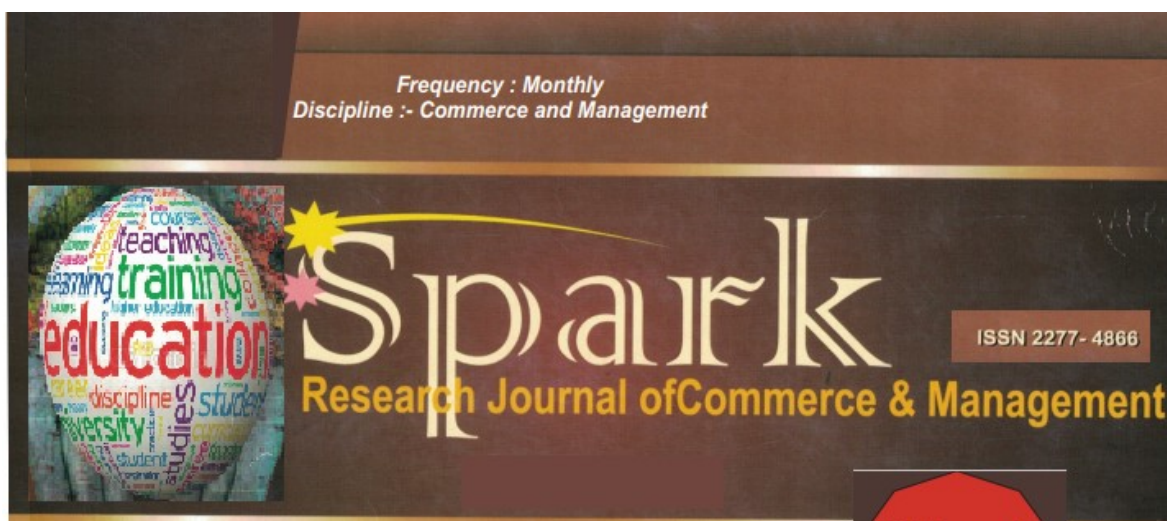




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FROM THE CHIEF EDITOR'S DESK



Today corporate India is adapting a relaxed and casual work atmosphere, however This does not Mean that a friendly work environ implies lack of professional Approach Professionalism plays a Key role in your growth as a professional. It is a passive force that keeps you in the limelight. **“The only successful beings in any field, including living itself are those who have a professional Viewpoint and make themselves and ‘are’ professionals -L Ron Hubbard,** In simple words, the above quote would mean ‘to be successful, it’s important to be professional’. Being a professional means conducting yourself appropriately in a corporate set-up. It is a passive force that keeps you in the limelight.

Know your profession inside out. You must know the technical details along with the bigger picture and future directions of your field. Keeping yourself updated with the latest developments is a must in order to do well in your chosen field. There is no denying the fact that **self-learning** is of utmost importance if you want your career to head in a positive direction. Employers today want employees who can work on **multiple tasks and deliver on time**, thus stressing on the importance of multi-tasking and time management. While **setting goals for you**, be realistic and ask yourself if they are conducive and achievable. Handling distractions comes with practice. Keep identifying what hinders yours at work and experiment with ways of overcoming them. Remember, although you may seek guidance, only you can discover what you need to do. What works for one individual, may not be as effective for the other. The **courage to handle criticism** and the desire to excel should be a part of the daily work culture. Also with the nature of work activity getting increasingly integrated, employees are required to work in close synergy with teams that can be very disparate. Having a vision helps you navigate through a lot of corporate hurdles. The **vision is your yardstick for success**, a target for focus and a horizon for purpose. **Being organized** at work pays rich dividends. It saves your time and prevents stress and helps you accomplish more tasks within a less time span. Try to make your work environment clutter free and never waste time on trivialities.

Dr. L.M Dani

Editor-in Chief, (Spark)

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MARKETING EFFICIENCY OF INDIA'S HORTICULTURAL COMMODITIES

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Abstract:-India's horticulture sector is growing and playing a vital role in the continent's agricultural economy. India is the second largest producer of fruit and vegetables globally, but horticultural development is currently constrained by poor marketing. The gap between prices received by farmers and those paid by consumers is large, reflecting inefficient marketing arrangements. This study estimates the market costs, market margins, price spread, the producer's share of the consumer's rupee and the market efficiency of horticultural commodities under different supply chains, and suggests measures to improve marketing efficiency. The study was conducted in the states of Andhra Pradesh, Karnataka, Tamil Nadu, Punjab, Rajasthan, West Bengal, Manipur and Mizoram, covering 29 crop types. The results show that, in the case of most commodities, marketing costs, marketing margins, transport costs and labour charges adversely affect marketing efficiency, and open market price, volume of produce handled and net price received increase market efficiency or have a positive effect. The highest marketing efficiency was found in the producer-to-consumer channel. Government policies should promote direct marketing models for more efficient horticultural marketing. To promote the interest of Horticulture in India there are various subsidies which are being used by the supply chains.

