment trends among youngsters

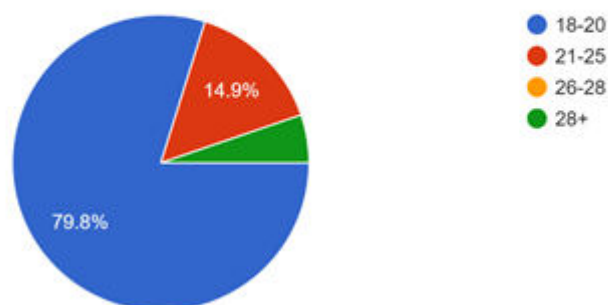
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.877	7

Item Statistics			
	Mean	Std. Deviation	N
Self-dependency	4.28	.730	114
Influence of the western culture	4.64	.630	114
Contribution to the household	4.56	.624	114
Boost in the respective field of employment	4.38	.785	114
Practical outlook	4.26	.816	114
Passive Income Source	4.25	.791	114
Change in mindset	4.04	.866	114

Cronbach's alpha is the common measure of internal consistency ("reliability") as Cronbach's alpha is 0.874, which indicates a high level of internal consistency in the variable of study to understand various facilitating the growth of employment trends among youngsters.

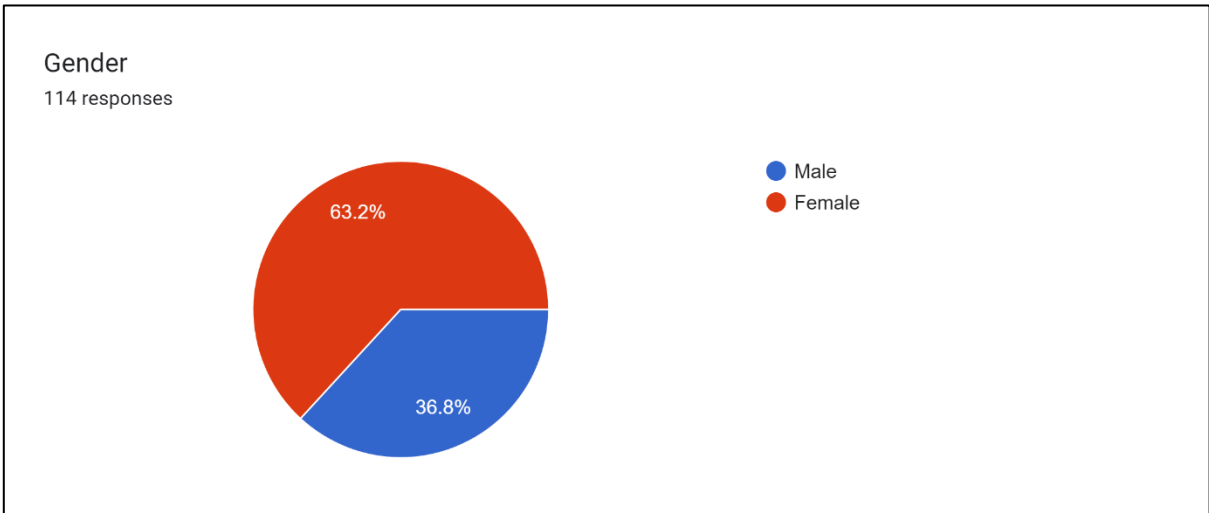
Graphical Representation of Data

Age
114 responses



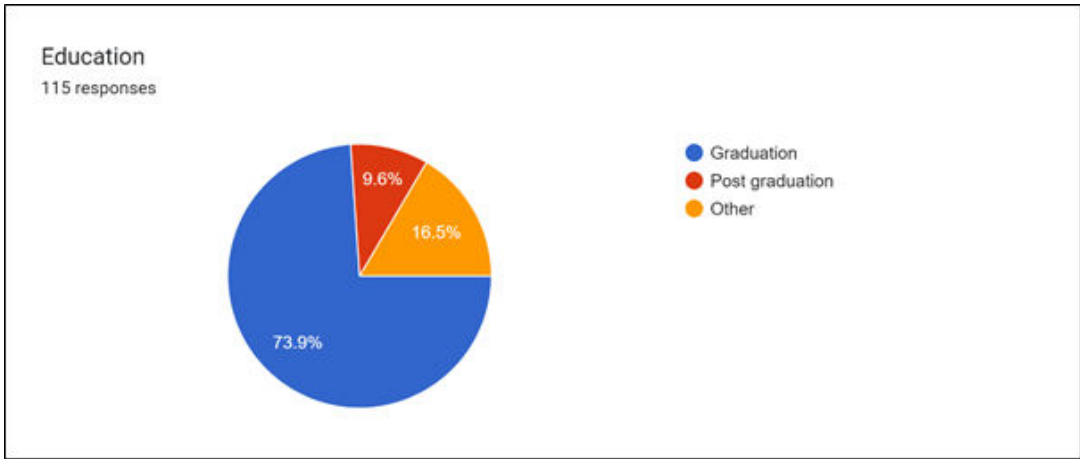
- 91 respondents belong to the age group 18 – 20
- 17 respondents belong to the age group 21 – 25
- 0 respondents belong to the age group 26– 28
- 6 respondents belong to the age group 28+

Majority of the respondents include early adults (18 to 20 years).

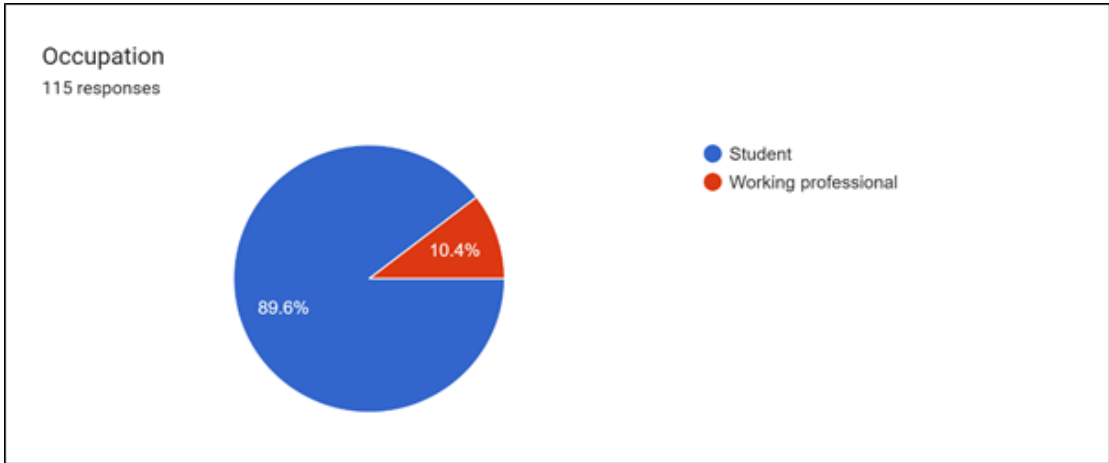


- 72 respondents are females
- 42 respondents are males

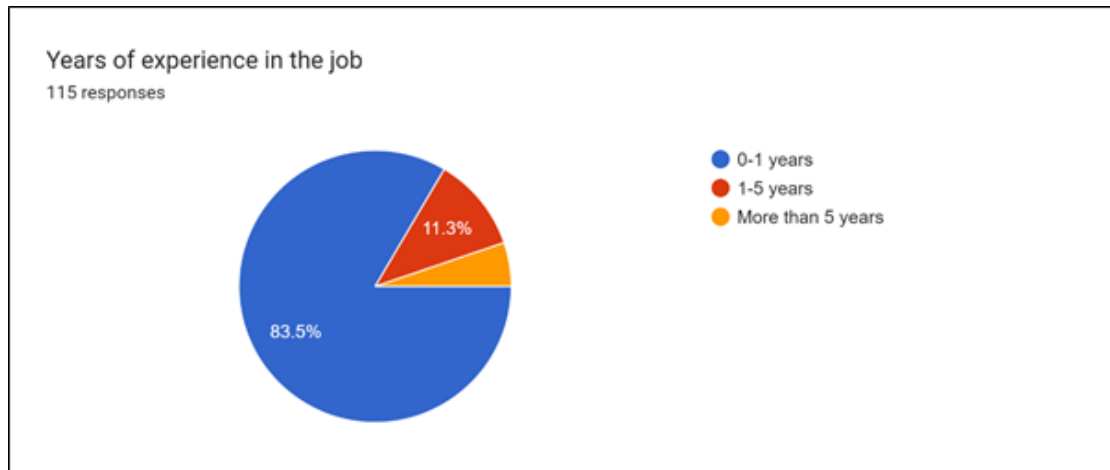
In order to get a diversified view on the topic, the survey has managed to get appropriate sample size for both male and female respondents.



- 85 respondents are graduates
- 11 respondents are post graduates
- 19 respondents are others

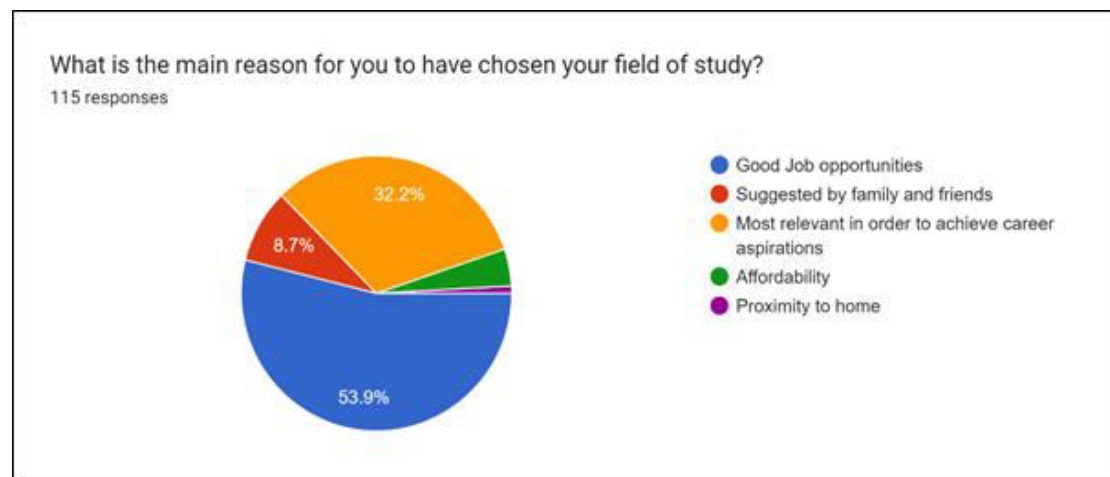


- 103 respondents are students
- 12 respondents are working professionals



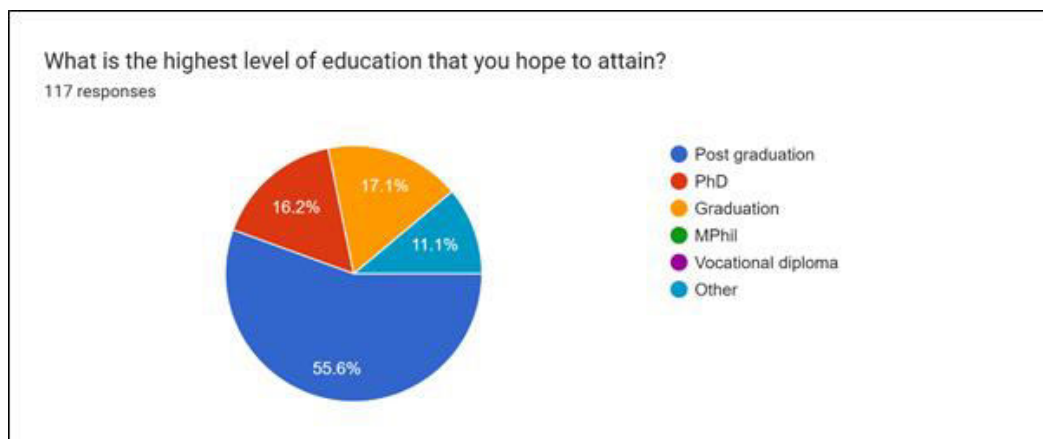
96 respondents have work experience of 0 – 1 years

- 13 respondents have work experience of 1 - 5 years
- 6 respondents have work experience of more than 5 years

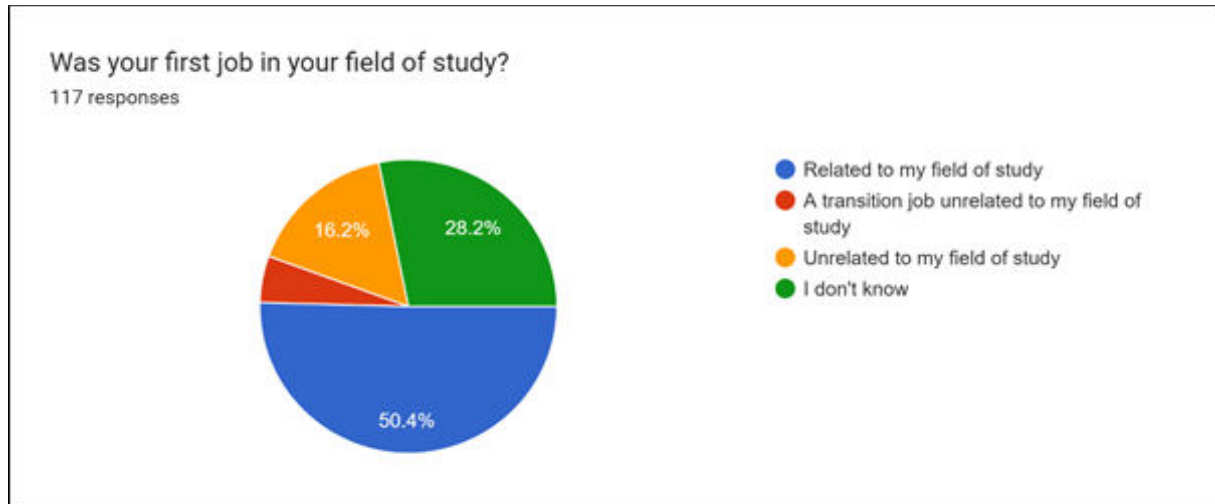


- 62 respondents prefer good job opportunities
- 10 respondents prefer suggestions from family and friends
- 38 respondents believe that the reason for choosing the respective career field is most relevant in order to achieve career aspirations
- 5 respondents chose affordability as their reason.
- 1 respondent chose proximity to home as the reason.

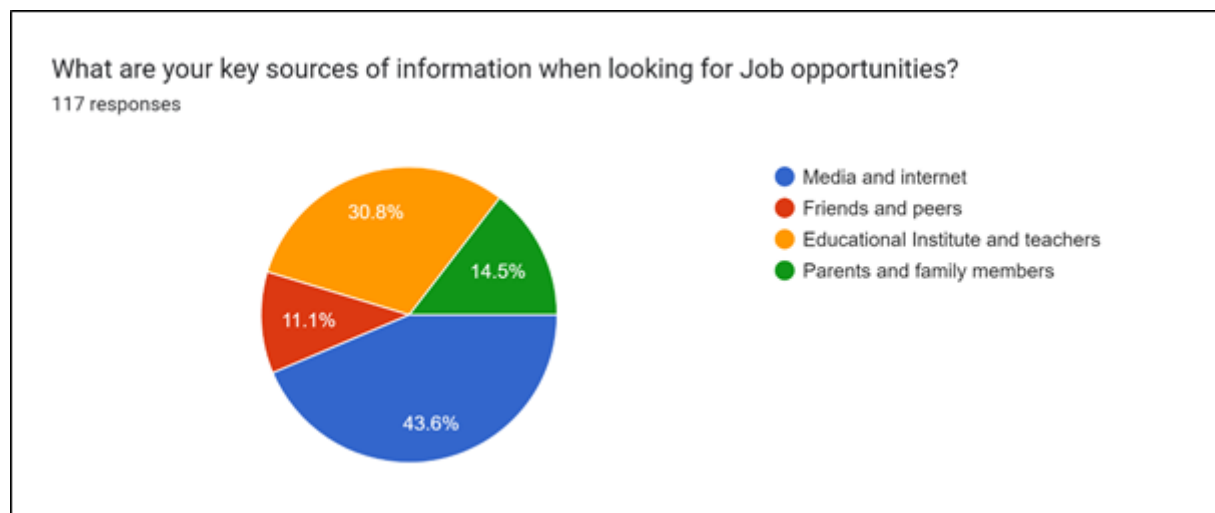
Maximum number of respondents chose their respective fields of study because of the available job opportunities.



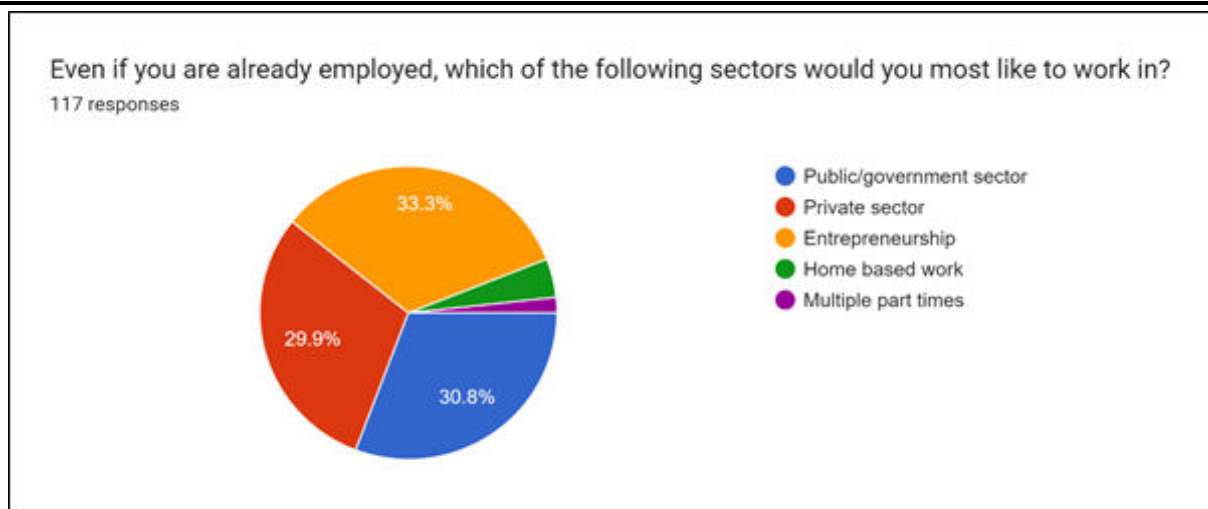
- 65 respondents wish to attain post graduation
- 20 respondents wish to attain graduation
- 19 respondents wish to attain PhD
- 13 respondents wish to attain other levels



- 59 respondents had their first jobs related to their field of study.
- 6 respondents had their first jobs as a transition job unrelated to their field of study.
- 19 respondents had their first jobs unrelated to their field of study.
- 33 respondents were not sure.

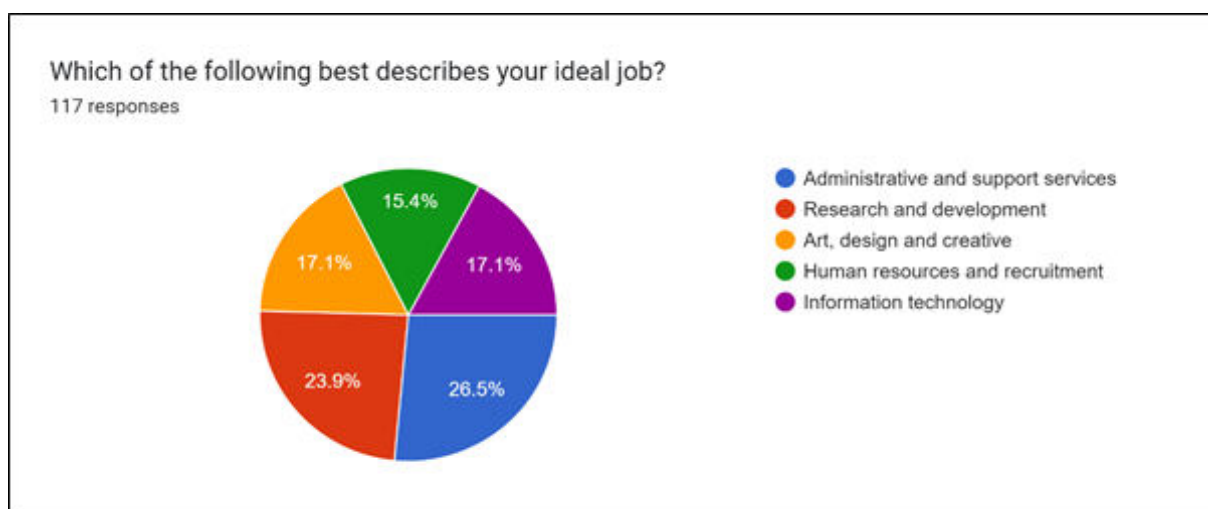


- 51 respondents had media and internet as their key sources of information.
- 13 respondents had friends and peers as their key sources of information.
- 36 respondents had educational institutions and teachers as their key sources of information.
- 17 respondents had parents and family members as their key sources of information.



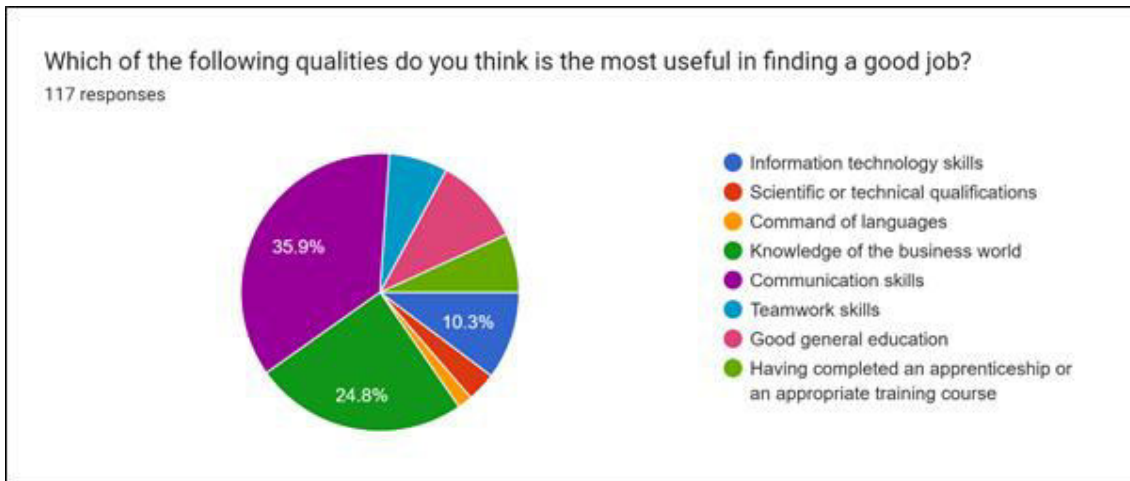
- 36 respondents would like to work in public sector.
- 35 respondents would like to work in private sector.
- 39 respondents prefer working in entrepreneurship.
- 5 respondents prefer home based work.
- 2 respondents would like to work in multiple part times.