Keywords-Marketing Efficiency; Horticultural Commodities; Subsidies; India

Introduction:-Horticulture is a branch of agriculture that deals with the art, science, technology, and business of plant cultivation. Although horticulture is a division of agriculture which deals with plant gardening, it is actually different from agriculture. Further, horticulture strictly involves plant cultivation while agriculture deals with the cultivation of crops as well as animal farming. Also, horticulture is usually done on smaller, enclosed plots while agriculture is done on extensive pieces of land on a large scale. In India, horticulture is promoted by the National Horticulture Board (NHB).

In simpler term Marketing is a process of commercial transactions of Buying and Selling. This is however neither true nor simple as that. Horticulture includes cultivation of fruits, vegetables, ornamental, foliage trees and shrubs etc. Horticultural fresh produces after passing through different phases such as harvest, loading, unloading, Grading, Packaging, Storing etc. end up in markets for dispersal to consumer. The entire marketing process includes functions of Production Planning, Production and dissemination of Market information, financing of markets and their administration, the activities of marketing intermediaries, the provision of training and extension to individuals and groups involved in marketing, and research activities etc.

Importance of horticultural crops is felt all over the world for which Horticulture in Assam is also rapidly rising. The marketing of horticultural crops is complex and risky due to their unique conditions. Because of their high perishability, seasonability and bulkiness, horticultural crops require special care and attention in providing time, form and space

utilities which in turn adds to the marketing costs. The other important problem in marketing horticultural crops is the prevalence of imperfect market structure for these commodities mainly due to a few traders in the business. These two factors have great bearing on the marketing system influencing the ultimate prices realized for these commodities by the growers. These aspects should receive high priority in order to improve the marketing system for horticultural crops. The marketing of these crops poses problems because of high seasonality and perishability of the crops. In addition, the production centers are often localized and are far remote from the concentrated urban centers of consumption. This necessitates quick and efficient methods of transportation as well as proper packaging system. A number of bottlenecks and problems are faced in handling horticultural crops at present. The crude and age-old methods of picking, packing, transportation and handling leads to a colossal wastage of the valuable produce variously estimated between 20-30 percent of production. Besides, a substantial quantity of produce does not find market for fresh consumption because of its comparatively low grade and goes waste which otherwise could have fetched good price if properly culled, processed and marketed.

Aims and objectives

1. To understand the growing concept of Horticulture in India
2. To examine the drivers of Horticulture
3. To analyse challenges faced by the farmers.

Research Methodology: -The study presents the Marketing Efficiency of India's Horticultural Commodities-. The research is completely based on secondary data which is collected through the Published sources, Magazines, Journals, Newspapers, Books and Internet Sources

Limitations:

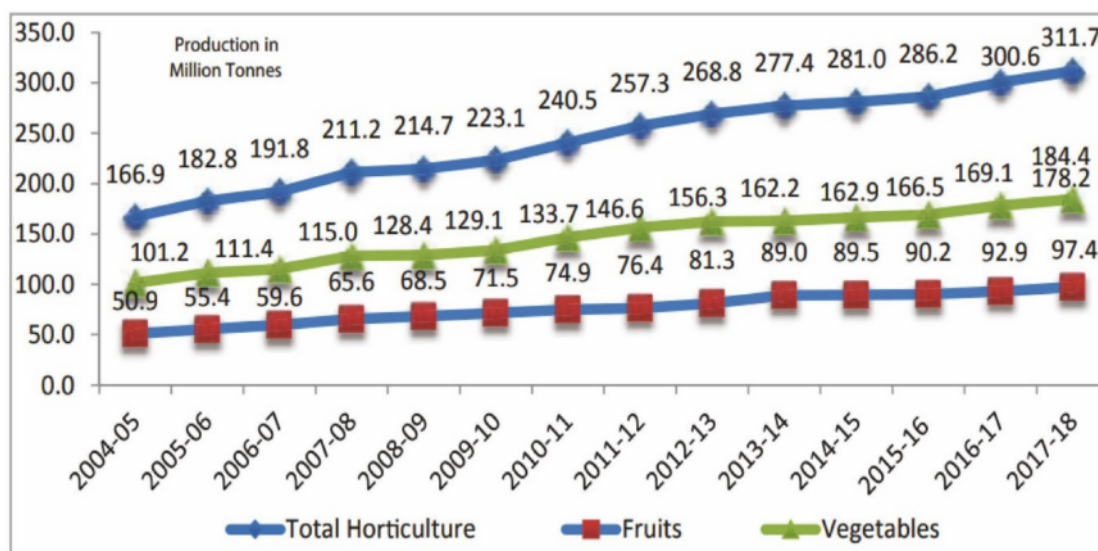
1. The research study has limitation of time.
2. The study is generalized and indicative.
3. The analyzed data is limited

Findings:

On 26th of January, 2021, the governor of Nagaland said that the Department of Horticulture had outlined an economic development layout for the Horticulture industry, wherein the significant highlights are the evolution of 100 vegetable villages for 10, 0000 households, nourishing the post-harvest & value addition infrastructures for vegetables and fruits & promotion of mushroom cultivation, etc. On 19th of January, 2021 Chief Minister of Gujarat, Vijay Rupani has announced Mukhyamantri Bagayat Vikas Mission to encourage farming of herbal plants and give a boost to agriculture and Horticulture sector in India. The J&K government signed a Memorandum of Understanding with NAFED (National Agricultural Cooperative Marketing Federation of India Ltd.) to promote Jammu and Kashmir's horticulture produce and to ensure sustainable development of this sector. High-density plantation of Walnut, Apple, Cherry, Flowers, etc. will increase the farmers' income by 3 to 4 times. It's a well-known fact that the Horticulture sector is deemed as the backbone of J&K economy. As per the official records, around 7, 00,000 families involved in the farming domain are somehow connected with the Horticulture sector in India.

Other Significant information

- One Almond/stone fruit nursery is going through the establishment process in southern Shopian district, which will be into the production of about two lakh fruit plants yearly.
- Indian Institute of Horticultural Research, Bengaluru is all set to organize a National Horticulture fair for five days starting from 8th of February till 12th of February, 2021 with a mission to turn horticulture into a business enterprise.
- Considering the aftermath of COVID -19 pandemic, farmers, along with stakeholders from different parts of the nation, can attend the Horticulture fair.
- As per the official information, around 25 lakh farmers will be joining the fair, and 30,000 farmers will be from Karnataka as well as other neighbouring states.
- Horticulture production in India has more than doubled roughly from 146 million tonnes in 2001-02 to touch the figure of 314 million tonnes in 2018 -19. On the other hand, the production of food grain extended from 213 million tonnes to 285 million tonnes throughout the same period.

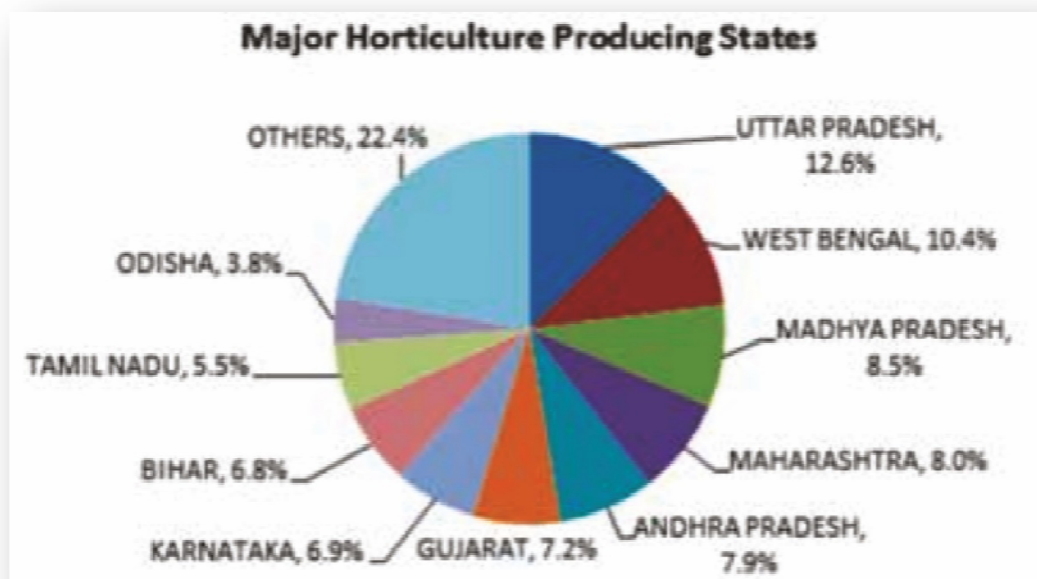


Marketing channels for horticultural crops:

The Common Marketing Channels for horticultural crops are:-

- Grower - Forwarding Agent - Commission Agent - Retailer – Consumer.
- Grower - Grower's representative - Retailer – Consumer.
- Grower - Wholesale merchant - Retailer – Consumer.
- Grower - Pre-harvest contractor - Commission Agent in assembling market - Commission Agent in distributing market - Retailer - Consumer.
- Grower - Commission Agent - Wholesaler - Retailer – Consumer

The prevailing marketing system is traditionally dominated by the traders. The producer seller continues to be the weakest link in the chain. This system is unfavorable to the farmers yet it exists due to the absence of infrastructure and improper management coupled with lack of market intelligence etc.



Subsidy for Horticulture in India

- **National Horticulture Board (NHB)**

National Horticulture Board (NHB) was set up by the Government of India in 1984 as an autonomous society under the Societies Registration Act 1860. The objectives of the National Horticulture Board are the development of hi-tech commercial horticulture, development of modern post-harvest management infrastructure, promotion, market development of fresh horticulture produce and more. To promote horticulture in India, the National Horticulture Board provides a number of subsidies

- **Subsidy for Horticulture in Open Field**

The National Horticulture Board provides a subsidy for commercial horticulture development in open field conditions, including the components of planting material, plantation, irrigation, fertigation, precision farming, GAP, etc. The estimated cost of the horticulture project is Rs.75 lakh per project (Rs.125 lakh for date palm, olive and saffron) for projects covering an area of more than 2 ha.

For such projects, the scheme implemented by the State Horticulture Mission provides credit linked back-ended subsidy at 40% of project cost limited to Rs.30 lakh per project in the general area. The credit linked back-ended subsidy provided increases to 50% of project cost limited to Rs.37.50 lakh for NE and hilly and scheduled areas. Societies and other organization obtaining grants-in-aid are eligible to avail this subsidy.

- **Subsidy for Horticulture in Protected Cover**

The National Horticulture Board provides a subsidy for commercial horticulture development in protected cover conditions, including the components of planting material, plantation, irrigation, fertigation, precision farming, GAP, etc. The scheme assists development of commercial horticulture in protected cover @ Rs.112 lakh per project covering an area of above 2,500 sq. mt.

For such projects, the scheme implemented by the State Horticulture Mission provides credit linked back-ended subsidy at 50% of cost limited to Rs.56 lakh per project. Societies and other organization obtaining grants-in-aid are eligible to avail this subsidy.

• **Subsidy for Post- Harvest Management Projects**

The National Horticulture Board provides a subsidy for setting up integrated post-harvest management projects: e.g., pack house, ripening chamber, refer van, retail outlets, pre-cooling units, primary processing, etc. The scheme provides assistance for projects costing less than Rs.145 lakh per project: The add-on components of pre-cooling, pack house, grading, packing, cold room are individual components. For such projects, the scheme is implemented by the State Horticulture Mission provides credit linked back-ended subsidy at 35% of cost limited to Rs.50.75 lakh per project. In general areas, the scheme provides subsidy at 50% of project cost limited to Rs.72.50 lakh per project in NE, hilly and scheduled areas. Societies and other organization obtaining grants-in-aid are eligible to avail this subsidy.