Maximum respondents prefer working in start ups rather than working from home and having multiple part times. India is growing drastically in the start up ecosystem which not only contributes to economic growth but also creates employment opportunities that suits the skill sets of today's youth.



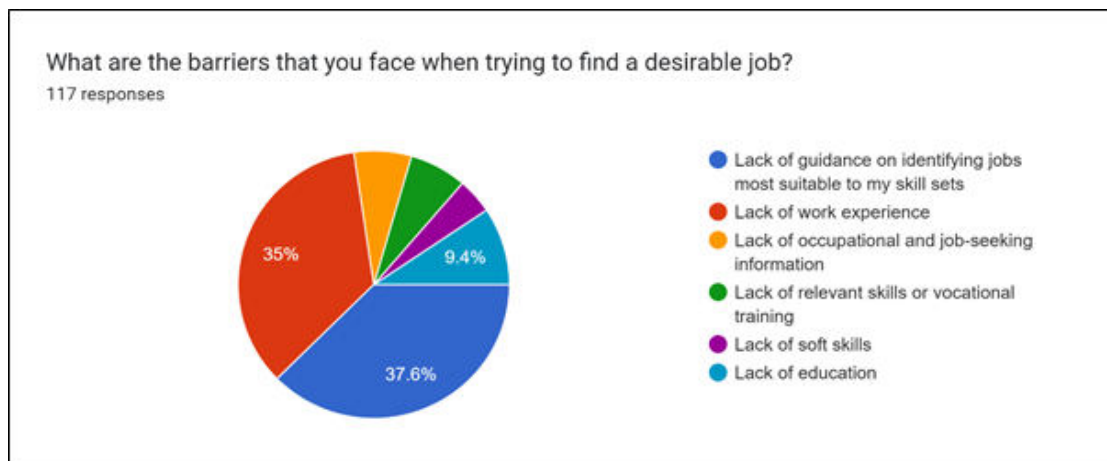
- 31 respondents describe administrative and support services as their ideal job.
- 28 respondents describe research and development as their ideal job.
- 20 respondents describe art, design and creative as their ideal job.
- 18 respondents describe human resources and recruitment as their ideal job.
- 20 respondents describe information technology as their ideal job.

Majority of the respondents consider research and development as their ideal job description as it has a huge impact on public as well as private sector. In the last three years, roles of research and development has increased by 42% followed by a major push in the Human Resource department.



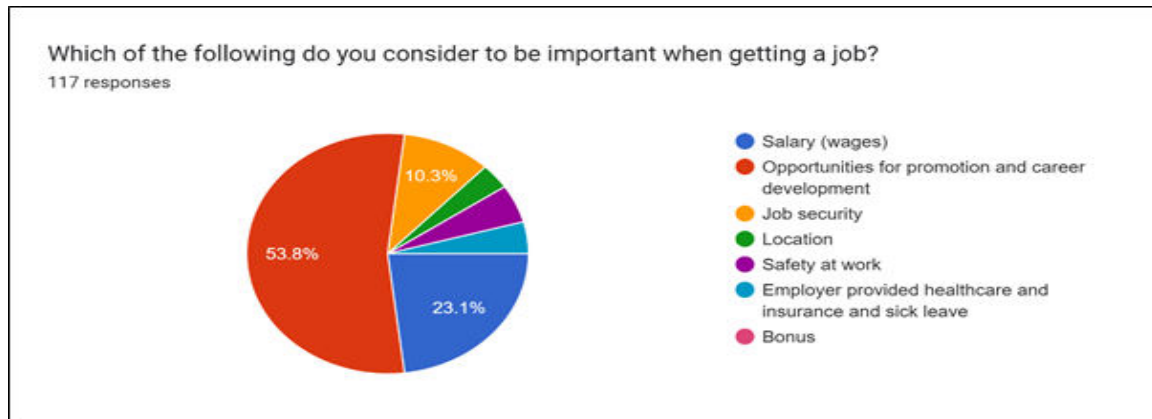
- 12 respondents think information technology skills is the most useful in finding a job.
- 4 respondents think scientific or technical qualifications are the most useful qualities in finding a job.
- 2 respondents believe that command of languages is the most useful in finding a job.
- 29 respondents think having knowledge of the business world is the most useful in finding a job.
- 42 respondents think communication skills are the most useful in finding a job.
- 8 respondents think teamwork skills is the most useful in finding a job.
- 12 respondents think having good general education favours in getting a job.
- 8 respondents believe in having completed an apprenticeship or an appropriate raining course favours the job hunt.

Communication skills and knowledge of the business world are no doubt some of the most important qualities that favour in getting a desirable job as such skills are among recruiter's favourites and enhance one's ability to tackle with conflicts at a workplace.



- 44 respondents face lack of guidance on identifying jobs most suitable to their skill set.
- 41 respondents face lack of work experience.
- 8 respondents face lack of occupational and job seeking information.
- 8 respondents face lack of relevant skills or vocational training.
- 5 respondents face lack of soft skills
- 11 respondents face lack of education.

Lack of work experience and guidance have always been one of the major barriers as many recruiters continue to ask for work experience but seldom provide any . When it comes to lack of guidance, it is basically because of the lack of awareness about the new streams of knowledge and emerging job opportunities.



- 6 respondents consider salary to be more important while getting a job.
- 63 respondents consider promotional opportunities and career development to be more important while getting a job.
- 12 respondents consider job security to be more important while getting a job.
- 4 respondents consider location to be more important while getting a job.
- 6 respondents consider safety at work to be more important while getting a job.
- 5 respondents consider healthcare, insurance and sick leave to be more important while getting a job.
- 0 respondents consider bonus.

The majority of respondents prefer exposure to promotional and career development opportunities while getting a job. Such opportunities not only motivate an individual to work hard but also lead to self grooming and personal growth and development.

Factor Analysis

Factor analysis (FA) attempts to identify the variables, of factors which affect relationship facilitating the growth of employment trends among youngsters

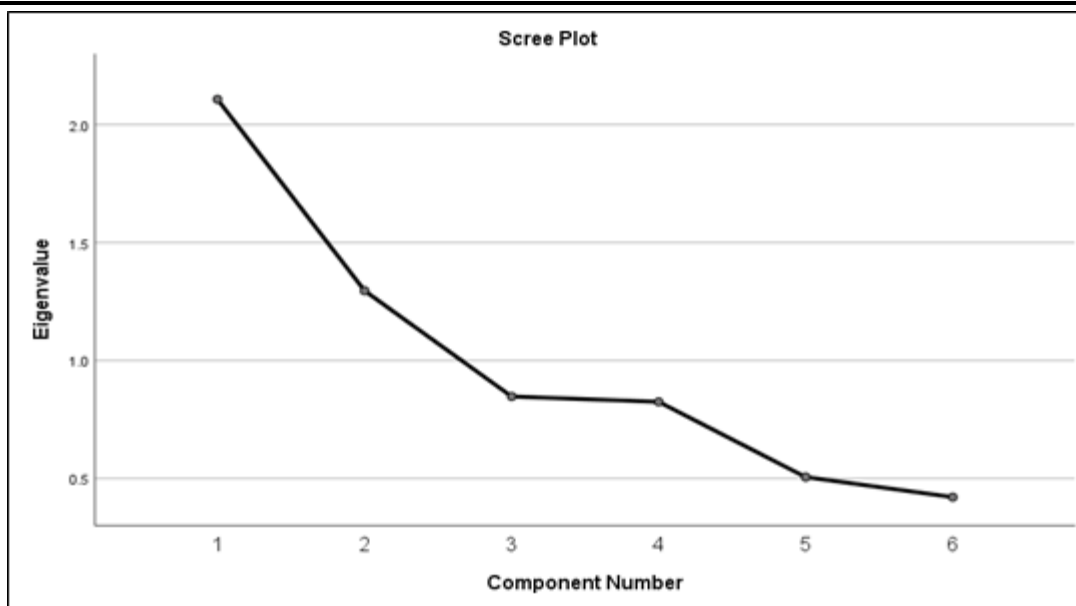
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.630
Bartlett's Test of Sphericity	Approx. Chi-Square	987.347
	df	136
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is greater than 0.5 so it indicates the sample is adequate for factor analysis.

Since significant value is less than 0.05 it indicates that the factor analysis is correct technique for reducing the large no of attributes into small no of factor components. As p value is less than 0.05, we can reject the null hypothesis and accepted alternative hypothesis.

H1: There is a significant relationship between factors facilitating the growth of employment trends amongst youth

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.935	39.353	39.353	3.935	39.353	39.353	3.919	39.188	39.188
2	2.687	26.867	66.219	2.687	26.867	66.219	2.703	27.032	66.219
3	1.593	15.934	82.154						
4	.695	6.951	89.104						
5	.593	5.928	95.032						
6	.255	2.546	97.577						
7	.117	1.166	98.744						
Extraction Method: Principal Component Analysis.									



The scree plot graphs the eigenvalue against the factor number. Elbow of the graph where the eigenvalues seem to level off is found and factors or components to the left of this point should be retained as significant.

Rotated Component Matrix ^a		
	Component	
	1	2
Self-dependency	.973	.110
Passive Income Source	.968	-.031
Boost in the respective field of employment	.962	-.115
Contribution to the household	.956	.223
Practical outlook	-.185	.820
Change in mindset	-.233	.799
Influence of the western culture	.043	.751
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Component 1 (most significant factors)

- Self-dependency
- Passive Income Source
- Boost in the respective field of employment

Component II

- Practical outlook
- Change in mindset
- Influence of the western culture

According to factor analysis:

The factors influencing the growth of employment trends that are most significant to youngsters are

- Self-dependency
- Passive Income Source
- Boost in the respective field of employment

CONCLUSION

The various tests done on primary data collected from 117 respondents has helped in determining the factors influencing the growth of the employment trends in youngsters are

-
- Self-dependency
 - Passive Income Source
 - Boost in the respective field of employment

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- Skills Development for Youth in India: Challenges and Opportunities. Author: Aya Okada
- Emerging Trends in Rural Employment Structure and Rural Labour Markets in India Author: D Narsimha Reddy, A Amarendra Reddy, N Nagaraj and Cynthia Bantilan
- Globalisation and its effects on youth employment trends in Asia. Author: Elizabeth Morris

**A STUDY ON RECRUITMENT AND SELECTION IN THE EDUCATION SECTOR WITH
REFERENCE TO THE VOCATIONAL COURSE**

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Jhunjhunu– 333001, Rajasthan

ABSTRACT

This study aims to: (1) understand the productive teacher recruitment process; (2) understand the benefits and drawbacks of the system; (3) understand the productive teacher recruitment system that is effective against lecture-style profession education in a study programmer at PTB; and (4) understand the implementation of the productive teacher recruitment system. This descriptive-qualitative study uses interview, observation, and study document as its data gathering methods. Interactive models are used in data analysis techniques. . According to the findings of the study, hiring teachers through candidates is a fruitful process. A recruitment system that is centered on local talent and vocational readiness. While the formation policy's uneven distribution of teachers' productivity is responsible for the remainder. By virtue of planning that takes into account the available budget, demand, and policy, based on the current bureaucratic and chain of command, the recruitment system for teachers in productive SMKs is effective according to users and policy holders. In addition to the choice to use Computer Assisted Testing (CAT). The findings of this study can be applied to the creation of lecture material by creating draughts, handouts, and modules that will be included in a course called education professional and will be helpful in preparing college students for the PTB study programmer. Recruitment of effective teachers, finding candidates, effectiveness of recruitment, benefits and downsides of candidate selection

Keywords: Recruitment, Selection, Education, Vocational Course

INTRODUCTION

The purpose of this study is to look into the processes of recruiting and selection in higher education institutions (HEIs). In Maharashtra, education is the cornerstone of societal progress, and exceptional teachers are at the Centre of these reforms. HEIs require a substantial amount of funding. This study will offer suggestions for how to increase development measurements by fostering competent and bright instructors during the recruitment and selection process. Higher education has the potential to aid in economic growth. The method of investigation used in this study is a method of investigation. New university professors, management staff, the internet, and online journal publications for academic reasons were all employed as primary and secondary data sources in this inquiry. It is a crucial function because it has an impact on the organization's success. This is because it will allow the organization to fulfil its objective by assuring a consistent supply of skilled human resources. The increased focus on human resources is one of the most significant recent accomplishments in the field of organization. More focus is being paid to the motivating components of human nature, including the need for self-esteem, group attachment, and self- actualization. As a result of the global awakening of humanism and humanization, the scope of using human resource management principles in businesses has expanded. The development of people, their skills, and the process development of the entire organization are the top priorities of human resource management.

SCOPE OF THE PAPER

The recruiting and selection strategy, its application, step-by-step procedures, and utilization of these steps to achieve a competitive edge and improve organizational outcomes are highlighted in this study. It will be a positive development for Maharashtra higher education.

OBJECTIVES

1. Describe why recruiting and selection are critical in vocational programs
2. To discuss the importance of equal opportunity in the recruitment and selection of vocational academicians, as well as how it should be emphasized throughout the process.
3. To understand the significance of proper selection activities and how to build vocational programs accordingly.
4. Recognize the importance of performing a recruitment and selection process review.
5. To investigate the strategies that organizations employ to recruit and select students and academics.
6. To evaluate how to strengthen the University's recruitment and selection methods

Hypothesis

- 1 In India these significant rise in the vocational education recruitment, training and skill development. However in order to accomplishment qualitative development in this sector a unified system outstanding vocation list academicians must be recruitment for the course development.
- 2 The advantages of a fear well defined vocational education and training system that provides mobility from school to post graduate level will give birth to a popular alternate education system.
- 3 The quality of vocational teaching is detesmined by the selection of faculty for vocational causes development.
- 4 Active industry participation is essential for the vocational education ,training and skill development sectors success
- 5 Over 80% of the India's workforce lack the vocational and technical skill to ovecome this huge number, structured vocational selection and recruitment of facilites is crucial from this segment of the population.

METHODOLOGY

A survey of student and faculty in vocational junior college in the cities of Maharashtra can be conducted since the subject matter is to recruit vocation list facilitators for skill development in India, it was crucial that the descriptive method comprehensive help in recruiting vocational facilitators in accordance with the thesis objective and hypotheses. The methodology is mainly concerned with problem, recruitment programs and prospects the qualitative component of the study was limited to describing the current structure and scenario of the recruitment system. The structured survey and interviews are the data collection tools. The survey research used a direct approach which included asking direct questions to the participant respondent. Information can be obtained through a mail questionnaire as well as online survey or interview with indusial the neat part of the research methodology is divided into two sections:-

Part 1:- The use of qualitative methods specifically.

- 1 preliminary document studies.
- 2 structures interview with applicant's professions aspiring to be vocation list facilitators
- 3 Studies of best vocational practices.
- 4 Inspecting the quality of skills assessment of the aspirants through focus group discussion with the recruitment administrations
- 5 Inspecting the quality of the process of developing a recruitment and selection system

Part 2:- The application of quantitative method specially

- 1 Developing and accessing the needs for the development of a recruitment and solecism process.
- 2 In response to the need of the people of the people involved a process war obtained from the development of a recruitment and selection system for recruitment the facilitators

Research Design: Detailed Investigation

This research article use detailed investigation as its foundation in order to identify and comprehend the recruiting and selection process in higher education, offer suggestions for improvement, and examine how it affects organizational outcomes.

Sampling Technique:-Convenient Sampling

Convenient sampling is a type of sampling that is focused on the researcher's convenience.

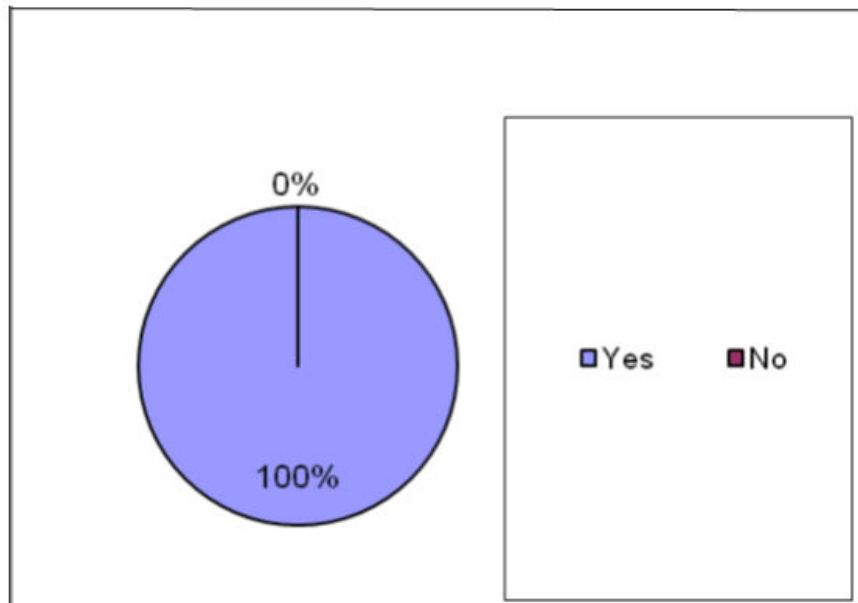
Population targeted and sample size Employees in education HR department were the intended audience.

There were 60 employees in the sample.

Findings:

It defined process for personnel recruitment and selection.

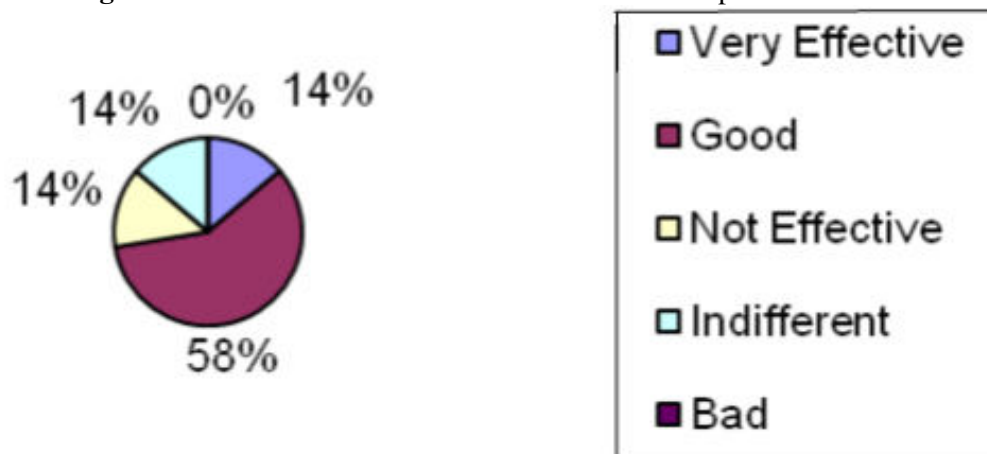
Figure 1.1 Structured system:



Employees of vocation education claim that there are three processes involved:

1. Newspaper advertisement
2. Applications.
3. sending out call letter
4. Interview
5. Selection committee
6. Syndicate
7. Notification;
8. Signing up

Figure 1.2: Effectiveness of recruitment and selection process



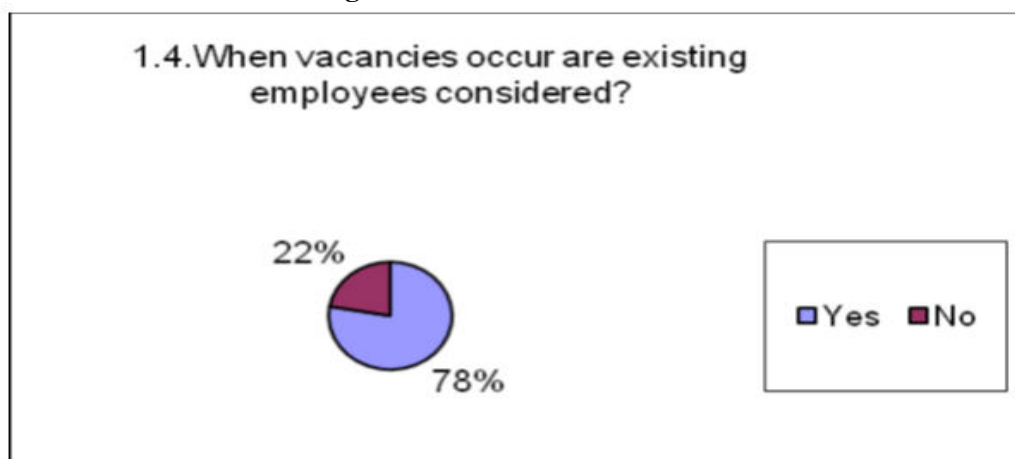
- This is excellent method for recruiting and selection, however there is still room for development. The majority of employees agree that selection and recruitment processes are largely fair, but occasionally, political influence tries to subvert the impartial system.
- . The fair selection and recruitment process is motivating for the majority of employees because they believed that if they were chosen based only on their merit and without the use of references, they would be devoted to their work and Some people believe that once they were chosen, there is no longer a need for further hiring or selection processes.

Figure 1.3: The effects of recruiting and selection on performance and motivation:



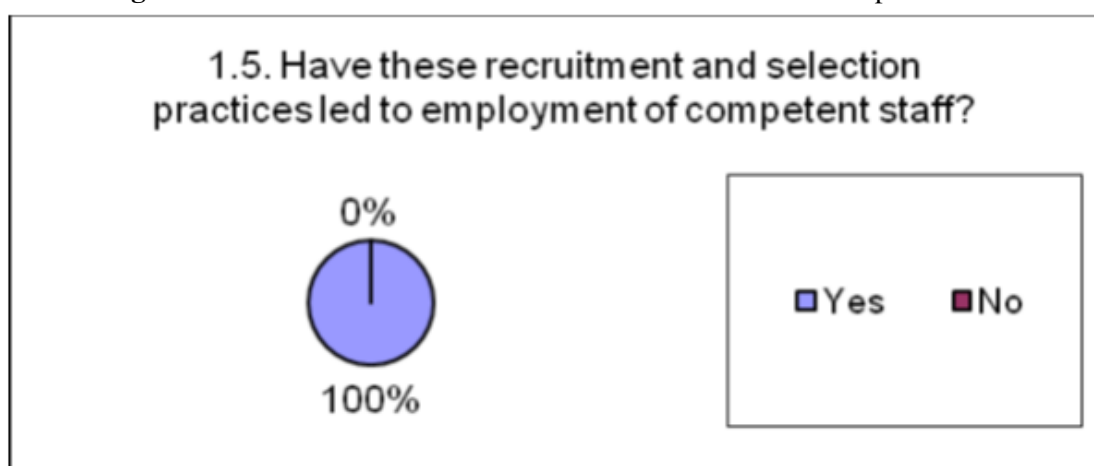
- Existing employees are given priority when positions open up, which encourages workers to put in extra effort to advance their careers.