Challenges that Obstruct the Growth of the Horticulture Sector in India

The major challenges in the path of the emerging Horticulture sector in India are mentioned below-

- The government has fixed no Minimum Support Price for Horticulture products entailing fruits such as mangoes, bananas, cucumber, pomegranate, and custard apples, and other Horticulture crops. These fruits come under the category of perishable items. Even though Horticulture farmers have raised their voices so many times, the problem still persists.
- As the input costs are higher in Horticulture sector in India in comparison with agricultural products such as food grains, immersing into Horticulture segment is a challenging task, especially without the local governments' assistance to small and marginal farmers.
- Coping with the high price fluctuations is the tough row to hoe for the marginal farmers. Their problems are never-ending ones, and thus, small and marginal farmers are waiting for the ray of hope in their life.
- As there is a lack of sound transport network and scarcity of good cold chain storage, extending the life of perishable products has become a challenge.
- Horticultural export is one of the vital challenges that hinder the progress of the Horticulture sector in India. Limited availability of market intelligence primarily for exports makes it the hardest decision to make.
- As most of the machinery and equipment are obsolete and are thus providing very less value and inputs, binding the time restraints becomes a challenge in itself.

Recommendations that would Ensure Smooth Running of Horticulture Industry

- Attaining science and technology-led advancement along with drafting strategies concerning the utilization of resources in the field of Horticulture would bring some amazing transformation in the Horticulture sector in India.
- Improvement in quality seeds & plants and bringing newly introduced cultivators that ensures quick and efficient cultivation process will eventually accelerate productivity.
- Imparting the meaningful education related to Horticulture to upscale youth knowledge regarding various government schemes and modern equipment and machinery must be considered by one and all.

- As post-harvest management is known for increasing the shelf life of fruits, people engrossed in the Horticulture sector in India must understand the value of post-harvest management. In addition to this, they should adopt post-harvest management exercises to enhance the value of fruits in the long run.
- Value addition in Horticulture crops has become the need of the time. Value addition is the process that meets the requirements of nutritional security. It boosts the economic value of Horticulture crops. Value-added products are gaining attention as such products integrate diversification factor in the daily diet and unlock new markets as well.
- Along with proper planning in the domain of Horticulture, organizing Research & Development Programmes at National level is something that must be considered. Holistic growth of Horticulture sector in India is possible only if the implementation of plans and proper formulation as well as execution of strategies would take place.
- Many horticultural crops such as Ber, Pomegranate, highly nutritious Aonla, Phalsa, Jamun or Black Plum, Citrus, Fig, Bael, Khejri, Field Beans, Cucurbits, and more need insect pollinators for effective and value-rich pollination) in order to reap better outcomes. The pollinators, as well as pollinizers, enliven quantitative along with qualitative traits of Horticultural crop

Conclusion: - Horticulture entails garden cultivation and management. The horticulture sector in India shows immense potential due to the diversification factor and because it is highly remunerative compared to the agricultural sector. In recent time, the Indian government is bringing up several schemes and making strategies to uplift the sector. Moreover, with various subsidies and marketing ideas, we are moving mountains to support the Horticulture farmers through different livelihood programs and activities. In the end, we can assert that the better days are in the store for the Horticulture sector in India.

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WOMEN'S EMPOWERMENT THROUGH SELF-HELP GROUPS: A REVIEW

SCHOLAR NAME - RAM NARAYAN SAINI

SUBJECT - COMMERCE

REGISTRATION NO. - 231218029

ABSTRACT:- Microfinance programmes are important for economic growth, job creation, & women's empowerment. Women's active engagement in Self Help Groups (SHGs) has beneficial influence on empowerment of their members. Purpose of this study is to identify elements that contribute to women's empowerment through microfinance programmes. This empirical study relies on data gathered using structured questionnaires, which were chosen exclusively for their ability to describe many elements of women's empowerment. study's findings also point to more efficient design for microfinance programmes among self-help group members. Political engagement, mobility & independence, economic advantages, self-confidence & respect, importance of education, protest against social evils & financial planning & control identified as most important elements leading to empowerment of women SHG members. Women's empowerment refers to expanding & improving women's economic, social, political, & legal authority. Women who are empowered get ability to enhance their economic situation & social well-being. Current research focuses on link between microfinance accessibility & women's empowerment. Primary data was obtained from microfinance beneficiaries of MFIs & SHGs in Delhi NCR for this study. AMOS 18 was used to analyse data, & structural equation modelling was used to investigate correlations. findings show that microfinance accessibility contributes to women's empowerment in terms of economic, social, & decision-making.

KEY WORDS- Empowerment, Women, Self Help Group, Economic Empowerment.

INTRODUCTION:- "Microfinance is economic development instrument whose goal is to assist poor in working their way out of poverty," according to Reserve Bank of India. It encompasses wide variety of services that include, in addition to credit, savings, insurance, money transfers, counselling, & other similar services. " Microfinance is gaining traction as strong tool for eradicating poverty in underdeveloped nations. As result, most developing nations have implemented this programme to supply low-income consumers with variety of financial services. Microfinance is phrase that is commonly used to refer to modes of loans offered to impoverished. Microfinance, in broader sense, refers to range of financial services provided to low-income individuals. [1] Savings, microcredit, micro insurance, micro pension, & other services are among them. It demonstrated that poor may be banked on & that poverty can be alleviated without need of subsidies. Several studies on different elements of micro finance have been performed in India, which reveal that Microfinance in India is dominated by Self Help Groups (SHGs) -Bank Linkage Program as cost efficient method for delivering financial services to low income clients, which has provided low income customers in India wonderful chance to attain reasonable economic, social, & cultural empowerment. Women are given special attention in field of microfinance-oriented development. They represent significant customer. According to World Bank, focusing on women is sensible since gender equality benefits everyone. According to World Bank (2001), societies that discriminate on basis of gender have more poverty, worse governance, slower economic development, & lower living standards. Microfinance has also been acknowledged as essential instrument for integrating poor into mainstream of financial services across world, demonstrating its value in credit disbursement, loan repayment, & poverty reduction. As practitioners across world have advised & experienced, poor want hassle-free & repeatable loans, which has become characteristic of microfinance. Microfinance

programmes have been used in number of nations, including Bangladesh, Indonesia, & Bolivia, with positive outcomes. Microfinance decreases recipients' overall vulnerability as well as their economic security. Because of its capacity to reduce poverty & empower women, microfinance plays role in both gender & development initiatives. Importance of microfinance in women's empowerment has piqued interest of numerous Indian & international scholars. It is true that much work has been done in India's southern & rural areas. majority of this work appears to be centred on SHG links & their influence on disadvantaged people. However, there is relatively little research accessible in context of MFIs & SHGs in metropolitan areas, such as Delhi NCR. This research is attempted to close aforementioned gap. In addition, how women in urban & semi-urban regions are empowered by microfinance is essential topic to consider.[2]

A WOMAN'S EMPOWERMENT: WHAT DOES IT MEAN?

Women's empowerment is characterised by United Nations Population Information Network (POPIN) as having five components:

Women's perceptions of their own value.

- Their right to have access to resources & opportunities.
- Their right to be in charge of their own life, both inside & outside of house.
- Their right to make & control decisions.
- Their capacity to influence course of social development, both domestically & globally, in order to build better social & economic order.

We can visualise empowered woman based on literature's notions of women's empowerment. empowered woman is secure in her abilities; she is capable of directing her life on her own; she is socially & economically self-sufficient; she is opinionated, enlightened, & free of all forms of oppression; and, ultimately, she is capable of standing up for her own rights. [3]

REVIEW OF LITERATURE

Women empowerment, according to Fan Yang Wallentin (2007), occurs when women question established societal conventions & culture in order to successfully enhance their well-being. Study empirically verifies this hypothesis by utilising quasi-experimental household sample data gathered for five Indian states between 2000 & 2003, & results demonstrate that women empowerment among SHG members has increased significantly.

Microfinance, according to Hunt, J., & Kasynathan, N. (2002), has favourable impact on women's mobility & aids in reduction of domestic violence. They discovered that all women need is short window of opportunity to choose their own route to empowerment. They have increased their authority & decision-making capacities in their homes thanks to access to financing & peer support.

Micro finance, according to Dr. K. Kanniammal, Dr. U. Jerinabi, & A. Arthi (2011), is means of empowering poorest of poor to take responsibility of their basic needs. Findings of study showed that microfinance intervention through SHG-Bank Linkage Program has positive impact on members' economic & social status in terms of increased income, savings, job creation, asset creation, decreased reliance on money lenders, improved decision-making skills, participation in community affairs, & women's empowerment. Microfinance has aided poor in escaping poverty & achieving social restructuring & empowerment.

Women SHGs perform better than males SHGs, according to Nalini et al. (2013). Findings revealed that all of women's SHGs meet on weekly basis. In terms of loan borrowing, payment, loan utilisation, investment, consumer spending, & economic empowerment, data reveal that SHGs have beneficial influence on women members compared to male members.