Figure 1.4: Internal Recruitment:



- According to HR managers, they use their formal selection and recruitment method as much as possible, which resulted in the hiring of qualified workers and prevented management from getting around the formal system. Additionally, both men and women have equal opportunity based only on merit.

Figure 1.5: Recruitment and Selection Tools an Aid to Hire Competent Staff



CONCLUSION

Researchers in this study believe that selection and recruitment, from job advertisements to staff hiring. While advertisements are placed in newspapers, they might be improved by placing them in other media, such as the internet, to broaden the applicant pool. The organization needs to keep in mind how important HR is to the recruiting and hiring of new employees.

Although education has an efficient system for recruiting and selection, it can yet be strengthened. HR officials believe it to be one of the best systems and wish to keep it that way, even though there is room for improvement.

To prevent political agents from inadvertently forcing the selection and recruiting process should be discreet and names of the chosen candidates should not be made public before the deadline.

RECOMMENDATIONS

- The vocational institute should establish a formal, written procedure for recruitment and selection.
- The vocational institute should use the internet and the metropolitan daily newspaper to advertise for opportunities requiring high and average talents.
- For all high- and medium-skilled roles, the organization uses structured interviews.
- The selection and recruitment policies, criteria, and tools should be known to all workers.
- Selection and recruitment processes ought to be free from both personal and political bias.
- The organization ought to put more of an emphasis on competent and experienced individuals.
- For a better and more successful system, an organization should avoid political interference and personal bias.

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STUDY ON USEFULNESS AND PROBLEMS OF RECRUITMENT PORTALS

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ABSTRACT

The digital era has brought a tremendous amount of change in every aspect of human life. There is hardly any sector which is not impacted by technology. The recruitment process carried on by company HR department has also changed drastically. Online portals and apps have become very convenient options for job seekers. Posting job requirements, reviews from the former employees, and pictures of working places attract the job seekers to apply through these portals and apps. However, there is a risk of fraud in some cases where fresh graduates get exploited while finding jobs where they pay money and also share their personal data. The research paper studies the usefulness of these job portals for finding employment, discusses popular job portals and also the probable frauds through these portals.

Keywords: Recruitment, Online Job Portals, Risk of fraud

INTRODUCTION

Internet usage plays a significant role in today's Gen Z's life. Right from studies to entertainment they use online platforms. Even finding jobs through online channels have become a convenient and trending option. From the newspaper recruitment columns to the social media advertisements and apps, jobs finding filters, the recruitment agencies make a good impact for attracting the job seekers. Candidates can find apprenticeships, internships, and all kinds of jobs with attractive packages. Most of the fresh graduates get attracted to these kinds of advertisements but not every job portal is genuine. The verification of these job portals as well as the employer's inspection is a necessary step while finding a job.

Internet usage has become a necessity and it is the primary source of information for many people. This might also be one reason why the internet has also been established as the media of choice for personnel marketing and recruiting. However, with the growing popularity and use of the mobile internet HR managers are facing new challenges in their personnel recruitment activities. E-recruitment reduces costs for recruitment and selection, increases the number of appropriate applicants, empower time savings for both organizations and applicants and improve the corporate image.

LITERATURE REVIEW

(Alzahrani, Tarifi, & Ahmed, 2021) in their research paper "Recruiting Candidate Straight from University, The Pros and Cons from a Company perspective" state that a company's greatest advantage in enlisting a modern graduate is that they bring a new outlook to the company. They also state that the unused graduates have a nonappearance of passion. Moreover, the unused graduate too incorporates a shrewd attitude. They also found that experienced competitors are ordinarily committed to their past work and culture exhibitions compared to modern graduates.

(Hada & Gairola, 2015) in their research paper "Opportunities & Challenges of E- Recruitment" discuss that E-Recruitment has faced many challenges and hurdles in its path to success. Some people fail to provide correct information online because they are not computer savvy. They tend to make mistakes such as filling their name wrong, or their native place wrong. The authors also share a concern that there is a lot of genuine information provided by candidates as their resume is uploaded online. Many organizations have received a lot of applications from unqualified people. Sometimes it is difficult to find a candidate within budget and stipulated time frame, in that case it is quite challenging for employers to find a talent as per their desire.

(Nikolaou, 2021) in his research paper "What is the Role of Technology in Recruitment and Selection?" mentioned that there are a number of new developments in the field of employee recruitment and selection. He discusses about technological developments in the recruitment and selection process. He explained various aspects in recruitment in the attraction stage and screening stage. He also raises concerns of threats for recruiters and candidates.

Objectives

- To study the benefits and issues of Online Job portals
- To study the cases of frauds in Online Job portals
- To study preference for online job portals and also awareness about chances of fraud

RESEARCH METHODOLOGY

Research is Exploratory in nature and has been conducted based on Primary and Secondary sources of data. The secondary data has been obtained from books, articles and websites. For collection of Primary data structured questionnaire was drafted and circulated among the candidates graduated or post graduated in last 4-5 years. Snowball sampling method is used for collection of this data. A sample size of 52 respondents was taken for primary data.

Benefits of Recruitments Portals and Apps

HR recruitment portals and apps have become a very convenient way of finding a job for a job seeker and finding right candidates for the recruiting organisation. They offer many benefits.

Benefits for Recruiting Organisation/Employer

1. **Cost Effective:** - The recruitment apps have an employer window which gives benefits to the recruiting organisations where they can post the job vacancy at a very low price. They have to pay at the time of registration with the app and then the apps will give all benefits of job posting at any time.
2. **Time Saving:-** The apps give better options to the employer where they can select the efficient and suitable employees for the next process which is a lot of time saving.
3. **Corporate Image:** - Creating a corporate identity is the major task for the organisations. These apps help them to give a brief introduction about the organisation as well as the departments too. The former employees also give reviews about the organisation.
4. **Wide Range:** - Job ads and campaigns can be released through various social media platforms which can reach to the wide job seekers.
5. **Filter Tool:** - Recruitment systems have filter tools which help recruiters to find the ideal candidates that match the job position. Therefore, the filter tools provided by e-recruitment systems speed up the process of sorting the candidates according to experience, education, competencies, and many more criteria.
6. **Flexible and Easy:** - There is no need to learn how to use an e-recruitment system. It is easy to use and provides a platform where all the HR managers could follow the hiring process. The cloud-based feature allows the employer to have a CV database with no limits.

Benefits for Candidates

1. **Easy Availability:** - The candidates get a variety of options in jobs after registration. They just need to select the job interest and the area where they want to work.
2. **Wide range of organisations:** - The job seekers get the wide range of organisations where they are willing to work.
3. **Easy Application:** - whenever a job is posted on recruitment websites it also provides an easy application option to the job seekers where they can upload their resume and application letter.

Popular Online Job Portals

1. **LinkedIn:** LinkedIn provides opportunities for all those candidates who are willing to find a new job. It has a community of thousands of businesses that are open for hire. LinkedIn is the most trusted network, enabling job seekers to instantly and easily build connections, enhance candidate networking opportunities and find the right career. In India, LinkedIn has more than 6.9 million members.
2. **Naukri.Com:** Naukri app is a golden platform that gives the most significant push to a candidate's career by finding the most suitable job. It is used by lakhs of job seekers to see the latest job vacancies right from part-time jobs, work from home jobs, or even government job. It is one of the most trusted portals in India with more than 29.3 million registered users and over 47,000 recruiters
3. **Monster Job:** Monster job is a candidate companion in the journey of finding an ideal job for them, based on their preference. It is a perfect social application to search for jobs of candidate forte, apply for them, and work in the best company. It is not limited to India, but they also provide a chance to work in prominent regions like the Gulf, Hong Kong, and Southeast Asian countries like Singapore, Malaysia, Thailand, Vietnam, and Indonesia.
4. **Indeed:** Indeed helps candidates through every step, from job finding to applying for the job. Job seekers can search by job title, salary paid, and preferable location. They can even build their resume by Indeed and upload it on their profile to quickly get access to multiple jobs. After applying for the job, candidate can track their application status through this app.

5. **TimesJobs:** TimesJobs is a Job providing app, that has a collection of numerous jobs in different fields. It helps to find the right job, at the right place, and for the right person. TimesJobs app provides all for candidate careers to grow professionally.
6. **Shine:** This application helps candidates to browse through some of the great IT jobs, full-time or part-time jobs, accounting and finance jobs, graduated jobs, work from home jobs, and many more, in different well-reputed and established companies. It has more than 15,000 recruiters and 3 lakhs listed jobs of every domain and industry. Shine is considered as the leading job-search app in the country that offers jobs for companies like Amazon, Netflix, Instagram, Ola, Uber, Swiggy, Facebook, WhatsApp, Google, Paytm, and many more companies.

Government Initiative, Mahaswayam

Maha stands for Maharashtra and Swayam stands for one's self. Mahaswayam is an initiative of the State Government of Maharashtra to bring together students, youth, job seekers, employers, trainers and entrepreneurs all under one umbrella. It is developed by the Skills Employment, Entrepreneurship and Innovation Department to integrate the skill related activities in Maharashtra with Jobs and Entrepreneurship for providing a unique platform to all the stakeholders. The portal provides a single interface to all the stakeholders to obtain information related to Skill Training, Job vacancies and Entrepreneurship development programs.

In the questionnaire for collection of primary data there was a question asked to check the awareness about this initiative of the Government. It is very unfortunate to observe that 90% of respondents are not even aware of the Mahaswayam portal. In such a case, the question of registering on the same site and taking benefits of the services do not arise.

Problems in Recruitment Portals and Apps

- **High Volume of Responses:** - Considering the number of applicants on the portal there may be a huge volume of registered users. There might be a large number of applications for job postings but many of them may be even unqualified candidates. Employers have to take time to scrutinize all these applications.
- **Technology Issues:** - There's always the possibility that the job seekers application system may operate slowly or lose information during the submission process
- **Poor Website:** - If the employer website or apps is poorly designed or out of date, the candidate may not even bother to respond. There's also the possibility that the site won't have relevant information regarding the candidate's area of interest.
- **Security Issues:** - Job applications often request sensitive information that could be used to steal an applicant's identity or commit financial fraud. Data acquired through an online form that is then transmitted or stored in an insecure manner can be vulnerable to exploitation. While it is also true that information on paper applications can be appropriated for illegal purposes, poor online security exposes applicant data to a much larger audience.
- **Fake workplaces:** - Recruiters post their requirements on the portal however, in some cases these offices may have fake workplaces.
- **Sharing of information:** - Facebook and social media advertisements for typing works, part time works with flexible hours or online data operator, freelancer, content writer jobs have great influence on the job seekers. They upload the personal information and documents on the recruitment apps which can be severely misused.

Fraud Cases in Recruitment Portals and Apps

1. Scam in Recruitment of Postmen In 2017

Manipal Technologies Ltd. had won a bid in 2015 to conduct recruitment process of postmen and other staff for postal department. An Assistant Postmaster General in Mumbai filed a complaint against P V Mallya and other directors of the company. The Bombay high court refused to grant pre-arrest bail to Mallya. The case appears to be a case of a big scam in recruitment in the department of posts. The selection process was cancelled in Maharashtra,

2. Cheating in Government Job Recruitment

Five people from Kolhapur in Maharashtra were arrested for cheating several people by promising them jobs in various departments of the state and the central governments. In some cases, the accused had issued appointment letters for various positions in these departments to the victims. A woman posed as the general manager of a placement agency. The gang members used to operate from an office in Navi Mumbai

3. Fake Recruitment in Navy

A man who posed himself as Captain Sameer Singh of the Navy used a fake Ministry of Defence letter, indicating INS Kunjali, situated at Colaba, Mumbai, as being the recruitment and workplace. The Navy lodged a complaint with the police in Maharashtra seeking the arrest of a man who cheated youths by promising them jobs in the Navy. He took money from job applicants as an application fee and for issuing uniforms and identity cards.

Analysis of Primary Data

Primary data has been collected from 52 respondents who have completed their studies in various streams in the last 4-5 years. The analysis of the same is presented below:

- **Descriptive Statistics**

Data has been collected from 52 respondents out of which 31 are females and 21 are males. Regarding their qualifications 50% are graduates and 50% are Post graduates.

- **Preference for Finding a Job**

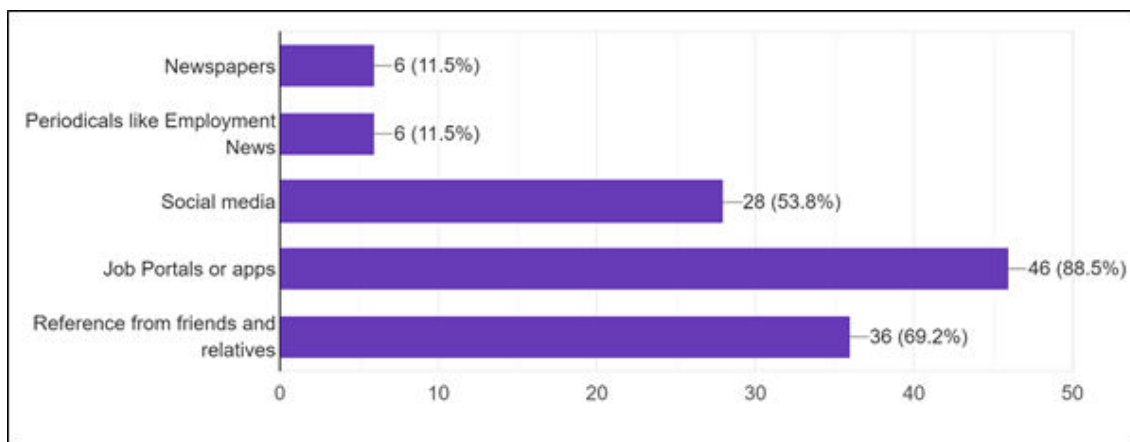


Figure 1: Preference for finding a Job

Digitalisation has changed the way of finding a job. Traditionally, job seekers used to depend a lot on newspaper ads and dedicated periodicals like employment news. However, this trend is changing and maximum candidates depend on online modes. From the collected primary data it is observed that almost 89% candidates prefer online job portals or apps as they are very convenient. Social media is also a popular method which is adopted by 54% of respondents. They not only prefer these options but also 90% of respondents have registered on various online portals for finding a job. 70% also depend on references from friends and relatives while finding a job.

- **Registration with Online Job Portals**

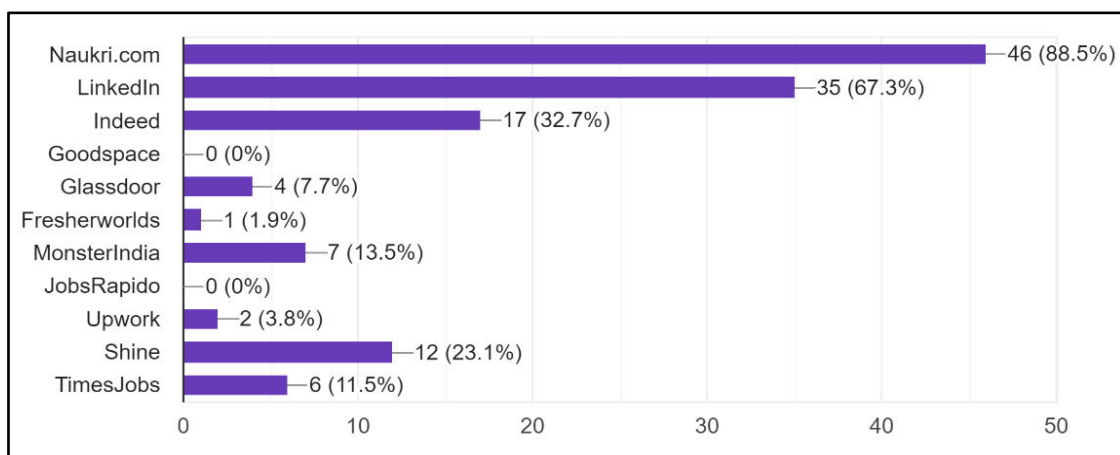


Figure 2: Registration with Online Job Portals

The most popular and preferred portal is Naukri.com on which 89% respondents have registered. It is followed by LinkedIn where 67% respondents have registered. There are candidates who have registered on portals like Indeed and Shine. But for rest of the portals like Glassdoor, Freshersworld, MonsterIndia, Upwork, TimesJobs there are not many registrations.

- Awareness About Procedure for Filing the Complaint in Case of Fraud

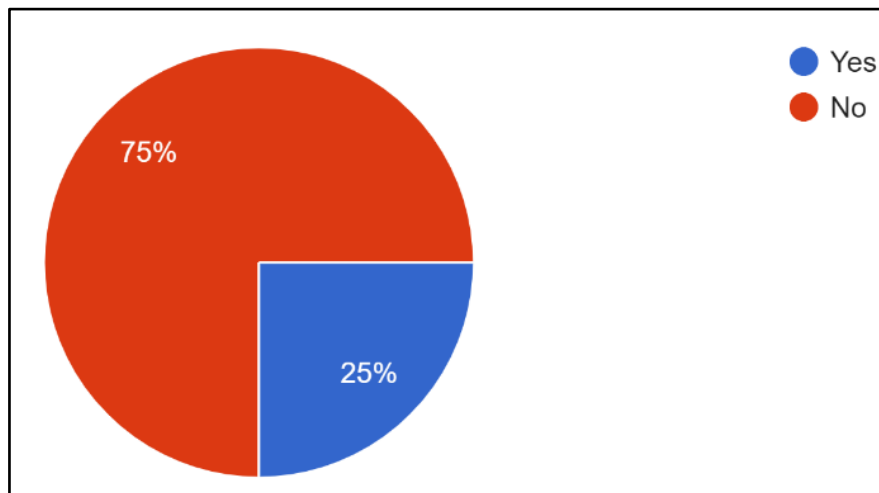


Figure 3: Awareness about procedure for filing the complaint

There are always chances of fraud with online job portals. However, unfortunately 25% of respondents are aware about procedure for filing the complaint in case there is a fraud.

Measures for Avoiding the Frauds

- 1) **Verification of Job portals:** One of the major safe ways of recruitment is verifying the websites while searching for a job. Cross checking whether the company does have openings or not is very important.
- 2) **Reviews of Employers offers:** While searching for the relevant job the future employees get a chance to peek in the office place with the help of reviews from the former employees and current employees. Fair reviews with keeping the privacy of employees helps them to maintain secrecy.
- 3) **Avoiding the payments for the jobs:** There are some types of job scam in which the applicant is asked to pay with his or her bank account. A criminal who pretends to be an employer and uses fake job ads to lure job seekers and extract personal details and information from them are usually involved in these payment-transfer scam.
- 4) **Filing complaint in case of fraud:** The matter should be reported to the police immediately, with copies of all correspondence, contact details of the fake organisation, and bank or credit card statements if candidates suspect that the organisation is unauthorized.

CONCLUSION

Recruitment portals have become very popular and are widely used by companies and the prospective candidates. They bring a new hope for candidates who can easily apply and save their time while finding a job. The trusted portals like LinkedIn, Naukri, Monster job, TimesJobs, Shine are very popular and widely used by the job seekers. However, the Government Initiative like Mahaswayam are ignored by them. The risk with these private portals is that there are chances of fraud in recruitment and also the information of the candidates can be misused. It is very important for candidates to verify and scrutinize the websites and company before applying and especially before sharing their personal information. This can help them in safeguarding against fraud. Awareness has to be created about the chances of fraud and also action to be taken in case of fraud.

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A STUDY OF GRADUATE EMPLOYABILITY SKILLS WITH REFERENCE TO THE INTERNSHIPS DURING HIGHER EDUCATION

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1.1 ABSTRACT

The paper investigates the gaps the young college graduates in acquiring new skills during academic college pursuits, which creates an instability for them sustaining in the job market effectively. The graduates with the smart phones & smart apps along with reasonable technical knowledge are yet not able to use their skills and transfer it as effectively in the employment sector. How to use the learnt technologies for resolving various issues of business problems and concerns, is a challenge for these graduates. It is a felt need by employers to have the students skills adopted in the classrooms to be tapered as analytical one as per the student's capabilities and capacities which the employers find it necessary for the recruiters to be able to justify their presence in the job. The various soft skills need to be regularly be upgraded and transferable on job. Thus in such a scenario the internships come very handy and important means of definitely getting a better and competitive edge in the job market

Keywords: students, graduates, internships, skills, employment skills

INTRODUCTION

A disruption in the market with technology and human resources taking a complete swift change trying to adapt to rapid changes in social, economic, technology situations which have created a dent in the job market and employment sectors for the young graduates. And the new education policy has drafted Cleo dimensions directing the students to be equipped with skill sets which will help them gain a stronger foot and an equilibrium of work with expected skills output, when they get employed in industry. The fourth industrial wrestle revolution strongly has a shift towards technology paralleled with automation and big data. IOT: Internet of things, cloud computing, cognitive computing, artificial intelligence, virtual reality and the processes to ingest these new technologies are some specialised skills are expected to be ingested in the new graduates seeking employment. Apart from this the 5G and 4.0 Industrial Revolution represents the next wave of technology which is driving the forces and processes of functionality and efficiency across job market. Those who fail to adopt the technology subsets are not able to be absorbed effectively in organisations as digitisation of operations and processes has become one of the much-needed key components is to match competition.

Thus the graduate students without acquiring the right employable and tech savvy practical skill sets matched with relevant good experience in the chosen field of work find it extremely hard to enter the job sector. Employers to cut down the competition are constantly trying to structure and create new practices and processes for the new employees. They seek flexi skill set from graduates to adapt to the customer centric approach of fulfilling the needs and combating the competition.

Some of the Important Skill Set Needed for Employment by Graduate Students Are

Communication skills , Extra-curricular activities ,Technical skills, Analytical skills Customer service, Passion ,Problem solving skills ,Willingness to learn Adaptable,, Relevant qualifications ,Motivational fit ,Cultural fit, Work experience, Leadership skills , Interpersonal skills ,Aptitude ,Teamwork skills , Academic results

LITERATURE REVIEW

Kapanen: The research paper examines the requirement of work experience and professional placements of the students as a good pre requisite for future employment. The advantage these experiences generate is to garner new skill sets which allows them to have a more conducive environment in their employment scenario. The research paper takes a look at the requirement of changing world systems and technical progress amongst workforce and skills thus acquired by students to make them future ready.

Ahmadzia Wafa: With the pandemic in action the various professional placements and internships as undertaken by the students had to restrict absence from work by working from home.

To do the conditions many lost their placements while others were working constantly remotely the paper also explores the possibilities of gaining experiences and bringing in new capacities from online work skills. The paper through a case study methodology explores the assessment details from experiences gained by the

students and the possibility of transferring these into changing environment of the employment sector. **Robert Joseph Gill:** The study was conducted to assess the skills required for fresh graduates to have when they enter the employment section of the Third World country which has yet more elements of being a high-risk country. The study also looked into the challenges faced by the employers as well as their HR managers in a country which is of going through a war. The findings of the paper strongly suggest that soft skills as the communication and problem-solving skills are high on the priority list for the workplace. The paper also suggest that the institutions can attach with corporate groups requires skill set and try to give those kind of experiences and learning to the students to make them industry

OBJECTIVES OF THE STUDY

- To examine the awareness of students towards skill set for employment.
- To study the needs fulfilled by Internships for graduates.
- To understand and assess the need to undertake internships for better job prospects.
- To find out about awareness of students for effective transferable skills in employment sector.
- To suggest various possibilities for encouraging students to be actively undertaking various internships and adopt new skill sets.

SCOPE OF THE STUDY

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

RESEARCH DESIGN

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

The sample size is 100.

LIMITATIONS OF THE STUDY

1. Descriptive Statistics and Frequency model has been used for primary analysis.
2. Due to limitation of time and cost the sample size is kept small.
3. The sampling universe is also limited to Mumbai only.

HYPOTHESIS OF THE STUDY

1) H0: There exists no relationship between internships & skills acquired by student's .H1: There exists a positive relationship between internships & skills acquired by students

2) H0: There exists no relationship between skills acquired by students through internships for employability.

H1: There exists a significant relationship between skills acquired by students through internships for employability.

Sample Distribution

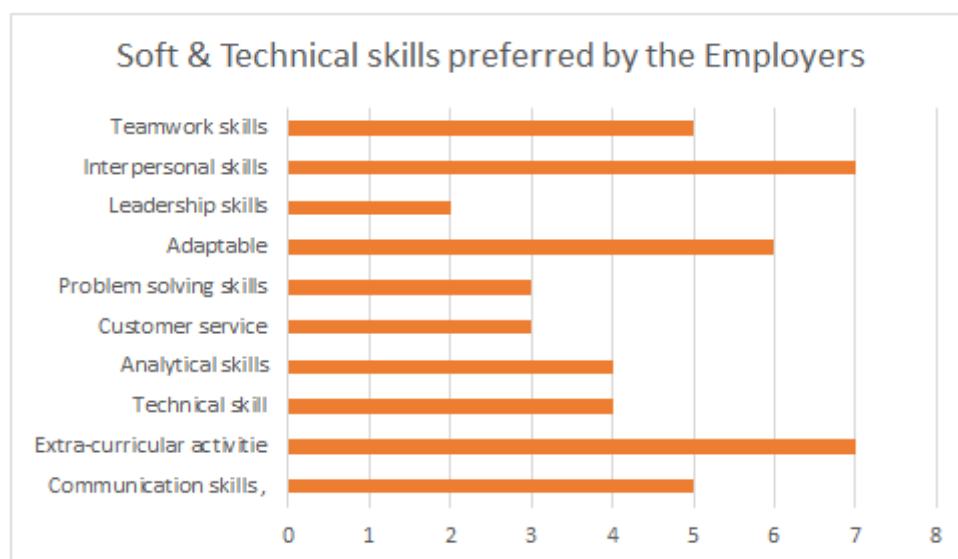
Table 1: Mumbai student graduates for Survey

Mumbai	East	West	North	South
Sample size	25	25	25	25

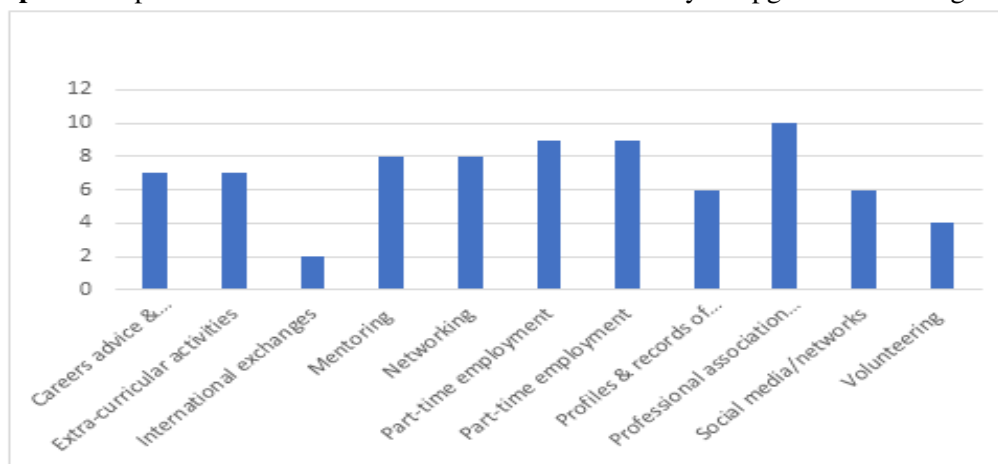
Table 2: Profile of Respondents

Profile of Respondents		Sample Size Category Wise					
		Working/ Employee	Active in adopting various roles in Job sector	Engaged in internships during college academic pursuits			
Age of Respondents	AGE	Male	Female	% of Male engaged in Internships during college		Female engaged in Internships during college	

	19-20 years	30		30		20	18
	20-21 years	15		15		12	13
	22-23 years	5		5		3	3
	Sub Total	50		50		35	34
TOTAL			100				

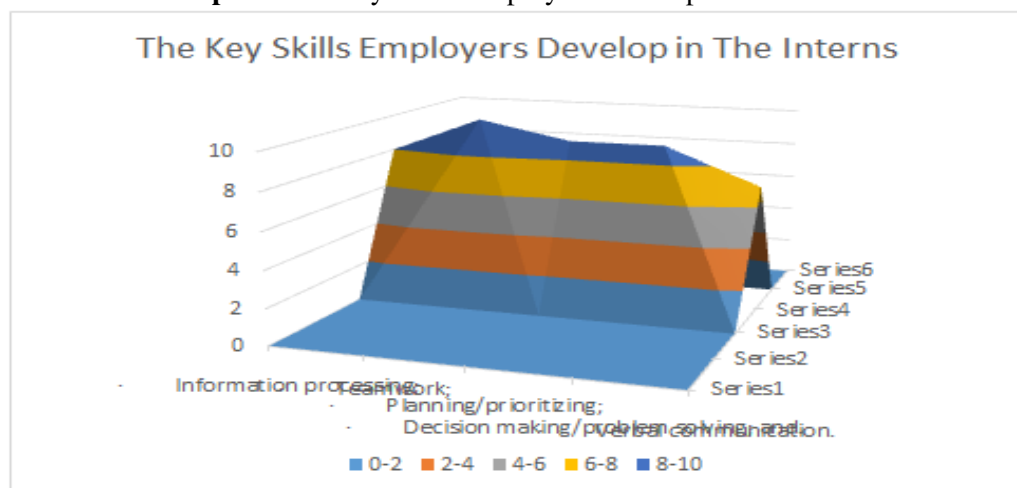
DATA ANALYSIS AND INTERPRETATION:**Graph 1:** Respondents Awareness of various skills preferred by employers**Table 3:** Respondents presence online in number of hours

	Age	Male	Female	No of hours spent working		
Age	1					
Male	0.750479	1				
Female	0.750479	1	1			
No of hours spent online	0.909718	0.471405	0.471405	1		
	0.973035	0.68313	0.68313	0.966092	1	

Graph 2: Respondents Share their Preference for various way to upgrade self during college**Table 4:** Descriptive Statistics

sector		MALE		FEMALE		Preference to do Internships	Male		Fem ale
Mean	20.25	Mean	12.5	Mean	12.5	Mean	60	Mean	51.25
Standard Error	2.015564	Standard Error	0.5	Standard Error	0.5	Standard Error	3.53553391	Standard Error	4.269563
Median	20	Median	12	Median	12	Median	62.5	Median	52.5
Mode	#N/A	Mode	12	Mode	12	Mode	65	Mode	#N/A
Standard Deviation	4.031129	Standard Deviation	1	Standard Deviation	1	Standard Deviation	7.07106781	Standard Deviation	8.539126
Sample Variance	16.25	Sample Variance	1	Sample Variance	1	Sample Variance	50	Sample Variance	72.91667
Kurtosis	-2.51361	Kurtosis	4	Kurtosis	4	Kurtosis	1.5	Kurtosis	0.342857
Skewness	0.248069	Skewness	2	Skewness	2	Skewness	-1.41421356	Skewness	-0.75284
Range	9	Range	2	Range	2	Range	15	Range	20
Minimum	16	Minimum	12	Minimum	12	Minimum	50	Minimum	40
Maximum	25	Maximum	14	Maximum	14	Maximum	65	Maximum	60
Sum	81	Sum	50	Sum	50	Sum	240	Sum	205
Count	4	Count	4	Count	4	Count	4	Count	4
Largest(1)	25	Largest(1)	14	Largest(1)	14	Largest(1)	65	Largest(1)	60
Smallest(1)	16	Smallest(1)	12	Smallest(1)	12	Smallest(1)	50	Smallest(1)	40
Confidence Level (95.0%)	6.41	Confidence Level (95.0%)	1.59	Confidence Level (95.0%)	1.59	Confidence Level (95.0%)	11.25	Confidence Level (95.0%)	13.59

Graph 3: The Key Skills Employers Develop in Their Interns



The Key Skills Employers Develop in Their Interns

<input type="checkbox"/>	Information processing;	8
<input type="checkbox"/>	Teamwork;	10
<input type="checkbox"/>	Planning/prioritizing;	9
<input type="checkbox"/>	Decision making/problem solving; and.	9
<input type="checkbox"/>	Verbal communication.	7

	The Strategies used to develop student profile	Often	Sometimes	Not sure	Would prefer	Positively work for it
1	Careers advice & employment skill development		Yes			
2	Extra-curricular activities	Yes				
3	International exchanges			No		
4	Mentoring	yes				
5	Networking		Yes			
6	Part-time employment				Yes	
7	Part-time employment					
8	Profiles & records of achievement					Yes
9	Professional association memberships				Yes	
10	Social media/networks				Yes	
11	Volunteering		Yes			
12	Work experience/ internships/ placements				Yes	

The above data clearly states that there is a gap between the expectations perspectives and deliverance of the list of foods in student graduates, employees for a better job employability experience. Indeed a broad based work experience and a projection of the students personal identity and their own profile on some of the important factors which are considered essential by the employers in identifying suitable candidates for jobs

Skills that can be transferred to problem-solving and application in new situations of teamwork with an attitude of customer centric approach are also impacting employability for the graduate students.

The new education policy indeed recognizes that .They are creating opportunities by ensuring the various study streams and courses are instilled with the necessity of promoting and supporting extracurricular and curricular activities. Along with that the impetus is also on technical and soft skills which can be transferred along with the work experience, internships and placements have been made as required Essential criteria in development of students profile of during their higher education.

From the data analysis the clarity of correlation between Internships and skills so acquired is established. The possibility of gaining work experience and able to transfer the skill set for various situations of employment sector is indeed a much welcome phenomena by employers.

Thus the Alternate Hypothesis is proved correct and true.

Alternate Hypothesis: H2: There exists a significant relationship between skills acquired by students through internships for employability

There exists a positive relationship between internships & skills acquired by students is accepted.

From the details above it is observed that respondents are aware of the various skills they can acquire and learn while being in Internships during their higher education program. The analysis shows 95% confidence and the descriptive statistics and the cluster graph also point out to the fact that there is a correlation between Internships and skills learnt by students.

Hereby the Alternate Hypothesis 1 is proved correct.

Thus the Alternate Hypothesis: There exists a positive relationship between internships & skills acquired by students is accepted.

SUGGESTIONS AND RECOMMENDATIONS

Students

- Do ensure they start early from the first semester of study
- Important to have participation in work experience modalities.
- Placement and Internships need to be important for growth of professional work attitude and skills.
- Extracurricular activities give a holistic growth pattern to student
- Community work an important component for future better job prospects.
- Keep the research on and updated on the professions you would need extra skills with.
- Be proactive in seeking out and participating in various initiatives for jobs by employers.

For Educators

- Create and support the possibilities for more opportunities for gaining work experience for students.
- Career pathways forums must be encouraged.
- Ensure extra skills and extra language is learnt by students.
- Tie up with alumnus for employment opportunities to students.

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ROLE OF JOB PORTALS AND SOCIAL MEDIA IN PROVIDING RECRUITMENT OPPORTUNITIES TO YOUNG GRADUATES

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ABSTRACT

Unemployment has been a momentous issue throughout the globe. In India demographics have changed and it is today having a young population of more than 50 %of the total population. The major challenge is that after the Covid disaster caused by the pandemic many people have been left unemployed and many have been working with a scaled down income in order to have an income source ongoing . This being the situation of the employment sector, the GDP, rising prices of commodities such as gold, crude oil , petrol , dollar to Indian rupee etc. also have an impact on the society and thus in turn the people searching out for jobs. The use of the Internet has grown widely and especially post covid many organizations are using online methods for recruitment and selection. The aim of the study is to examine the role and importance of job portals and social media in providing recruitment opportunities for young and aspiring graduates.

Keywords: Job Portals, Social media, Recruitment,

INTRODUCTION

“Income” is the primary need of any individual. Every Individual aspires to seek a well paid job. The problem arises when the young graduates lack the skills required to be fit for the job and also when they are skilled but unable to find suitable job. With the increase of usage of Internet, job portals and social media are used rampantly to search for jobs. This study thus tries to focus on issues faced by young graduates and the role of job portals and social media in providing recruitment opportunities to young graduates.

Objectives

1. To study and analyse the demographics and perceptions of young graduates in India searching for jobs.
2. To analyze the role of job portals and social media in providing recruitment opportunities to young graduates.
3. To evaluate the usage of job portals and social media for recruitment by young graduates.

REVIEW OF LITERATURE

- In the research paper “Factors Influencing Perceptions Of University Students Towards Internet Recruitment” (2013), Wendy Ming-Yen Teoh, Sy-Cha Tan and Siong Choy Chong have identified the factors that influence the perceptions of university students towards Internet recruitment in Malaysia. They concluded that friendliness, information provision and website usability were the factors found to be significantly associated with the perception of university students towards Internet recruitment and also that Internet recruitment is gaining prevalence even amongst university students in developing countries such as Malaysia.
- In the research study “A Case Study Of LinkedIn” (2015), by Martina Dach, it is analysed that young adults underutilize LinkedIn because they do not know how to use it for their benefit. Reasons for young adults to underutilize LinkedIn for professional purposes and networking was that, the non- users did not see the benefit of joining the network and did not know how to use the site or found it confusing . They also relied more on other social networks, such as Twitter and Facebook.
- Research paper on ‘Attitudes Of Z Generation To Job Searching Through Social Media’(2020), Peter Karácsony, Tilla Izsák and László Vasa have analysed that classic job searches such as advertisements in newspapers are becoming less popular due to digitalisation and companies need to focus more on social media platforms for recruitment.
- Research paper titled “Role Of Social Media In Building Image Of An Organization As A Great Place To Work” (2013) by Kaur Tavleen concluded that currently it is evident that companies have started using social media for employer branding purposes and the impact of employer branding via social media has an impact on the intentions of job applicants to apply in such organizations.

• In the research paper “Changing Approaches In Campus Placements: A New Futuristic Model” (2016), the researchers Varun Shenoy and Dr. P. S. Aithal have analysed that online or E-recruitment model will definitely be the new face of hiring and placement in Higher Education Domain. The new model will save a considerable amount of time for academia since job seeking students are able to familiarize themselves with job requirements on-line with very few minimal instructions from placement office.

RESEARCH METHODOLOGY

The study tries to focus on recruitment opportunities offered by social media and Job portals. The main focus is to find out about the job satisfaction, income level, designation offered by social media sites and job portals to young graduates seeking jobs. A primary survey was conducted by the researchers for this study.

Sample Size

The sample size for the survey were 100 individuals including graduates, under graduates and post graduates from Mumbai region.

Sampling Technique

A structured questionnaire was used to get responses from the sample questions that were related to demographics and most of the questions were multiple choice questions.

Data Collection

Data was collected through the structured questionnaire circulated through google form. The link for the questionnaire was sent to all the target audience using social media platforms like Whatsapp and Instagram.

Limitations

1. The sample size is small i.e. 100 respondents from Mumbai region.
2. The analysis is based on the perception and opinions of a limited number of respondents.

Results of the Survey

Table 1 - Summary of Respondents Demographic Information

Characteristics	Category	Responses in Percentage
AGE	20-25 years	28.3%
	25-35 years	71.7%
	35-40 years	0%
GENDER	Male	47.7%
	Female	52.3%
EDUCATION QUALIFICATIONS	Undergraduate(pursuing)	15%
	Graduate	75 %
	Master's Degree	10%
CURRENT EMPLOYMENT STATUS	Employed Full-Time	75%
	Employed Part-Time	5%
	Internship	2%
	Seeking job opportunities	18%
INCOME PER ANNUM	Less than Rs.2 lakhs per annum	56.5%
	2 lakhs to 5 lakhs	23.01%
	5 lakhs to 10 lakhs	15.70%
	10 lakhs and above	4.79%

Table 1 sums up the percentage of respondents' demographic results. There are a total of 100 respondents who took part in the survey. The higher number of the respondents are female and aged between 25 to 35 years old. Most respondents who took part in the survey are graduates in service and the majority of the respondents have income of less than Rs.2 lakhs per annum

Table 2- Summary of respondents' opinion related to job opportunities offered by Social Media and Job Portals

Questions	Category	Responses in Percentage
HAVE YOU HEARD ABOUT JOB PORTALS?	Yes No Maybe	75% 15% 10%
WHICH OF THE FOLLOWING JOB PORTALS HAVE YOU HEARD OF?	Indeed Freshworlds Monsterindia Goodspace Glassdoor Jobs Rapido Upwork Shine Timesjobs Internshala Naukri.com	71% 9% 38.3% 6.5% 9.3% 12.1% 11.2% 12.1% 21.5% 16.8% 50%
DO YOU FEEL THAT JOB PORTALS OFFER APPROPRIATE JOBS TO JOB SEEKERS?	Yes No Maybe	41.2% 22.4% 36.4%
WHICH OF THE FOLLOWING SOCIAL MEDIA PLATFORM WILL YOU RECOMMEND FOR EFFECTIVE RECRUITMENT ADVERTISING?	Linkedin Instagram Facebook Whatsapp Twitter Others	64.5% 27.1% 66.4% 7.5% 26.2% 0%
DO YOU FEEL THAT RECRUITMENT ADS ON JOB PORTALS AND SOCIAL MEDIA ARE ALWAYS GENUINE?	Yes No May be	59.6% 17.0% 22.4%
WOULD YOU RECOMMEND YOUNG GRADUATES TO RELY ON SOCIAL MEDIA OR JOB PORTALS FOR RECRUITMENT?	Yes No May be	40.4% 57.9% 1.7 %

Table 2 sums up the percentage of information related to the awareness created by social media and various portals about job opportunities. The result shows that the majority of the respondents are aware of various recruitment sites/job portals. They have mixed opinions relating to job portals offering appropriate jobs to job seekers. LinkedIn is the most popular social media platform for recruitment. Majority of them are of the opinion that job offers through portals and job media are genuine. They are of mixed opinions relating to recommending the same to others.

CONCLUSION

The changing scenario of the business environment is making current young graduates seek better employment opportunities. Due to increase in usage of internet job portals are widely used for searching jobs. Some job portals job offers to match the seekers expectations and skills. Limitations are that job roles are not well defined, recruitment agencies/portals are also not aware of the job description and this lack of knowledge and communication creates stress to those while applying for jobs through them. Social media can be an incredible powerful tool used to connect many job seekers to companies having vacancies, but it cannot stand as a recruitment tool on its own.

RECOMMENDATIONS AND SUGGESTIONS:

As online recruitment sites continue to multiply in numbers, this value- added services may well prove crucial tools for recruitment. Many companies are currently using online recruiting strategies and the growing number of job portals and usage of social media has made it easy for job seekers to get jobs and internships through

them. However due to various limitations, they cannot be the only source and companies will need to rely on traditional methods like advertisements of vacancies in newspapers, employee referrals and advertisements on the company's own website. For freshers and lower and middle level jobs, these online sources are beneficial but for higher level jobs, these online sources are not enough and so a blended mode of recruitment with offline as well as online would give a better solution to companies for recruitment.

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A STUDY ON EMPLOYMENT OPPORTUNITIES PROVIDED BY SUPERMARKETS FOR COLLEGE STUDENTS WITH RESPECT TO D-MARTS IN MUMBAI SUBURBAN DISTRICTS

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ABSTRACT

Supermarkets are a leading provider of part-time student jobs. There are many reasons behind this – these places of work often offer flexible short-term or part-time contracts that are easy to fit around term times and lectures. However, there are many other perks to student's supermarket jobs that make them so desirable. A typical supermarket requires the skills of many employees to ensure that the store runs efficiently at all times. Good workers keep customers happy and provide them with a wide variety of fresh groceries and other goods. There are many different types of supermarket jobs available to individuals with varying levels of education and experience, including grocery stock persons and merchandisers, cashiers, custodians, and management personnel and so on.

Many jobs in a supermarket are held by merchandisers and stock persons. Employees typically split their time between storerooms and the supermarket floor, receiving shipments, pricing items, stocking shelves, and checking inventory. In large supermarkets, stock persons usually work in certain departments, such as produce, vitamins, or household goods. The specific responsibilities for employees in different departments vary, though most perform similar customer service duties, such as giving recommendations and helping people find certain items. This paper focuses on two aspects 1. Job opportunities in supermarkets and 2. Challenges faced by college students to balance their job and study.

1. INTRODUCTION

Supermarkets are a staple of consumerist society. They bring mass quantities of food to as many people as possible. Markets have been around for centuries, but a supermarket, which imports food and has a constantly refilled supply of produce, is a unique change in human eating habits. No longer are families dependent upon which foods are in season, how good or bad the agriculture was that year, or finding their own food; it is all at one convenient location. Supermarkets are set up with colorful advertisements, large carts in order to transport large amounts of food with ease, and cashiers with self-service checkouts at the front of the stores. Often, supermarkets will run coupon and sales specials for customers. Many coupons and discounts are also available online to print out and bring to the supermarket. Supermarkets are a convenience for consumers due to their ease of navigation, their business hours, and numerous locations. Many supermarkets have made their stock available on the internet. Customers can select what they want on their computer, and it will be ready for them by the time they arrive at the supermarket. Some supermarkets even use this method for a delivery service, delivering the chosen groceries to the customer's doorstep. This is seen by some as the future of supermarket shopping, browsing digital produce in digital aisles without leaving the home.

2. ABOUT SUPERMARKET – D MART

D Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each D Mart store stocks home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value. The supermarket chain of D Mart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai. The brands, D Mart Minimax, D Mart Premia, D Homes, Dutch Harbour, etc are brands owned by ASL.

3. WHY SUPERMARKETS?

Below mentioned are important points highlighting why college students prefer supermarket for job.

a. Training

Many college / university students who are keen to become employable will be eager to reduce the number of gaps in their employment history. Those who worked throughout University will be more likely to impress a future employer – plus, there's a great deal you can learn while working a student supermarket job. As a team member at a supermarket, you'll learn customer service, time management, interpersonal skills, the ability to take the initiative, and problem solve – and plenty more besides. All of these abilities are highly transferable and will be very appealing to anyone looking through your CV in the future.

b. Flexibility

Of course, it's rare that students can commit to full-time work. Supermarkets can offer part-time student jobs of all types, from evening and weekend work fitting around lectures and seminars to jobs during the holidays that will help you to build up your funds before the next academic year. The flexibility of these positions means that you'll have secure work throughout your time in higher education, gaining skills and making money while completing your qualification without schedule clashes.

c. Little to No Travel Costs

In India supermarkets have stores across the country and you'll often find multiple outlets within the space of a couple of miles. That means you won't need to spend valuable time and money commuting to work, leaving you more opportunities for socializing and studying. At any one time, there are a great number of Sainsbury's stores across the country looking to hire students.

d. Pay and Perks

Of course, for any student looking at supermarket jobs, the advantages include pay. Despite the much-appreciated student loan, living can be very expensive while in full-time education. Part-time student jobs have always been popular due to the fact that those who take them up are more likely to graduate from university or college in a more financially stable position – as they will have been gaining an income throughout their studies. Along with your salary, if you work in a supermarket you may also receive staff discount on your weekly shop. Those who have worked in any store for more than 12 weeks are eligible for a 10% discount. They can also get 25% off Habitat home ware and furniture and can nominate a second user for their card as long as the two can prove that they live together.

e. Career Development

Taking on part-time work while at university or college can help you to develop valuable skills to pad out your CV, but that is not the extent of its value. If you're looking for opportunities during the holidays or an opportunity to support yourself while studying full time, a supermarket may be a great place to apply. You'll develop skills that will be invaluable for your future career, you'll enjoy highly flexible hours that will fit around your studies and terms, you'll save a great amount of travel time and expenses, you'll make money while you study and your career will receive a huge boost.

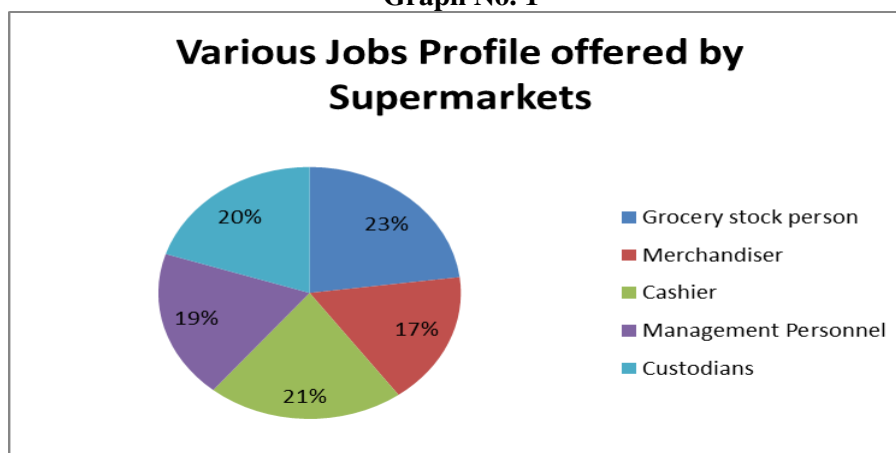
Supermarket positions can be highly practical for students, so sending in an application can open some very exciting doors for you.

4. OBJECTIVES OF THE STUDY

- a. To know the concept of supermarket.
- b. To identify the job opportunities.
- c. To find out the challenges faced by college students to balance study and job.

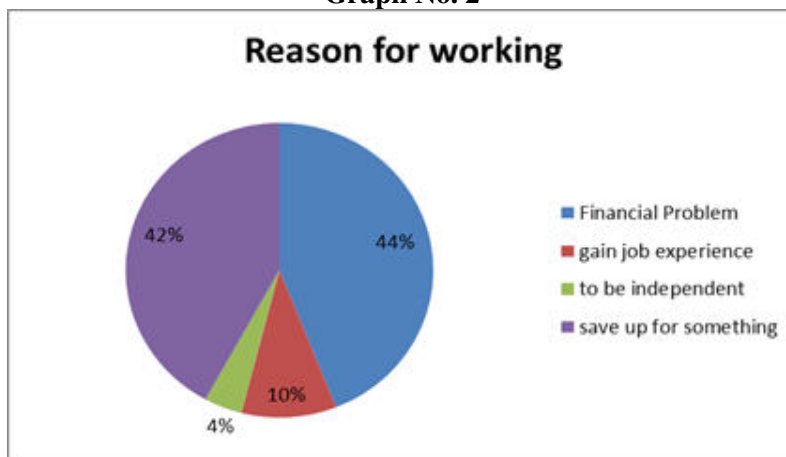
5. RESULTS

Supermarkets provide various mentioned bellows jobs profile to college students on the basis of their education qualification and job experience if any.

Graph No. 1

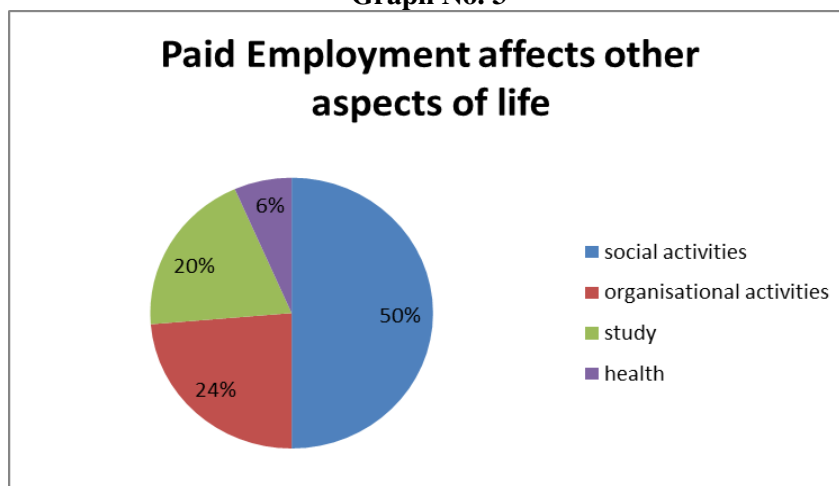
From the above graph no. 1 the maximum college students do work in grocery stock clearance section while lesser no of employee are in merchandiser section.

Graph No. 2



From the above graph no. 2 The majority (85%) of employed students had casual contracts. They were commonly employed in the food trade or food preparation (27% of males; 8% of females) and sales (26% of males; 49% of females) occupations. When asked about their reasons for working, most students gave financial reasons including working for spending money (44%) or to save up for something (42%). In terms of the timing and duration of work, most worked regularly on weekends (79% of males; 86% of females) and over 70% of employed students worked for 10 or less hours each week. On average, students worked between nine and 10 hours per week; males and females worked a similar number of hours.

Graph No. 3



From the above graph no. 3 Being employed during college years may increase college and social pressure for some adolescents. A substantial number of working students aged 18–21 reported that the demands and responsibilities of their paid employment interfered with other aspects of their lives. Students most commonly reported that paid work affected their social activities and least commonly affected their health: 50% reported interference with social activities, 24% reported interference with organized activities, such as sports, 20% reported interference with study, 6% reported their job affected their health. While each of these four domains reflect unique challenges and pressures for working students; overall, almost half (48%) reported interference between their paid work and at least one other aspect of their life. Similar proportions of males and females reported work–life interferences. After accounting for a range of student-, family and job-related factors, two key job-related factors were found to be particularly related to work–life interference: the number of hours worked, and the quality of the job.

6. CONCLUSION

It shows that it is common for college students to take on paid employment, especially for females. It also reveals that many working students experience interference between their work and other aspects of their lives. The hours spent working and the quality of the job separately impacts the extent to which work interferes with life. This suggests that we should not only consider the number of hours secondary students work for but also the type of roles and the work environments that they work in. Therefore, in addition to the financial and other benefits of working, it is important for young students at the start of their working lives, as well as their parents or careers, to be aware of potential work–life interferences.

7. SUGGESTIONS

The following suggestions for policy and practice across various domains could be considered:

For parents – along with the commonly held positive view of teenage employment, it is important for parents and carers to be aware of the potential for paid work to cause disturbances in learning and health, especially if their children are working long hours, are in complex or demanding jobs, where they have minimal control or flexibility, or are in insecure employment. **For college** – the secondary school curriculum and/or careers programs can help educate students on how to assess job quality and students' rights and responsibilities as paid employees. Provides necessary resources to ease their studies.

For employers – it would be beneficial for employers to understand the needs of college aged employees and provide them with sufficient job control, flexibility and security.

For governments – policy attention can be directed towards improving youth employment regulatory protections with respect to poor quality jobs and working conditions.

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CONSUMER EXPERIENCE AND DESIGNATION LOYALTY IN TOURISM AND HOTEL SITES**Mr. K. Suresh**

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ABSTRACT

Destination fidelity is defined as the position of excursionists' comprehensions of a terminus as a recommendable residence. pious guests frequently promote the brand they support to the people around them and constantly make use of their immolation. They may laboriously engage with their content and inspire to do the same, as well as make reprise purchases when possible. Guest fidelity should always be at the van of hostellers' minds, as it helps foster a terrain that allows for sustainable growth. When guests continually return to a property, not only does the hostel benefit from boosted residency and profit, it allows hostel staff to develop connections with guests. fidelity is a substantial portion of connections, whether romantic, domestic, social, or else. It can help make stronger bonds and produce social support. A residence of concentration is someplace excursionists visit, generally for its essential or displayed natural or artistic value, literal significance, natural or erected beauty, offering rest and recreation. Despite the wide acceptance that fidelity is a foremost heavy strength in effective concerns, tourism destination fidelity has not been delved into remarkable client practice is life-threatening to the continued growth of any business. A positive client experience promotes fidelity, helps you retain guests, and encourages brand advocacy. moment, guests have the power, not the merchandisers. The main of the study is consumer Experience and the designation fidelity in the tourism and hostel assiduity. To determine the Effect of client satisfaction comprehensions of hostel services on client fidelity. And to identify the Factors impacting clients in the Tourism sector.

Keywords: Client gests, Tourism, hostel, fidelity

INTRODUCTION

The marketing geography is changing. Given the overall challenge of digitalization associated with decreasingly transparent, empowered, and cooperative consumer requests, several scholars have suggested redefining central marketing practices and the current tone- the generality of marketing Homburg, Jozić, and Kuehn, (2017). Client satisfaction is a leading criterion for measuring the apparent eminence of a product or service and any accompanying services. Vavra, (1997). client pleasure or dissatisfaction is the consequence of commerce between the consumer's pre-purchase prospects and post-purchase evaluation Czepiel and Rosenberg, (1997). Success in the hostel assiduity depends on understanding the crucial factors that impact client satisfaction both at the hostel property and conceivably the larger geographic destination. Satisfying guests during their first visit and dragging their stay can help develop client fidelity and thereby encourage the desire to readdress the destination Poon and Long (2005).

This can lead to copping reiteration over time and increased unborn patronage of the hostel or revisitation to the destination. Otto et al (2004) set up that the association between client gratification and reprise purchase was bolstered when the client set up value in the product. moment, while deciding on the host position, hospices look at several aspects similar as host structure, crime rate, and drinking culture, as moment guests look at similar aspects in their overall evaluation of the hostel Assaf, Josiassen, & Agbola, (2015) Kaura, Prasad & Sharma (2015) classify client fidelity into attitudinal fidelity and behavioral fidelity. The former aesthetics at the station of the client are similar that the client has positive passions about a specific brand, but if the client finds a better volition they may emigrate. The ultimate suggestion to the client similar that the client doesn't emigrate despite chancing a better volition likewise, customization of services increases the chances of a client to come pious Kasiri, Cheng, Sambasivan, & Sidin, (2016).

REVIEW OF LITERATURE

Pious guests have low price perceptivity, tend to buy further, recommend the business to their terrain, and significantly increase profitability Wilkins (2010). Mohsin and Lockyer (2010) determined that workers' stations and actions, courtesy, and professional knowledge are perceived as the greatest significant influences by hostel guests. In their study analysing the criteria that excursionists attach significance to in hostel selection, directors frequently find it delicate to decide which areas to ameliorate first because their information about which product and service trait guests pay further attention to is limited Albayrak & Caber (2011).

Cetin & Dincer (2014) client experience is arising as a fairly new conception and is observed as an imperative cause for hospitality associations success. still, factors affecting client gests and the influence of gests on the consumer are still unclear. Through quantitative field exploration, this paper attempts to determine as well as

parade the impacts of client gestures on client fidelity and recommendation actions in hospitality repliers staying in five-star clinics in Istanbul were demanded to rate the particulars related to the physical terrain and social relations that are set up to be applicable to hostel stay. The results indicate that there's a strong relationship between asked client actions and perceived confines of client.

Al- Msallam (2015) goods of three client comprehensions (brand image, and price fairness) on client satisfaction and brand fidelity. A mixture of a expediency besides hypercritical sample check the factors of brand image and price fairness affect Brand fidelity. client insight of product image and value equality are nearly equal to erecting up satisfaction. We suggest that directors must deliberate price equality as a foundation to make up client satisfaction, and brand fidelity and, also to ameliorate the brand image as an added- on value for guests.

Sharma & Rather (2015) experience by examining empirical data of order hostel guests. The nonintercourse between client experience, client satisfaction, and client commitment in the environment of order hospices in Jammu and Kashmir, India. A accessible slice system, from 175 excursionists/ guests comprising 99 public and 76 foreign excursionists of order hospices located in four different sightseer metropolises, videlicet Gulmarg, Srinagar, Pahalgam, and Jammu. After trustability and validity, the data were anatomized using faltering factor analysis, correlations, and retrogression analysis. The result from the findings suggests that the confines of client experience influence client satisfaction and customer approval, in turn, influences commitment. The study establishes positive and significant connections among client experience confines, client satisfaction, and client commitment. Further, to succeed in service delivery, accommodation businesses need to understand which hostel attributes are important to their request parts and their effect on client satisfaction and fidelity (Albayrak et al., 2016). Bodet et al (2017) determine the effect of hostel service rates of the country of hearthstone on the donation to consumer satisfaction practical to determine the donation of hostel features to satisfaction and to equivalence them for buyer parts across hospices in eight European countries. According to the results, it was revealed that hostel service qualifications are perceived else according to the country of hearthstone and differ between hospices.

Rather & Sharma (2017) main thing of this disquisition is to demonstrate the vital goods of client fulfillment and client commitment to client fidelity. A field check of four- and five-star hostel was conducted using a questionnaire. A simple arbitrary slice fashion was used to elect the sample. An aggregate of 120 forms was dispersed to hostel guests besides out of which 112 stayed returned (93 response rate). The results showed that fulfillment and obligation have positive goods on client fidelity and also client pleasure has a optimistic effect on obligation. therefore, to induce competitive benefits and increase client fidelity, hospitality directors may pay further reflection on satisfaction and commitment to sustain being guests in developing long- lasting connections with guests in the hostel assiduity.

Rather (2018) the paper examines the connections among client, recollections, and fidelity, which will be of immense use for marketing interpreters. client experience thereby facilitates hostel providers an effective tool for competitive advantage, isolation, and generating precious client connections. Offering guests memorable gestures and making them pious is essential for attaining success in the largely competitive hospitality assiduity. unborn exploration directions are also banded. The paper makes benefactions toward new knowledge, helps in understanding client experience operation, and can be used for directorial decision- timber.

Renuka & Maiya (2019) consumer perception and service quality. It further examines the part of facility eminence in achieving client fidelity. The study proves that, if the service performance meets or exceeds prospects, guests will remain pious. The objects of this study are to punctuate the difficulties and forecasts of the hostel assiduity and to estimate the service quality along with assaying the relationship between consumer fidelity and service quality. The study also deals with the factors considered by the guests while visiting the hostel. The arbitrary slice system was used by experimenters for distributing the questionnaire. The total samples collected were 150 covering areas in and around Udupi and Mangalore megacity.

Malik et al (2020) the part of client satisfaction as a middleman and perceived price fairness and client fidelity. We argue that guests' requirements are less invariant, and so their prospects, comprehensions, satisfaction, and fidelity vary across their characteristics. To this end, we draw on a sample of 252 consumers of the hostel assiduity sector in Pakistan.

Stefko et al (2020) showed a study to dissect the quality of services handed and the perception of the hostel according to the point of view of the accommodated guests. They revealed that the hostel outfit and cleanliness have the topmost effect on the opposition of sentiment. Ceylan et al (2020) conducted exploration to dissect the part and significance of the destination attributes and the harvests and amenities handed at destinations on the

destination image perception of excursionists. The statistics stayed composed from British, German, and Russian excursionists. According to the results of the study, each nation preferred Antalya as an All- Inclusive (AI) system for different reasons.

Üngüren et al (2021) impact of hostel service satisfaction on client fidelity was delved using retrogression analysis. The exploration findings reveal that guests' performance comprehensions and services attach significance to differ significantly by nation. And also, it was concluded that satisfaction with the services handed in accommodation businesses has a substantial effect on customer fidelity and that this effect differs in client groups. Determining satisfaction factors affecting client fidelity according to client characteristics make a significant donation to service quality enhancement. In this environment, the exploration results give practical and theoretical benefactions to how shopper approval and customer fidelity can be bettered according to request groups.

Hung et al (2021) concentrate on the impression of the sightseer involvement on the connection between destination image, sightseer provocation, and sightseer satisfaction with destination fidelity substantiation on the unproductive relationship between constructs. Exploration classical was projected, in which nine suppositions were industrialized, and the new data were calm from Hue megacity, which is a main sightseer terminus in Vietnam. Aggregate of 204 questionnaires were repaid, and the data were anatomized using PLS-SEM. The controlling result of the sightseer knowledge on the influence of the terminus image, sightseer provocation, and sightseer satisfaction on destination fidelity is anatomized in this composition. The proposed abstract model was tested, and the results reveal a noteworthy association amongst the two constructs to destination fidelity.

OBJECTIVES OF THE STUDY

1. To appreciate the consumer Experience and the designation fidelity in the tourism and hostel assiduity.
2. To determine the Effect of customer satisfaction comprehensions of hostel services on client fidelity.
3. To identify the Factors impacting clients in the Tourism sector.

RESEARCH METHODOLOGY

Primary data on the motives were collected using a check system and the instrument used was an unprejudiced, structured questionnaire. Secondary information was composed from colorful journals, books, and the internet. A quantitative check was proposed in August 2022 conforming to 11 questions. The check was dealt with using the online check and offline check. the population of excursionists in Tamil Nadu. The trial size is 180 implicit actors who entered the online check taken, through the software “Rao soft”. A convenience slice was used.

FINDINGS AND DISCUSSIONS

Table-1. The results demonstrate that 57.8 of them are in the virile order, while, 42.2 of them are in the womanish order, 19-29 times is 28.3, 30-39 times is 22.2, 40-49 times is 29.4, 50-60 times is 6.7, above 60 times is 13.3. The Occupation of the repliers Croakers masterminds' attorneys 7.8, Government Service 12.2, Private Service 15.6, Agriculture 35.0, Student 5.0, Retired / Unemployed 18.9, Education qualifications are School education 26.1, Diploma 27.2, UG 34.4, PG 12.2. connubial Status is Single attestors are 63.9 and married is 36.1. lower than 10 K 8.6, 10K-25K 26.1, 25K-50K 28.9, 50K – 1L11.7, further than 25, Area of occupancy Rural is 50, Urban is frequency of trip per time 1-2 22.8, 3-4 30.6, 5-7 is 10.0, Above 7 is 36.7.

Table 1: Profile of Tourists

Label	Variables	Frequency (N = 180)	Percent
Gender	Male	104	57.8
	Female	76	42.2
Age	19-29	51	28.3
	30-39	40	22.2
	40-49	53	29.4
	50-60	12	6.7
	above 60	24	13.3
Occupation	Industrialist	10	5.6
	Doctors / Engineers / Lawyers	14	7.8
	Government Service	22	12.2
	Private Service	28	15.6
	Agriculture	63	35.0

	Student	9	5.0
	Retired / Unemployed	34	18.9
Education qualification	School education	47	26.1
	Diploma	49	27.2
	UG	62	34.4
	PG	22	12.2
Marital Status	Single	115	63.9
	Married	65	36.1
Monthly salary	Less than 10 K	15	8.3
	10K - 25 K	47	26.1
	25K - 50K	52	28.9
	50K – 1L	21	11.7
	More than 1,00,000	45	25.0
Area of residency	Rural	90	50.0
	Urban	90	50.0
Frequency of Travel per year	1-2	41	22.8
	3-4	55	30.6
	5-7	18	10.0
	Above 7	66	36.7

Table 2: Mean and Normal Deviation of Consumer Experience in Hotel

Consumer Experience	Mean	Standard Deviation
Activities at the hotel were amusing to watch and perform	4.32	.816
Activities at the hotel were captivating to watch and perform	3.94	1.157
Activities at the hotel were entertaining to watch and perform	4.26	1.042
Activities at the hotel were fun to watch and perform	4.31	1.009
Mean Score	16.83	4.024

Table 2 represents the mean and normal divagation of the consumer experience in hospices. Conditioning at the hostel were entertaining to watch and perform 4.32 (.816), Conditioning at the hostel were witching to watch and perform 3.94 (1.157), Conditioning at the hostel were amusing to watch and perform 4.26 (1.042), Conditioning at the hostel were delightful to watch and perform 4.31 (1.009), The loftiest value of the mean is 4.32 and the overall mean score value 16.83.

Table 3: Mean and Normal Deviation of Designation of Loyalty Consumer's Expectations

Designation of loyalty	Mean	Standard Deviation
Hotel meals would be of a high quality	4.51	.773
Laundry service would be good	4.46	.848
I would be able to mix and talk with Cypriot people	4.47	.728
I expected the respectable climate situations in the area	4.32	.961
1 would be able to use local transport	4.47	.815
The beach and ocean would be clean	4.42	.933
The efficiency of check-in and check-out at the accommodation	4.03	1.096
Employees would be neat employees	4.44	.854
Mean Score	35.12	7.008

Table 3 represents the mean and normal divagation of the Hotel refection's would be of a high quality 4.51 (.773), Laundry service would be good 4.46 (.848), I would be suitable to mix and talk with Cypriot people 4.47 (.728), I anticipated the good rainfall conditions in the area 4.32 (.961), 1 would be suitable to use original transport 4.47 (.815), The sand and ocean would be clean 4.42 (.933), The effectiveness of check- heft and check-out at the accommodation 4.03 (1.096), workers would be neat workers 4.44 (.854). The loftiest value of the mean is 4.51 and the overall mean score value 35.12.

Table 4: Mean and Normal Deviation of Factors Influencing Customer Experiences in the Tourism Sector

Factors Influencing Customer Experiences	Mean	Standard Deviation
Accessibility	4.39	1.021
Empathy	4.19	.857
Language	4.58	.692
Response Time	4.46	.800

Convenience	4.16	1.229
Choices.	4.46	.899
Simplicity	4.22	1.039
Quality	4.18	.972
Reasonable Prices	4.38	.916
Appreciation	4.39	.988
Loyalty Programs	4.56	.627
Community	4.48	.875
Mean Score	52.45	10.915

Table 4 represents the mean and normal divagation of factors impacting client guests in the tourism sector. Factors are Availability 4.39 (1.021), Empathy 4.19 (.857), Language 4.58 (.692), Response Time 4.46 (.800), Convenience 4.16 (1.229), Choices 4.46 (.899), Simplicity 4.22 (1.039), Quality 4.18 (.972), Reasonable Prices 4.38 (.916), Appreciation 4.39 (.988), fidelity Programs 4.56 (.627), Community 4.48 (.875).

Hypothesis: There is no notable variation between the Monthly salary and the Frequency of Travel per year

Table 5: Monthly Salary and the Frequency of Travel per Year

Monthly salary * Frequency of Travel per year Cross Tabulation						
		Frequency of Travel per year				Total
		1-2	3-4	5-7	Above 7	
Monthly salary	Less than 10 K	4	4	2	5	15
	10K - 25 K	4	9	7	27	47
	25K - 50K	15	13	5	19	52
	50K – 1L	3	13	0	5	21
	More than 1,00,000	15	16	4	10	45
Total		41	55	18	66	180

Chi-square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.273 ^a	12	.003
Number of Valid Cases	180		

The below tables represent the chi-square Yearly payment and the frequency of trip per time. thus, the significant value is.003 and the value of significant is lower than 0.05. Hence the thesis is rejected.

Hypothesis: There is no remarkable variation between the Age of the respondents and the Frequency of Travel per year

Table 6: Age of the Respondents and the Frequency of Travel per Year

Age * Frequency of Travel per year Cross Tabulation						
		Frequency of Travel per year				Total
		1-2	3-4	5-7	Above 7	
Age	19-29	16	20	6	9	51
	30-39	7	11	3	19	40
	40-49	8	10	3	32	53
	50-60	1	4	5	2	12
	above 60	9	10	1	4	24
Total		41	55	18	66	180

Chi-square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-square	44.265 ^a	12	.000
Number of Valid Cases	180		

The below tables represent the chi-square age of the repliers and the frequency of trip per time. thus, the significant value is.000 and the value of significant is lower than 0.05. Hence the thesis is rejected.

Hypothesis: There is no crucial change between the Occupation of the respondents and Consumer Experience in hotel

Table 7: Momentous Change between the Occupation Consumer Experience in Hotel

ANOVA						
		Sum of Squares	DF	Mean Square	F	Sig.
Activities at the hotel were amusing to watch and perform	Between Groups	23.382	6	3.897	7.028	.000
	Within Groups	95.930	173	.555		
	Total	119.311	179			
Activities at the hotel were captivating to watch and perform	Between Groups	17.213	6	2.869	2.233	.042
	Within Groups	222.232	173	1.285		
	Total	239.444	179			
Activities at the hotel were entertaining to watch and perform	Between Groups	16.974	6	2.829	2.761	.014
	Within Groups	177.270	173	1.025		
	Total	194.244	179			
Activities at the hotel were fun to watch and perform	Between Groups	5.515	6	.919	.900	.496
	Within Groups	176.679	173	1.021		
	Total	182.194	179			

Table 7 determines the Occupation of the repliers and Consumer Experience in hostel. Factors like Conditioning at the hostel were entertaining to watch and perform, Conditioning at the hostel were witching to watch and perform, Conditioning at the hostel were amusing to watch and perform, Conditioning at the hostel were delightful to watch and perform. Out of four factors, only three factors are lower than the significant value. thus, the proposition is rejected.

Hypothesis: There is no imperative change between the Occupation and Designation of loyalty to consumer's expectations

Table 8: Momentous Change between the Occupation and Designation of Loyalty to Consumer's Expectations

ANOVA						
		Sum of Squares	DF	Mean Square	F	Sig.
Hotel meals would be of a high quality	Between Groups	7.670	6	1.278	2.227	.043
	Within Groups	99.324	173	.574		
	Total	106.994	179			
Laundry service would be good	Between Groups	15.962	6	2.660	4.081	.001
	Within Groups	112.766	173	.652		
	Total	128.728	179			
I would be able to mix and talk with Cypriot people	Between Groups	4.297	6	.716	1.368	.230
	Within Groups	90.565	173	.523		
	Total	94.861	179			
I expected the moral climate conditions in the area	Between Groups	8.333	6	1.389	1.531	.171
	Within Groups	156.978	173	.907		
	Total	165.311	179			
I would be able to use local transport	Between Groups	7.438	6	1.240	1.926	.079
	Within Groups	111.362	173	.644		
	Total	118.800	179			
The beach and ocean would be clean	Between Groups	13.349	6	2.225	2.703	.016
	Within Groups	142.401	173	.823		
	Total	155.750	179			
The efficiency of check-in and check-out at the accommodation	Between Groups	18.524	6	3.087	2.720	.015
	Within Groups	196.337	173	1.135		
	Total	214.861	179			
Employees would be neat employees	Between Groups	14.442	6	2.407	3.590	.002
	Within Groups	116.003	173	.671		
	Total	130.444	179			

Table 8 determines the Occupation and Designation of fidelity to consumer's prospects. Factors are Hotel refection's would be of a high quality, laundry service would be good, I would be suitable to mix and talk with Cypriot people, I anticipated the good rainfall conditions in the area, I would be suitable to use original transport, The sand and ocean would be clean, the effectiveness of check- heft and check- out at the accommodation, workers would be neat workers. Out of eight factors, only five factors are lower than the significant value. thus, the proposition is rejected.

Hypothesis: There is no authoritative change between the Age and Factors Influencing Customer Experiences in the Tourism sector

Table 9: Momentous Change between the Age and Factors Influencing Customer Experiences in the Tourism Sector

ANOVA						
		Sum of Squares	DF	Mean Square	F	Sig.
Accessibility	Between Groups	25.146	4	6.287	6.806	.000
	Within Groups	161.632	175	.924		
	Total	186.778	179			
Empathy	Between Groups	3.814	4	.954	1.306	.270
	Within Groups	127.764	175	.730		
	Total	131.578	179			
Language	Between Groups	6.768	4	1.692	3.749	.006
	Within Groups	78.982	175	.451		
	Total	85.750	179			
Response Time	Between Groups	6.531	4	1.633	2.643	.035
	Within Groups	108.113	175	.618		
	Total	114.644	179			
Convenience	Between Groups	16.246	4	4.062	2.797	.028
	Within Groups	254.081	175	1.452		
	Total	270.328	179			
Choices.	Between Groups	11.284	4	2.821	3.699	.006
	Within Groups	133.444	175	.763		
	Total	144.728	179			
Simplicity	Between Groups	36.021	4	9.005	10.03	.000
	Within Groups	157.090	175	.898		
	Total	193.111	179			
Quality	Between Groups	2.502	4	.625	.658	.622
	Within Groups	166.448	175	.951		
	Total	168.950	179			
Reasonable Prices	Between Groups	7.644	4	1.911	2.344	.057
	Within Groups	142.667	175	.815		
	Total	150.311	179			
Appreciation	Between Groups	13.962	4	3.490	3.798	.005
	Within Groups	160.816	175	.919		
	Total	174.778	179			
Loyalty Programs	Between Groups	2.203	4	.551	1.412	.232
	Within Groups	68.242	175	.390		
	Total	70.444	179			
Community	Between Groups	15.492	4	3.873	5.582	.000
	Within Groups	121.419	175	.694		
	Total	136.911	179			

Table 9 determines the Age and Factors impacting client gests in the Tourism sector. Factors are Availability, Empathy, Language, Response Time, Convenience, Choices, Simplicity Quality, Reasonable Prices, Appreciation, fidelity Programs, Community. Out of twelve factors, only eight factors are lower than the significant value. thus, the proposition is rejected.

SUGGESTIONS

Client satisfaction and pious client situations are important success pointers of accommodation businesses. In fact, every business aims to upsurge the extent of pious guests by furnishing a service that could maximally satisfy its guests. For this reason, hostel directors do their stylish to find the greatest imperative factors that affect client fidelity. This study highlights the importance of image, value impartiality, and client satisfaction to ameliorate fidelity. also, in a hostel chain, this may present challenges for operation since the performance of one hostel may impact guests' perception of other hospices in the same chain. It's therefore vital to maintain thickness in service norms of all hospices belonging to the chain. The asset of this exploration lies in the fact that it provides a practicable focus for the directors of hospices in their pursuit of a competitive advantage. The author concludes that an association's long-term success in the request is basically determined by its capability to expand and maintain a large and pious client base.

CONCLUSION

Tourism is a veritably productive exertion both for the sightseer and the rule. As they delivery each other contemporaneously. Also, the rule must deliberate perfecting the situations of the republic as a lesser number of excursionists visit their country. Tourism is a major motorist of profitable growth encyclopaedically. India's tourism assiduity is passing a sturdy period of growing, driven by the growing Indian middle class, development in high expenditure foreign sightseer and coordinated government juggernauts to promote 'inconceivable India'. fidelity have been historically considering attitudinal and behavioral. still, with the arising requirement to retain pace with the fast- growing competition, looking back to the excursionists' perception is of utmost significance. Academics have disapprovingly been perusal all confines of the terminus but missing the sweats in discovery what makes the tourist be more engaged and pious has its roots in the excursionists themselves. That's why it can be claimed that being affected by competition isn't the way to retain pace with fast- growing competitive strategies in the tourism assiduity.

Loyalty have been historically considering attitudinal and behavioral. However, with the emerging need to keep pace with the fast-growing competition, looking back to the tourists' perception is of utmost importance. Scholars have critically been studying all dimensions of the destination but lacking the efforts in uncovering what makes the tourist be more engaged and loyal has its roots in the tourists themselves. That is why it can be claimed that being affected by competition is not the way to keep pace with fast-growing competitive strategies in the tourism industry.

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DO VISION TRANSFORMERS SEE LIKE CONVOLUTIONAL NEURAL NETWORKS

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ABSTRACT

Recently, artificial intelligence (AI) has seen enormous development and the author has been fascinated by the progress made in the extremely important yet relevant field of computer vision. In this paper, the researcher will begin by explaining the very concept of artificial intelligence, before diving deeper into two particular subsets of the field – machine learning and deep learning. The researcher will then compare the two and explain the situations where each technology is used, before analyzing neural networks, a subset of deep learning. A thorough examination of the three types of neural network (artificial, recurrent and convolutional) will be provided, before the researcher investigates the mathematics that lie behind convolutional neural networks. Afterwards, the researcher shall explain exactly what a transformer is and introduce the concept of a vision transformer. Once the researcher has analyzed how it functions, it will finally be compared to the more traditional method of image recognition, the convolutional neural network.

INTRODUCTION

This topic is worthy of study due to the sheer significance it will have in the field of artificial intelligence over the next few years. The concept of the neural network was created in order to enable computers to solve problems similar to how the human brain would. However, over time, neural networks have been crafted to solve specific tasks, with different types of neural networks excelling at a particular task. The researcher is particularly interested in the field of computer vision, simply due to the relevance of the field. Computer vision is present throughout our lives and will play a far more prevalent role in the years to come. For example, the existence of self – driving cars are based upon improvements in computer vision. It is used to detect and classify objects on the road, build complex 3D maps of the car's surroundings and predict how other road users will act. Computer vision will also play a vital role in healthcare, with convolutional neural networks being used to detect signs of cancer far earlier than is currently possible – leading to faster diagnosis, treatment and lowering the impact that the cancer cells may have on the affected area. These are just two of the possible use cases, and they will already have an impact on millions of people worldwide.

The vision transformer, although an emerging technology, has the potential to revolutionise computer vision forever. Therefore, in order to examine exactly what it is and how it compares to current methods of image recognition through convolutional neural networks, the researchers aims to examine whether vision transformers “see” like convolutional neural networks.

1. THE FUNDAMENTALS

1.1 What is Artificial Intelligence (AI)?

According to the Massachusetts Institute of Technology (MIT), Artificial Intelligence (AI), can be defined as “the quest to build machines that can reason, learn and act intelligently”. (Massachusetts Institute of Technology (MIT), 2020) This idea was first brought to life in 1950, when Alan Turing invented the Turing Test. It was a test to see if machines were able to think for themselves. If a human was unable to work out whether a response to a question came from a human or a computer, the machine would be deemed “intelligent”. (Stanford Encyclopaedia of Philosophy, 2016) One of the greatest misconceptions about AI is that it is a singular system – AI can actually be implemented into various situations and programs. The whole definition of AI, however, is still unclear; the entire concept of AI has not been fully explained and we do not know how it will evolve – except that it will make a massive impact in everything we do.

1.2 What is Machine Learning (ML)?

Machine Learning is a subset of AI, where “machines have the ability to learn on their own without being explicitly programmed”. (Hackernoon, 2019) They can program themselves by learning from previous situations, data and algorithms and use these in real – time scenarios. For example, if we had pictures of cars and motorcycles, ML algorithms would be able to sort the data into sets of both. Now that the algorithms are better trained to recognizing these images, they would be able to sort greater numbers of pictures much faster than before. When fully accustomed to handling this data, algorithms could start classifying similar images, such as bicycles and buses. Therefore, ML models can predict various data points with unimaginable accuracy. These models can be applied to far more scenarios than just images.

1.3 What is Deep Learning (DL)?

Just as machine learning is a subset of artificial intelligence (AI), deep learning is a subset of machine learning. It has, more recently, been called “the future of machine learning” by acclaimed computer scientist and Fellow of the Royal Society Geoffrey Hinton. Deep learning is used to train artificial neural networking algorithms (systems inspired by the way the human brain learns and processes data. Let us go back to the example of sorting pictures of cars and motorcycles. ML models require previous structural data to be fed in order to classify the photos. DL algorithms, however, use a different method, replicating how the human brain would work. The artificial neural networks, using a myriad of deep learning algorithms and past models, send the input data of images through various different layers of the neural networking system, with each individual layer identifying a specific features of the image and learning from its own mistakes. (Hackernoon, 2019) The human brain works by analysing data through different concepts and similar questions to find an answer. After data processing, key features of the images are found, and the two different vehicles are sorted. However, this example is not common, as both ML and DL models are rarely used at the same time.

1.4 Machine Learning versus Deep Learning

All machine learning algorithms, regardless of the type, maps an input to an output. When a parametric model is used (where the variables are fully defined), the algorithm will learn a function with a set of weights. Where a classification model is used, the algorithm will learn a function which differentiates the pair of classes, which is called the decision boundary. A decision boundary is useful in finding whether a random data point has roots in a positive or a negative class. (Kumar, 2021).

Data is the key factor when deciding which machine learning algorithm to use. Traditional machine learning algorithms are well suited to working with structured data that is either numeric or categorical – that is, data that is organised into rows and columns. Deep learning is best when the dataset contains non-tabular data such as text, sensor data, signal data, video, and images. It is possible to apply machine learning to non-tabular data, but it requires large amounts of data manipulation. For machine learning algorithms, sensor data must be converted into a form that the algorithms can work with, by extracting data using statistical metrics like skewness.

The amount of data is another factor to consider when deciding whether to use a machine learning or deep learning algorithm. Deep learning is gaining popularity for its ability to process complex data and extract complex patterns and relationships from that data. Therefore, deep learning models require large amounts of training data (unlike traditional machine learning models), such as millions of high-quality labelled data points for a simple classification task, along with given parameters. In order to use a deep learning algorithm on a given dataset, a large amount of training data is required to make sure the model doesn't become overfit. On the contrary, machine learning performs well even with a smaller and simpler training data set, for example a few thousand data points, unlike deep learning, which requires millions of data points. (Kumar, 2021)

Traditional machine learning algorithms can often produce a good enough model for many problems, but for tasks like natural language processing (NLP), machine learning might not work as well. Deep learning is better suited for NLP tasks as it does not require structured data. (Tegmark, 2017) Deep learning is also used for image classification and recognition, complex prediction systems, and adaptive imitation applications. Also, deep learning models require minimal human intervention, minimising the chance of human bias, making them a good choice for these tasks. (Kumar, 2021) Traditional machine learning models should be preferred for problems where faster results are required, as they can be trained faster and require less computational power. The time required to train a machine learning model is proportional to the number of features and observations – the more number of features, the greater the amount of time required in order to retain the model's accuracy.



(IBM, 2018) Data / Accuracy – ML vs DL

However, deep learning models do not always produce accurate results. Deep learning is said to outperform humans in a few image classification and recognition tasks. If a deep learning model is accurately trained, it can perform millions of repetitive tasks in a fraction of the time that a human brain would. As the amount of data used to train deep learning models increases, the accuracy of those models also increases. However, common machine learning models like Naïve Bayes stop showing improvement after reaching a certain saturation level. (Takahashi, 2022)

2. THE CONCEPT OF A NEURAL NETWORK

2.1 What Are Artificial Neural Networks?

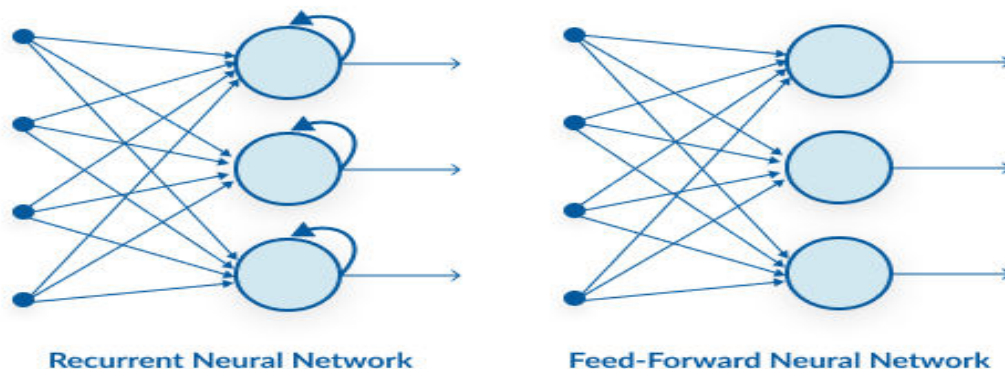
Artificial Neural Networks are made up of a group of individual neurons, or perceptrons, at each layer. They are also known as Feed-Forward Neural Networks as the input is only processed in the forward direction. (Chang, 2020)

2.1.1 What Are the Advantages of Artificial Neural Networks?

Artificial neural networks can learn any nonlinear function, and these networks are commonly known as Universal Function approximators. ANNs can learn a mapping between any input and any output. The activation function is one of the main reasons why universal approximation works well - activation functions introduce nonlinear properties to the network, which helps the network learn any complex relationship between input and output. (Chang, 2020)

As shown above, each neuron's output is the result of a weighted sum of its input signals. But if there is no activation function, the network can never learn complex relationships - therefore, activation functions are critical to the performance of artificial neural networks.

2.2 What Are Recurrent Neural Networks?



(Chang, 2020)

The diagram above highlights the architectural differences between recurrent neural networks (RNNs) and artificial (fast – forward) neural networks. As it can be seen, RNNs have a strong connection on the hidden state – this guarantees that sequential connections between the datatypes are retained. (“An Analysis of Deep Learning Neural Networks” - Medium”) That is, RNNs capture the sequential information present in the input data, for example, the dependency between the words in a paragraph - all while making predictions of future words that could fit in. A good example of RNNs in action is the autocorrect feature, present on most mobile devices.

This demonstrates that each output function depends not only on the current word, but the word that precedes it, clearly highlighting the key feature of a recurrent neural network – that every data point is somehow interlinked with the one that came before it.

2.3 Introduction to Convolutional Neural Networks

Convolutional neural networks, popularly known as CNNs, are one of the most exciting developments in the field of deep learning. These CNN models are being used in a variety of applications and domains, and they are particularly prevalent in image and video processing projects. CNNs are based on filters – a fundamental technology that can be used to narrow down and focus information. Kernels are used to extract the relevant features from the input using the convolution operation and we can understand the importance of filters by looking at how they are used in image processing.

2.3.1 Advantages of Convolutional Neural Networks

CNNs automatically learn the given filters and parameters without being defined. These filters help extract the important features from the input data. (Pai, 2020)

CNNs capture the spatial features of an image. They refer to the arrangement of pixels in an image and their relationships. These help us identify the object accurately, locate it in an image, and understand its relationship with the other objects in the image.

2.3.2 The Mathematics behind Convolutional Neural Networks

Forward Propagation

1. Images are inputted into the input layer as numbers. These numerical values represent the intensity of pixels in the image.
2. The neurons in the hidden layers apply a few mathematical operations to these values.
3. Some values are randomly initialised to perform these mathematical operations
4. These operations are performed at the hidden layer
5. The resulting data is sent to the output layer, which produces the final prediction. (Singh, 2020)

Convolution Layer

A convolutional neural network compares pixel values in order to identify objects, shapes and edges within an image. For example, here is an image of the number 8. With closer analysis, one can notice that there is large contrast between the pixel values around the edges of the figure. Therefore, a very easy method of finding the edges is by comparing adjacent pixel values.



(Chang, 2020)

The asterisk (*) symbol often represents the mathematical concept of convolution. The filter f would be applied to the input image x to produce the output image Z .

$$Z = x * f$$

We can understand the concept of convolution with a small example. Considering a 3x3 image and a 2x2 filter:

1	7	2
11	1	23
2	2	2

1	1
0	1

The filter multiplies each pixel in a patch by its corresponding element in the source image and sums up the results.

$$((1 * 1) + (7 * 1) + (11 * 0) + (1 * 1)) = 9$$

$$((7 * 1) + (2 * 1) + (1 * 0) + (23 * 1)) = 32$$

$$((11 * 1) + (1 * 1) + (2 * 0) + (2 * 1)) = 14$$

$$((1 * 1) + (23 * 1) + (2 * 0) + (2 * 1)) = 26$$

Notice how the filter is examining a small part of the image at a time. We can imagine this image as a series of smaller patches, each of which is affected by the filter.

For example, we have an input of the shape with dimensions (3, 3) and a filter with dimensions (2, 2). Because the image and filter dimensions are very small, it is easy to interpret the shape of the output matrix (2, 2). We need to find the shape of an output for more complex inputs / filter dimensions and this can be done using the formula below:

$$\text{Dimension of image} = (n, n)$$

$$\text{Dimension of filter} = (f, f)$$

$$\text{Dimension of output} = (n - f + 1), (n - f + 1)$$

Fully Connected Layers

The convolution layer has successfully extracted valuable features from the data and these features are passed on to the fully connected layer that generates the results. The fully connected layer in a CNN is just a traditional neural network! The output from the convolution layer is a two-dimensional matrix but the fully connected layer can only work with one - dimensional input data - therefore, the value generated by the previous operation is first converted to a one-dimensional format.

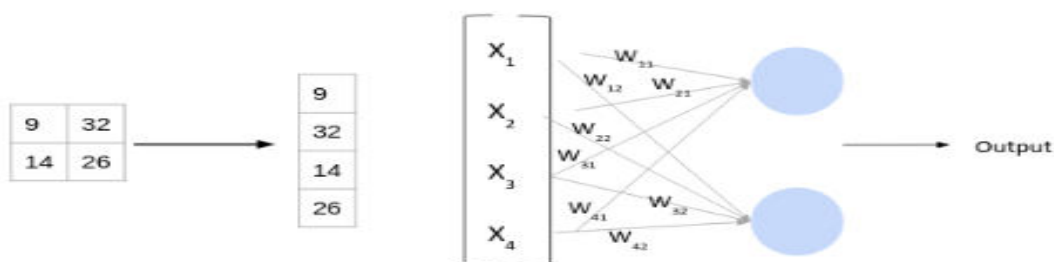


Once the data is converted into a one-dimensional array, it is sent to the fully connected layer. All these individual values are considered when creating the image. The fully connected layer processes the incoming data by performing a linear transformation and a nonlinear transformation. (Singh, 2020)

First, a linear transformation is performed on the data, using the equation given below:

$$Z = W^T * X + b$$

Where X is the input, W^T is the weight, and b (bias) is the constant. In this scenario, W^T is a matrix of numbers.



As the matrix's size is given in the form (m, n), where m is the number of inputs of the layer (four in this case) and n depends on the number of neurons. For example, if two neurons are present, then the size of the matrix would be (4, 2).

$$\begin{array}{ccc}
 \mathbf{X} = \begin{bmatrix} x_1 \\ x_2 \\ x_3 \\ x_4 \end{bmatrix} & \mathbf{W} = \begin{bmatrix} w_{11} & w_{12} \\ w_{21} & w_{22} \\ w_{31} & w_{32} \\ w_{41} & w_{42} \end{bmatrix} & \mathbf{b} = \begin{bmatrix} b_1 \\ b_2 \end{bmatrix} \\
 \text{Input} & \text{Randomly initialised weight matrix} & \text{Randomly initialised bias matrix}
 \end{array}$$

Once the weight and bias matrices have been defined, we can input these values into the equation for linear transformation (previously defined):

$$\mathbf{Z} = \mathbf{W}^T \cdot \mathbf{X} + \mathbf{b}$$

$$\mathbf{Z} = \begin{bmatrix} w_{11} & w_{21} & w_{31} & w_{41} \\ w_{12} & w_{22} & w_{32} & w_{42} \end{bmatrix} \begin{bmatrix} x_1 \\ x_2 \\ x_3 \\ x_4 \end{bmatrix} + \begin{bmatrix} b_1 \\ b_2 \end{bmatrix}$$

$$\mathbf{Z}_{2 \times 2} = \begin{bmatrix} w_{11}x_1 + w_{21}x_2 + w_{31}x_3 + w_{41}x_4 \\ w_{12}x_1 + w_{22}x_2 + w_{32}x_3 + w_{42}x_4 \end{bmatrix}$$

Now, only one more step is required in the process of forward propagation, which are the non – linear transformations.

Non – Linear Transformations

The linear transformation can't capture complex relationships, so we must introduce an additional layer of complexity to the data network, which helps to account for nonlinear behaviour. The new component in the architecture is known as the activation function. In this particular case, we shall be using the Sigmoid activation function in order to solve a binary classification problem. Mathematically, this function can be represented by the equation:

$$f(x) = \frac{1}{1 + e^{-x}}$$

with the range of the Sigmoid function lying between 0 and 1. Usually, the Sigmoid function is used for binary classification problems and we shall be using this for convolution and fully – connected layers. (Singh, 2020)

Here is a brief summary of forward propagation:

1. Input images must be loaded into a variable e.g. \mathbf{X}
2. Initialise filter matrix: $\mathbf{Z} = \mathbf{X} * \mathbf{f}$
3. Apply Sigmoid activation function on the result: $\mathbf{A} = \left(\frac{1}{1+e^{-x}}\right)(\mathbf{Z})$
4. Initialise bias and weight matrices and apply linear transformation:

$$\mathbf{Z} = \mathbf{W}^T * \mathbf{X} + \mathbf{b}$$

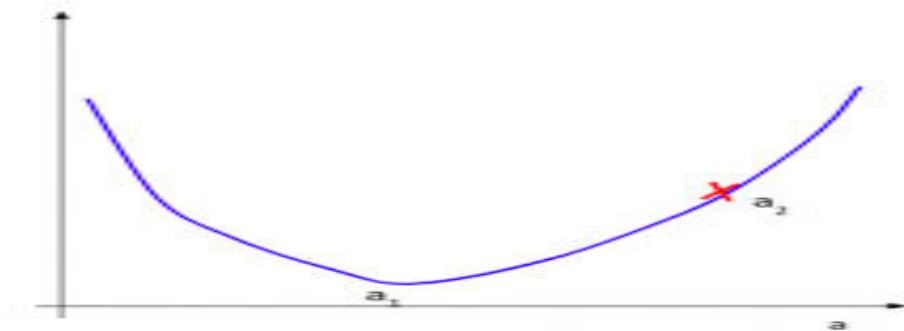
5. Apply Sigmoid function on data, outputting: $\mathbf{O} = \left(\frac{1}{1+e^{-x}}\right)(\mathbf{Z})$

Backward Propagation

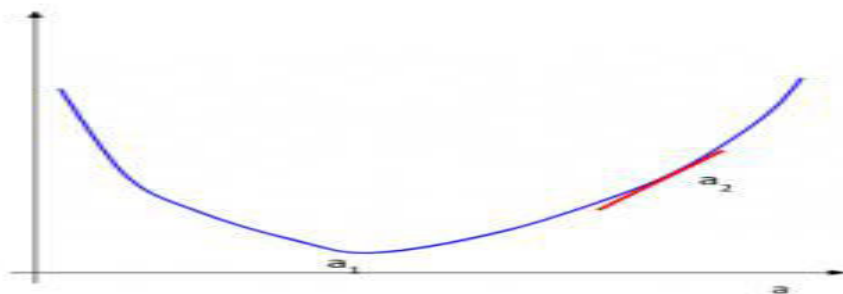
1. Once the output has been generated, the next step is to check to see if the output matches the actual value.
2. The values of the parameters are updated based on the final output, and the error between the actual value and the desired value.
3. The forward propagation process is repeated, using the updated parameter values and new outputs are generated.

During the forward propagation process, the weights, biases and filters were initialised. In the backward propagation process, the model attempts to update the parameters to make the overall prediction more accurate.

In order to update the parameters, the gradient descent function must be used. Here is an example:



When the parameter is first initialized, the value of a is a_2 . However, the graph tells us that the minimum value of loss is in fact at a_1 . The gradient descent function will search for the value of a where the loss is at its minimum value. In order to do this, the gradient at the current point must be found:



When the slope is negative, the parameter's value is increased while, on the other hand, the parameter's value is decreased when the slope is positive.

An equation for updating the parameter values is: $\text{new parameter} = \text{old parameter} - (\text{learning rate} * \text{gradient of parameter})$

The learning rate is a constant that determines the rate at which the old value changes. The slope or gradient tells us which way the new values should be increased or decreased. We need to find the gradients of the error with respect to the parameters in order to adjust the parameter values. (Singh, 2020)

Backward Propagation: Fully Connected Layers

As discussed before, the fully connected layer is made up of the weight matrix and the bias matrix. We can find the change in error with respect to weights: $\frac{\partial E}{\partial W}$

Using the chain rule: $\frac{\partial E}{\partial W} = \frac{\partial E}{\partial O} * \frac{\partial O}{\partial Z} * \frac{\partial Z}{\partial W}$

The values of the derivatives can be found using the process outlined below:

1. Assuming that the actual values of the data are written as y' , and the predicted output is written as O , we can find the error using the equation:

$$E = \frac{((y' - O)^2)}{2}$$

2. Differentiating the error with respect to output:

$$\frac{\partial E}{\partial O} = -(y' - O)$$

3. To find $\frac{\partial O}{\partial Z}$, O must be defined in terms of Z . We know that the output is the Sigmoid of Z , therefore $\frac{\partial O}{\partial Z}$ is just the derivative of the Sigmoid function:

$$f'(x) = (1 + e^{-x})^{-1}(1 - (1 + e^{-x})^{-1})$$

$$f'(x) = \left(\frac{1}{1 + e^{-x}}(x)\right)\left(1 - \frac{1}{1 + e^{-x}}(x)\right)$$

Therefore,

$$\frac{\partial O}{\partial Z} = (0)(1 - 0)$$

Summary

The hidden layers in a CNN have one purpose – to find the features in an image. This process can be broken into 2 different parts:

- **The Convolution Layers:** Extracts features from the input
- **The Fully Connected (Dense) Layers:** Uses data from convolution layer to generate output



(Pai, 2020)

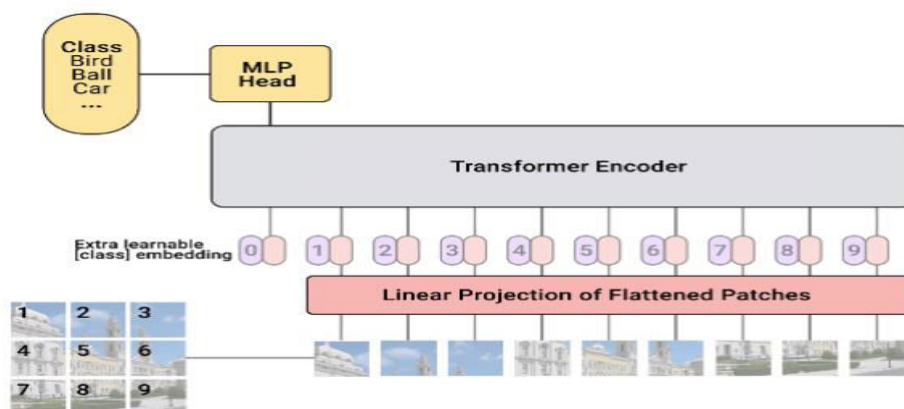
3. What Are Vision Transformers and How Do They Compare to Convolutional Neural Networks?

Invariance means that an object can be recognised in an image, even when the appearance or the position of the image may change. In computer vision, translation means that every pixel of the image has been moved by the same amount in the same direction. This feature, invariance, is a critical part of convolutional neural networks, as they work linearly.

Transformers do not work in this manner. Instead, images and other types of grid – structured datatypes are converted into sequences. (Adaloglou, 2021). These architectures are known as vision transformers (ViTs).

The advantage of using CNNs was that they avoided the need for manually designed visual features and instead they learned how to perform tasks directly from end-to-end data. However, while CNNs avoid feature extraction, the architecture itself is specifically designed for images and is extremely computationally demanding. Looking ahead to the next generation of scalable vision models, one might ask whether such specific designs are necessary, or whether more computationally efficient architectures can be successfully exploited to achieve state-of-the-art results. (Houlsby & Weissenborn, 2020)

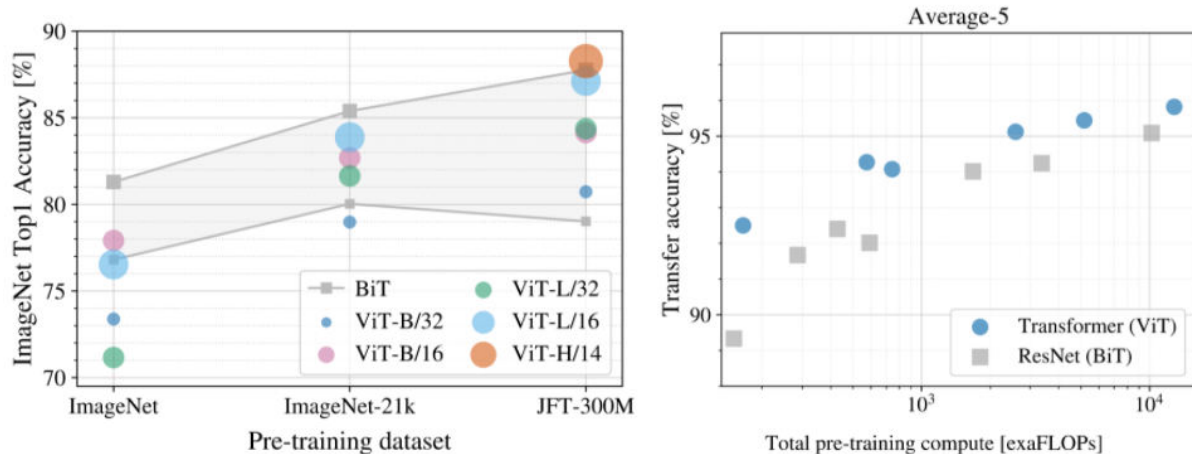
The vision transformer is a vision model based on the concept of the transformer (which is originally designed for text – based tasks), as outlined above. Vision transformers represent input images as sequences of image patches, similar to how sequences of word embeddings are used when using transformers in text – based cases. ViTs easily outperform CNNs and use just 25% of the computational power.



(Houlsby & Weissenborn, 2020) – In the image above, the vision transformer turns the input image into a sequence of patches.

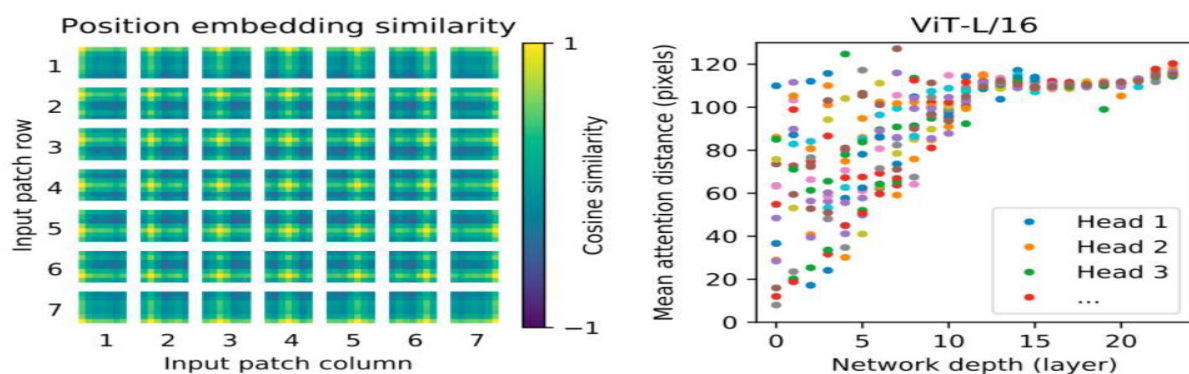
Vision transformers first divide an image into squares of the same dimension. Each patch is flattened into a single vector by concatenating the channels of all pixels in a patch and then rendering them linearly to the desired input dimension. Since transformers do not change according to the size of the input function, learnable position embeddings are added to each individual square, allowing the vision transformer to learn from the structure of each individual image. Vision transformers do not know about the location of different objects within an image or even that the image is 2D – instead, they must learn this from the input data itself.

In 2020, a team of AI researchers at Google Brain trained their ViT on ImageNet, the world's second largest database of training images (14 million). The vision transformer achieved an accuracy rate of 77.9% on its first attempt – a decent score, but nowhere near as accurate as the most advanced convolutional neural network, which had an accuracy rate of 85.8%. This was due to the fact that the vision transformer did not possess an inbuilt understanding about images and how they work. The team then decided to train the ViT on JFT, the world's largest image database (300 million images) and found that the ViT now outperformed the CNN. A simple conclusion can be drawn – ViTs require more training data than CNNs do but are more accurate at performing image recognition tasks and use a fraction of computational resources.



(Houlsby & Weissenborn, 2020) – the image on the left demonstrates the performance of vision transformers when they have been pre-trained on a wide variety of different datasets. The image on the right shows that the ViT yields a good performance / efficiency trade-off.

In order to find out what exactly the model is learning, we must picture its internal workings. The first step is to look at the parameters that the model learns to find rough locations of the patches, also known as position embedding. It is evident that each individual position embedding is highly similar to those in the same row and column, which presents the idea that the transformer has managed to recover the grid structure of the original images. Also, we can examine the spatial distance between two different transformers. In the upper layers, (depths 10-20) only global features are used (i.e. large attention distances), but in the lower layers, (depths 0-5) both global and local features are captured, as shown by a large range in average attention distance. On the other hand, however, only local features are present in the lower layers of a convolutional neural network. These experiments indicate that ViT can learn features which are hard coded in CNNs (such as awareness of grid structure), but are also free to learn more generic patterns, like local and global features, even at the lower layers. (Houlsby & Weissenborn, 2020)



(Houlsby & Weissenborn, 2020) – Left image: ViT learns the grid-like structure of the image patches via the position embeddings. Right: The lower layers of the ViT contain both global and local features, while the higher layers contain only global features.

CONCLUSION

While CNNs have been extraordinarily successful in revolutionizing computer vision, the results suggest that models specifically tailored for imaging tasks might not be necessary or even optimal. As dataset sizes increase, along with the rapid development of both supervised and unsupervised methods of learning, ViTs are a preliminary step towards building more efficient vision architectures that can handle many different tasks

simultaneously. They do see like convolutional neural networks, albeit in a method that is far more efficient, robust and open to scale. We can expect to see massive growth in the field of computer vision due to the development of vision transformers, which will have an extremely positive effect everywhere it is implemented.

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THE ADVENT & GROWTH OF FEMALE ENTREPRENEURSHIP IN A GENDER BIASED SOCIETY LIKE INDIA

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ABSTRACT

This study examines the significance of entrepreneurial activity and focuses on the growth of a new class of entrepreneurs – the female entrepreneur. In a country like India which is primarily dominated by male centric societies, female entrepreneurs have not been able to get equal opportunity. This paper focuses on the typical factors that influence female entrepreneurs, the motivational factors which draw them towards entrepreneurship and also throws the spotlight on some obstacles which female entrepreneurs typically face. The paper recognizes the potent strength of women empowerment through entrepreneurial development and makes certain recommendations for ensuring equal opportunity and smooth passage for development of female entrepreneurs, especially in a gender biased environment like ours.

Keywords: entrepreneurship, female entrepreneurship, gender bias, obstacles to entrepreneurship

INTRODUCTION

Entrepreneurs are the backbone of a nation's progress. They organize different factors of production like land, labor & capital & in this process, provide goods & service to the people. An entrepreneur is an important factor in the economic development of a nation. Without entrepreneurship, the modern society would not have been able to witness the products & services that are available today in the market. The entrepreneur acts as catalyst of growth & development in the modern society. **Richard Cantillon** was the first to introduce the term "entrepreneur" & he defined an entrepreneur as a person who buys factor services at certain prices with a view to sell its product at certain uncertain prices in future. **In brief, an entrepreneur is one who innovates, assembles inputs, raises money, chooses managers & sets the organization going with his ability to identify them.**

According to **Joseph Schumpeter**, "**Entrepreneur is a person who introduces innovative changes in an enterprise**". Entrepreneurship is a multilevel and complex phenomenon that gained importance in the global economy as a result of changes in employee qualifications, work contents, and psychological contracts in the employment field. Entrepreneurship contributes to economic growth in being a conveyor of new or existing knowledge spillover and creative ideas that might otherwise not be utilized and realized for the benefit of all (Dejardin, 2002; Audretsch, Keilbach and Lehmann, 2006); Heertje, 2006; Langowitz and Minniti, 2007). The most significant contribution of small businesses and entrepreneurial activity is their ability to innovate. By doing things more effectively and efficiently, firms enable economic growth, rise in wages, an improved work environment, and enable a higher standard of living. This result cannot occur without a new idea and its implementation (an economic experiment). If the idea is successful, it replaces something already existing.

During the past century, as a result of the changing society, accelerated entrepreneurial activity was accompanied by the significant participation of women in entrepreneurship across the globe. Ufuk and Ozgen, (2001) argue that entrepreneurial activity has been adopted by increasing numbers of women in recent years. Kelly, Brush, Greene, and Litovsky (2011), reinforce this statement by emphasizing that in recent years a significant number of women entered entrepreneurial activities and thus contributed significantly to entrepreneurship in all economies worldwide. They report that in 2010, 104 million women in 59 economies, representing over 52% of the world's population and 84% of the world's GDP, started and managed new enterprises.

Another 83 million were running established businesses that they had started over 3½ years earlier. Taken together, 187 million women were involved in creating and operating enterprises, ranging from just over 1.5% to 45.4% of the adult female population in these 59 economies. These data emphasize the contribution women make to entrepreneurship globally. According to this report, female participation in entrepreneurship varies around the globe: 19.9% of women surveyed in factor-driven economies, stated that they were starting or running a new enterprise, 9.7% said so in efficiency-driven economies, and 3.9% in the innovation-driven economies.

This paper attempts to shed light on the concept of female entrepreneurship in a gender biased society like India. Keeping in trend with the world over, women have found their calling in entrepreneurial ventures – big

and small and defying social stigmas & taboos, this phenomenon is gaining momentum. This paper attempts to identify the unique motivational factors and challenges faced by this breed of entrepreneurs given the local mindset of the typical male dominated Indian society.

LITERATURE REVIEW

Muktar (2002) points out that the differences between genders are in terms of management style, organizational structure of the enterprises, and the degree of empowerment in them.

Verhaul and Thurik,(2001) use a panel of 2000 individuals, including 500 women, who started new firms in the Netherlands and found that women used low start-up capital, although there was no difference between the types of capital.

Cowling and Taylor,(2001) find that the women entrepreneurs have better education than men, and that in the 1990s men entered entrepreneurship in considerably greater numbers than women

A study conducted by the Center for Women's Business Research in 2009 measures the economic impact of the eight million women-owned businesses in the U.S. The estimated economic impact was \$3 trillion annually that translated into the creation and/or maintenance of more than 23 million jobs – 16% of all jobs in the U.S market. This report makes an interesting statement that illustrates the importance of female entrepreneurship in the world's strongest economy: "If U.S. women-owned businesses were their own country, they would have the 5th largest GDP in the world, trailing closely behind Germany, and ahead of countries including France, United Kingdom and Italy" (Center for Women's Business Research 2009).

Despite this trend, the "gender gap" in this activity remains wide. Women are still less likely to enter to such activity than men. Reynolds, Bygrave, Autio, Cox, and Hay (2002) indicate that female entrepreneurship varies significantly among 37 GEM 2002 (Global Entrepreneurship Monitor) countries, ranging from 0.6% in Japan to the highest level of 18.5% in Thailand. Although in China, South Africa and Thailand the gap is narrower than in other countries, they conclude that there is no country where women are more active in entrepreneurship than men. Kelly, Brush, Greene, and Litovsky (2011), indicate that the proportion of women entrepreneurs varies significantly across countries, ranging from 16% in ROC to 55% in Ghana where there are six female entrepreneurs in Ghana for one male entrepreneur.

DISCUSSION

This study is based on secondary data. Data was gathered from various government websites & available literature on the same.

Factors Influencing Female Entrepreneurship

No single factor motivates women to become an entrepreneur. Her reasons for that depend on several personal and external circumstances. Family support, social perceptions and attitudes towards women entrepreneurship are just some of the factors influencing the decision to become a female entrepreneur.

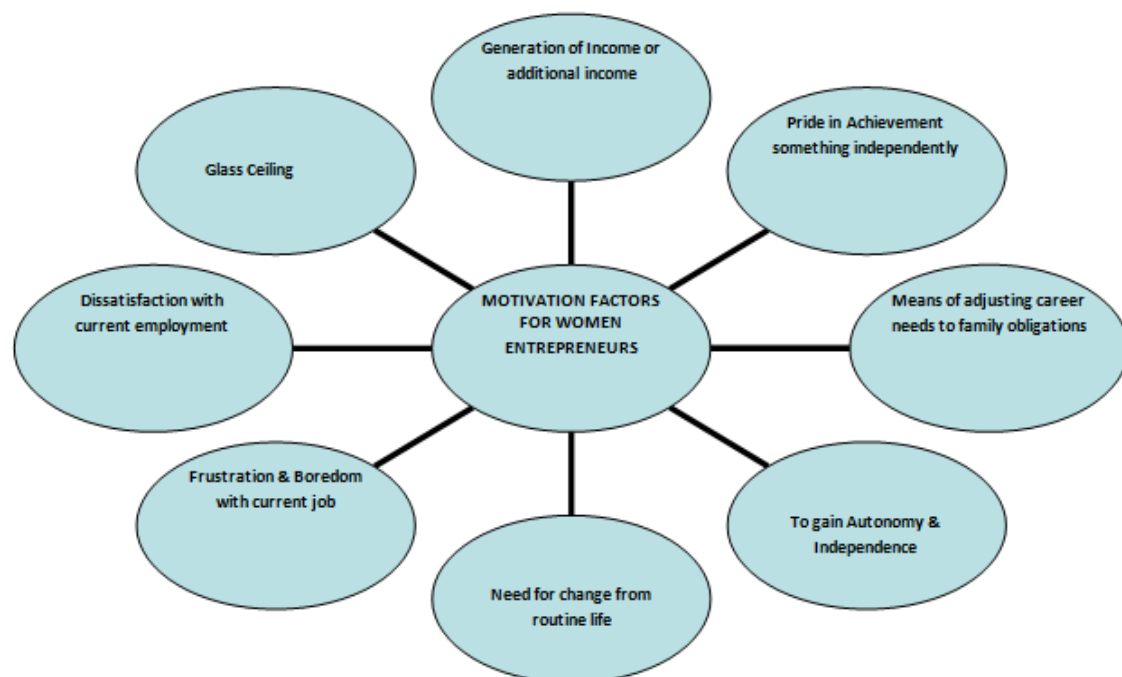
A survey that was conducted among 102 women in Israel (Tzemach 2000) points out the factors that effected them to become entrepreneurs. The results are illustrated in Table 1.

Table 1. Factors influencing women to enter to entrepreneurial activity	
The Factor	Percentage
Personal growth	39%
Economic reasons	30%
Desire for achievement	15%
Recommendations from friends or family	11%
High self-esteem	9%
Creativity	4%
Did not answer	5%
Source: Tzemach (2000).	

Motivational Factors

The growth of the business depends partially on the entrepreneur's motivation. Although it is agreed that women differ from men in their personal and professional vision of life, there are some researchers who point out that female and male motivations regarding entrepreneurship initiatives are more similar than they are different (Buttner and Moore, 1997; Birley, 1989; Batory, 2004). Buttner and Moore, (1997) argue that both genders seek independence, autonomy and higher incomes for their efforts. Berry (1980) avers that the main different factor between genders is self-confidence. The author opines that in the present era, characterized by a strong feminist movement, Berry's argument has to be challenged. Buttner (1993) asserts that women entrepreneurs are more adaptive, have more social awareness and prefer longterm planning in comparison to men

The author believes that there are a certain set of factors which motivate or prompt women to take up entrepreneurial risk in modern Indian society. This may hold true for other societies as well and is mostly applicable to the educated strata of India. Some of the factors mooted by the author are:



Generate income – Coughlin and Thomas, (2002) argue that one of the most universal motivators for women to start businesses is the need to generate income. They opine that if they had equal opportunities as men to make money in jobs, the incentive behind this motivator would be much less

Pride in achievement - The need for achievement, personal growth and self – determination are high motivating factors among women who have already started some entrepreneurial activities. Although success in business is measured in terms of profit, the need for achievement and the pride in it are paramount objectives among women

Need for change – Women become entrepreneurs in order to make change. In contrast to men, they want to concentrate more on the client, to act more ethically and to contribute more to the community in addition to their economic aspirations

Simonin (2006) points out that many women enter entrepreneurship activities because of the autonomy and flexibility that are essential to the fulfillment of their family obligations

Women having a motherhood role are less satisfied with their careers and perceive entrepreneurship as a tool to adjust their career needs to their family obligations. Noble (1986) argues that men perceive entrepreneurship as a business decision while women perceive it as an integrating and balancing tool between family and career needs

Frustration and boredom with the present job – These factors highly impact on women to embark on entrepreneurship. A study by Cromie and Hayes, (1991) finds that those factors were perceived by women as the main reasons for entering entrepreneurship. The present era enables women to have an opportunity for an exciting and satisfying journey in their occupation

Dissatisfaction with the present job – Many women are driven to improve and expand new ideas, products and services by self-owned businesses. They fully believe they can do better than they currently do in their present jobs

Work environment - Some women perceive work environments in big firms as not friendly and hence they search for entrepreneurship to change this situation (Orhan and Scott, 2001)

A significant number of women take a risky step towards entrepreneurship as a result of situations in which in their actual jobs they hit the "glass ceiling" or feel frustrated and unchallenged

Obstacles to Female Entrepreneurship

Having understood the motivating factors for women to don the mantle of entrepreneurship, it is also imperative to cast a look at the circumstances that hinder the growth of women entrepreneurs, especially in a gender biased society like India. Some of the obstacles mentioned below may be common to all entrepreneurs, but certain obstacles are unique to women entrepreneurs and they must bear the brunt of the repercussions of these obstacles.

Absence of Benchmarking Possibilities: The author defines role models as female entrepreneurs who serve as sources of imitation in their attitudes, decisions and actions, for those women who just began their journey and mentor them. The absence of role models is seen as a barrier by 64% of women in the US (Catalyst - Conference Board, 2002).

Lack of Experience: Delmar and Holmquist (2004), argue that women lack the experience to explore the opportunities although educated and skilled women have more chances to do so more than uneducated women

Lack of Social Capital: Women are less involved in social networking and have a different network from men. The networks in which women are engaged are mostly suitable to their family duties. This situation may become an obstacle to their business life. Women face "the double burden" syndrome, which is currently inherent in our model of society, in efforts to balance work and domestic responsibilities.

Lack of Financial Capital: Financial capital is a crucial and vital asset for the entire entrepreneurial process. Lack of financial capital is frequent in the developing countries where women are not independent regarding their incomes and are mostly controlled by their husbands

Lack of Time: Another obstacle is lack of time as a direct result of family responsibilities. Women have less time than men to develop skills and obtain updated knowledge. Lack of time prevents them from taking essential steps to achieve financial support from banks, to participate in training programs to acquire necessary skills and knowledge, and to seek out better customers or suppliers

Risk Perception: The author believes that in most cases women are more concerned about the consequences of embarking on entrepreneurship because they fear that such activity will place greater demands on them in terms of time. According to the research findings, females tend to have lower risk propensity than male entrepreneurs

Gender Discrimination in External Financing: women have lower financial assets than men and hence they depend more on external finance. women are not perceived as entrepreneurs because of prejudice, social networks and family obligations. This perception prevents women from attaining external financial capital. In developing countries like India, women confront problems in obtaining financial capital due to their inferior social position

Stereotypical Attitudes: The common perception is that women confront stereotypical attitudes on a daily basis in their contacts with banks, clients and suppliers in the management phase of their business

Family and Financing Issues: Balancing family and work responsibilities concerning greater penetration into the market and attracting more customers is a very hard mission to accomplish in the growing phase of the business. Women who have more domestic responsibilities have less time to develop and leverage their business

Recommendations to Policy Makers

Public policies should be aimed at supporting economic development by encouraging innovation, creativity, and growth. Governments should support the formation, development and growth of small and medium-size enterprises and encourage individuals to enter entrepreneurial activities. Policy-makers should perceive female entrepreneurs as a special group that deserves special attention and approach.

The following recommendations should be useful to policy-makers in supporting female entrepreneurs during the entire life cycle of their business:

- a. Remove maximum legal and regulatory barriers to female entrepreneurship and support pro-family public policies.
- b. Foster an economic regulatory environment including taxation to strengthen female entrepreneurship.
- c. Increase small and medium-sized preparation programs at all levels of the education system.
- d. Provide support, mentoring, coaching and training not only at the start-up phase.
- e. Understand the way women perceive risk before designing support.
- f. Promote equal opportunity and abolish gender discrimination.
- g. Address female concerns regarding business growth and expansion in designing government supporting programs.
- h. Strengthen policy coordination regarding government activities to promote female entrepreneurship.
- i. Formulate strategies to provide more access to information on international markets and facilities that information and communication technology (ICT) provides.
- j. Incorporate female entrepreneurship dimensions in SME related policies at the design phase.
- k. Promote appropriate networks to provide knowledge and tools necessary for the development and extension of female entrepreneurship; coordinate domestic and global networks.
- l. Follow up and evaluate systematically and continuously the effect of related policies on women entrepreneurship and the extent to which women take advantage of them.

CONCLUSION

The growth of a developing economy like India has to be fuelled by all sections of the populace and women are an integral part of this. Women are the pillars of the society and need to be encouraged and given all the support to go hand-in-hand in contributing to the overall economic growth of the country. And definitely, this growth can be accelerated by the entry of more and more women in the mainstream of entrepreneurial activity. There is no doubt that female entrepreneurship is one of the outstanding phenomena in modern economy. A growing number of women participating in entrepreneurial activities, reflects the transformation in economic and social fields. Women are increasingly crossing the economic and social barriers. They have greater confidence in their skills and abilities to build their enterprises equally, if not more successfully, than men.

Individual motivation, family structure, education, demography, unemployment, and social and economic environments are the main factors influencing female entrepreneurship. These factors are the main determinants of the differences between women and men regarding risk perceptions in the entrepreneurial process.

Women entrepreneurs face several obstacles along the life cycle of their businesses: the absence of benchmarking possibilities, the lack of financial and social capital, of experience, time, gender discrimination, stereotype attitudes, and, finally, domestic issues.

Many policy-makers perceive female entrepreneurship as a phenomenon that contributes to economic growth. This perception should be accompanied by special attention, support and treatment. Actually, there is much more to accomplish to encourage and assist women who aspire to embark on entrepreneurial activity.

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A STUDY OF THE ROLE AND STATUS OF WOMEN IN MODERN INDIA

Dr. Mahalakshmi KumarAssociate Professor, HOD of Accountancy, Lala Lajpatrai College of Commerce and Economics, Mahalaxmi,
Mumbai 400 034**ABSTRACT**

The status and role of Indian women has undergone various changes from the ancient to the modern times. The Constitution of India grants equality of rights and opportunities to all the citizens of India. Indian women have made a mark in all the spheres due to their intelligence, hard-work and dedication. However, they face many challenges and obstacles on account of their gender. Gender discrimination is found within the family, society and economy as a whole. On the one hand, women are worshipped as Goddesses and on the other hand, crimes are committed on them. Education is an important means to empower women financially, socially, emotionally and politically. In this paper, an attempt has been made to study the role and status of women in modern India.

Keywords: Role and status of Indian women

INTRODUCTION

The study of any civilization is incomplete without a study of the role, status and position of women in it. In India, the role and status of women has undergone tremendous changes from the ancient period till the modern times. In the ancient period, women enjoyed a reasonably good amount of freedom and equality with men in various fields including education and religion. In the later period, around 500 B.C, the status of women started declining. During the medieval period the status of women further deteriorated between 11th century and 18th Century. In medieval India, the dependency of women on men increased due to the advent of Muslim rule. After the Mughal rule, India came under the British rule. Inequalities existed in matters of education, employment, free movement and property rights. Efforts were made to change the derogatory social customs by social reformers and by enacting various laws. After gaining independence in 1947, the Indian Government also enacted various laws to give equal rights and opportunities to women and initiated various measures for women empowerment.

REVIEW OF LITERATURE

- **Harapriya Mohapatra (2015)** traced the status of women in India from the ancient times to the modern period. The study focused on the role of women in family, society and in work place. Women related matters such as literacy level, nutritional needs of women, role in decision-making, status in family and society, female foeticide, discrimination and violence by men were some of the issues dealt by the researcher. The study also emphasized the importance of women and the need for equal status in society.
- **Vikas Nandal and Ms. Rajnish (2014)** studied the status of women in India in different eras including their status in modern India. It was found that crimes were committed against women in spite of various laws to protect women. Women were not given due respect in modern India. To bring about positive changes, there was a need for changing the attitudes of men and women.
- **Muktazur Rahman Kazi (2015)** did a study on the status of women in India and the issues of their empowerment in the context of inclusive growth. It was found that although gender inclusive growth strategy was being adopted in India since the Eleventh Five Year Plan, gender disparity was still very high in all spheres and crimes against women were increasing. For attaining sustainable economic development, women participation and their empowerment is extremely important.
- **Dr. Jitendra Kumar and Ms. Sangeeta (2013)** studied the status of women education in India. Education helps women to question their traditional role, face challenges and bring positive changes in their lives. The study found that the growth of education of women in rural areas was very slow. Hence, rural women remained illiterate, weak and backward making them vulnerable to exploitation by men. To bring more girls in mainstream education, the Government has started providing various facilities such as provision of free books, uniforms, mid-day meals, scholarships and boarding facilities.

OBJECTIVE

- To study the role and status of women in modern India.

RESEARCH METHODOLOGY

The research paper is descriptive in nature. For this purpose, secondary data has been collected from various research papers, articles, books and websites related to the role and status of women in India.

STATUS AND ROLE OF WOMEN IN MODERN INDIA

In any economy, women have an equal and important role for its growth and progress. The role and status of women in modern India can be understood in terms of their contribution and status in family, society and nation as a whole.

- **Socio-cultural status of Women**

Industrialization, urbanization and globalization have brought about various changes impacting the Indian society as a whole and women in particular. Modern India offers better opportunities of education, employment, freedom of decision-making and choice to women. Women are found to excel in all the areas of life including education, industry, communication, politics, health and defence. On the one hand, women are worshipped as Goddesses and on the other hand they are ill-treated and subject to violence within their homes, at work-place and in society. Women have to face discrimination and wage differentials at the workplace. Skewed sex ratio, migration and environmental degradation are also factors that have made women more vulnerable in Indian society. India is basically a male-dominated society where family values and customs, religion, caste and community further reinforce male domination. Child marriages, dowry deaths, honour killing, female-foeticide and female infanticide, domestic violence, rape, eve-teasing, trafficking, etc. still exist in India. In short, there exists a paradoxical situation regarding the status of women in India. The Government of India has adopted various policies, legislations and programmes for addressing the above problems faced by women and to provide equal opportunities to women for their betterment and progress. Along with Governmental measures, the entire community should make efforts to empower women and bring equality in society. In this regard, media can play a constructive role to bring about changes in attitude at both the micro and macro levels.

- **Women and Education**

There is a vast network of educational institutions in India. However, 35% of the Indian girls and women are illiterate. A study of the enrolment and dropout rates for girls revealed various reasons. Such reasons included long distances from schools, necessity to work, taking care of siblings, child marriages, wrong attitude towards relevance of education for girls, increasing violence against women and withdrawal of schemes for girls. Stereotype roles for girls and boys are further perpetuated in schools. Schools are no longer a safe place as a spate of crimes is committed on children by teachers and other workers in school. There exists a large gap between males and females in the area of higher education in the context of enrolment or choice of streams/subjects. There is a change in the situation as girls are also taking admission in courses which are perceived as traditionally male competent courses. Various studies have indicated the relationship between level of education, employability and earnings. Girls' education continues to be beset by a patriarchal Socio-cultural ethos, negative attitudes towards education of daughters, gendered Curriculum, child marriage, female seclusion, daughter discrimination, distance between school and home, violence against women, lack of facilities in schools (particularly sanitation facilities), gender socialization, lack of sensitization of teachers, lack of women teachers, inherent inequalities in the social structure and the intersectionality of caste, class, religion, language, disability and so on. All the above reasons lead to inaccessibility of education for girls and women, especially in rural areas of India.

- **Women and Health**

Health is an important factor which contributes to human well-being and economic growth. Women in India have to bear many health ailments, minor and major, which adversely affects their productive efficiency and also impacts the aggregate output of the country. Health includes a complete well-being of the physical, mental and spiritual aspects of an individual. Patriarchal system, gender discrimination in favour of boys, domestic violence and economic dependence of women are some of the reasons for poor health of women in India. Differential treatment of girls and boys in terms of feeding practices and nutritional deprivation to girls and women have led to deficiencies in essential minerals and vitamins like calcium, iron, zinc, vitamin A, vitamin B6, vitamin C and folic acid. Such deficiencies lead to anaemia. Majority of pregnant women in India suffer from anaemia which accounts for 20% of all maternal deaths in India. Many women also suffer from Osteoporosis and Osteoarthritis due to low calcium diet and neglect of personal health by women. The risk of miscarriage and giving birth to a baby below the average weight increases in case of battered women. A sizeable proportion of maternal deaths can be attributed to domestic violence. 1% of the rural and 25% of the urban respondents seek help from the health centres at the later stage as their health problems are ignored by their family members especially by their husbands. Economic dependence, carelessness in maintaining health, living in joint families, long distance of hospitals from their homes and apathy of family members especially their husbands are the different causes behind ignorance of health issues by women. Health issues of women are more severe in rural areas of India as compared to urban areas due to illiteracy, poverty and inadequate medical facilities in rural India. Government of India has implemented various policies and programmes to improve the

overall health of its population, especially children and women. However, implementation of such programmes becomes difficult due to poverty, illiteracy and gender discrimination in India. Hence, there is a need for community participation and change in the attitude of men and women to improve health of women in India.

- **Women in Power and Decision-making**

Gender equality can be achieved only when there is equal participation of men and women in decision-making and governance of the country. A 33 percent reservation for women is ensured through Constitutional amendments. In some States it is 50 percent. However, the political participation of women in India is far from satisfactory. Politics and political parties continue to be a male bastion. The proportion of women participating in political activities is much lesser as compared to that of men. The proportion of women who contest elections is also very low. Women are denied tickets by political parties as the parties do not perceive them as winners. Even senior women with large experience are sidelined while assigning responsible duties and portfolios. Only women with family connection in political parties are able to enter politics. The 5 P's - patriarchy, property, power, propensity and physiology - are major barriers with increasing criminalization of politics and violence against women.

- **Women and Environment**

The well-being of women is very closely linked with environmental resources and services. The degradation of natural resources and the occurrence of environmental disasters affects both men and women but in different ways. Women have been active participants in conservation of natural resources. The National Policy on Disaster Management 2009 includes women's interests in rescue, relief as well as recovery phases of a disaster. Environmental pollution due to contamination from toxins adversely affects the health and wellbeing of women. Shortage of environmental services like clean drinking water, toilets, safe waste disposal and cooking fuel adversely impacts the daily life and health of women, more so in rural areas. The representation of women and their problems in municipalities and delivery agencies related to the provision of environmental services is also very poor.

- **Women and Employment**

Women comprise nearly 50 percent of the world population and constitute almost 60 percent of the labour force in the world, especially in the rural sector. In India, they comprise 50 percent of the labour force, more so in the rural agricultural sector. They are considered as producers of life. The contribution of women in a nation's overall progress is very important. The Indian women take up employment due to various reasons. One of the major reasons is to contribute to the family's income. Cost of living, expenses on education of children and cost of housing properties in India are on a rising trend. As a result, women in India who were mostly known as homemakers were forced to go for jobs and take up even careers that were considered only suitable for men such as working in night shifts. At the workplace also women face discrimination. Gender bias starts from the recruitment stage itself. At the time of recruitment, they are not generally selected for jobs which are considered to be suitable for men owing to prejudices in the minds of the recruiters even though they may be having equal or higher qualifications. As a result, they get employed easily as teachers, nurses, doctors, secretaries and other professions which are considered suitable for women. In matters of remuneration, though law proclaims "equal pay for equal work", women are paid much lesser than their counterparts. The inbuilt conviction that women are incapable of handling arduous jobs and are less efficient than men influence the payment of unequal salaries and wages for the same job. The financial independence of working women is also nullified in many cases as they have to give their salaries to their fathers, husbands or in-laws. Even at the time of retrenchment of employees due to technological advancement or other reasons, gender-bias comes into play and women have to face the consequences. Indian working women have to face more challenges as compared to their counterparts from other countries. Though they are also the earning members, they do not have a say in the financial and social decisions of their families. Women working in the unorganized sector also face wage discrimination. They are exploited at workplace. Various legislations such as 'The Unorganized Workers Social Security Act', 2008, 'Domestic Workers Welfare and Social Security Act, 2010 have been enacted to protect their rights in India. However, due to lack of proper implementation of these Acts, women working in the unorganized sector are forced to work in unfavourable conditions. According to United Nations Development Programme (UNDP) report, women are involved in doing 67% work of world; still, they are socially and economically deprived. Their share in universal income is only 10% and that in global assets is 1% only.

CONCLUSION

India attained independence from British rule in 1947. The Government of India took various steps to enhance the status and progress of women in India. The Constitution of India also recognized the equality of gender to be a fundamental right. As a result, the status and position of women in India has changed to a very great extent.

The role of women in traditional Indian society was limited to taking care of their families and doing household work. However, in the modern era, with rapidly changing times, the role of women has also undergone a drastic change. We find women working in all sectors and industries. They also know how to manage work-life balance. In spite of all this, women have to face discrimination and harassment in all walks of life. Many laws have been enacted and various programmes have been introduced for women empowerment in India. Along with Governmental measures, family, community, educational and religious institutions should make efforts to empower women and bring equality in society.

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