On Andhra Pradesh, India, Khan et al. (2014) investigated effect of SHGs in rural empowerment. SHG microfinance operations were found to be successful in achieving social & financial empowerment to some extent by allowing greater access to institutional

resources, according to study. SHGs have good influence on members, particularly in terms of financial & social empowerment.

Women's self-confidence, self-respect & independence, according to Soundararajan (2014), are essential for socioeconomic emancipation. Women had been given chances through SHG development plans & programmes. Women's economic independence is significant component in improving their status; microfinance is vital not just for giving loans, but also for skill development & education.

Yadav's (2013) goal is to learn about women's empowerment via Nagthane village's Self - Help Groups. Primary data was gathered using questionnaire instruments, whereas secondary data was gathered using books, journals, & internet. As result, article focuses on how SHGs are useful tools for women's empowerment, as well as recommendations on how to improve functioning of SHGs for women in general, as well as in Nagthane village. It has been shown that women's income has grown while joining SHGs. As result, monthly household spending has increased significantly. However, because additional expense is larger, savings are growing slowly. [4]

MICROFINANCE & WOMEN'S EMPOWERMENT: - For past decade, microfinance has been viewed as panacea for variety of difficulties ranging from economic growth to women's empowerment, & scholars have spent significant amount of time trying to understand role of microfinance in these concerns. Several researchers' reports range from journalistic, anecdotal ethnographies at village level to professionally performed large -scale impact evaluations at national & international level, with rigorous techniques used to define & remark on function. Although opinions on influence have been split between some who regard it as magic bullet & those who dismiss its significance. As result, economic & other contributions of microfinance are frequently disputed.

Evidence, on other hand, favours microfinance in general, when it has positive impact on beneficiaries in form of higher income & reduced vulnerability, even if impacts are minor & not equally beneficial to all women. Several scholars have praised importance of microfinance, while others have criticised it. Although role of financial inclusion through SHGs & MFIs in empowering women has become hot topic among academics, policymakers, development theorists, & NGO activists, role of financial inclusion through SHGs & MFIs in empowering women has become hot topic among academics, policymakers, development theorists, & activists. Due to spectacular rise of SHGs & MFIs not just in India but also in other developing nations, there is wealth of literature on SHGs & MFIs & their contributions to growth & inclusive empowerment of women. [5]

Women's Economic Empowerment: - Women's economic empowerment is major aim for microfinance institutions. In economic terms, women's empowerment is described as condition in which microfinance programme recipients are able to provide acceptable possibilities for revenue production through group or individual activities in order to meet their fundamental requirements. Microfinance has gained competitive advantage in improving lives of women, their families, & entire communities. Microfinance has become much more than tool for them, since women's economic empowerment is prerequisite for pro-poor growth & achievement of Millennium Development Goals. Women's opportunities may be expanded by providing them with training in variety of income -generating occupations as well as help in marketing, research & development, & technological development. In current study, women were found to be regularly saving, their income had grown, & they were no longer reliant on moneylenders for credit to begin income -generating enterprises & meet other requirements. This is relief from exploitation by moneylenders in form of increased interest rates & confusing terms & conditions. Increased income for women might be linked to improving their capacity to engage in other revenue -generating activities. [6]

Managerial & Practical Implications: - This study offers number of practical implications that are detailed, such as how microfinance is leading to women's economic empowerment, social empowerment, & decision-making empowerment, while other suggestions, such as difference in women's empowerment between SHGs & MFIs, have been linked to possible changes or improvements from practitioners' perspective. Aspects such as number of years with SHG/MFI influence on empowerment, as well as practical perspectives, have been investigated so that theory may be backed up by prospective practical improvements, which can be beneficial for variety of agencies & development institutions. [7]

Women's Social Empowerment:-Women's social empowerment enables them to gain power & strength not just via plans or programmes, but also through process of frequent practice, intimate interaction, & intense unity in order to accomplish goal. Microfinance accessibility is favorably connected to women's social empowerment. Women's confidence in moving out for employment, presenting their point of view forcefully in front of bankers, NGOs, & discussing their connected concerns, as well as being able to voice their opinions in home more liberally, has increased as result of social empowerment. Findings are consistent with number of previous research that has found significant influence on women's social wellbeing. As result, it can be stated that microfinance is assisting women in achieving more independence & higher social position by allowing them to break free from their traditional stereotypes. This type of shift may be ascribed to women's autonomous movements & discussions with bankers & non-governmental organizations (NGOs). Microfinance's development as vehicle for raising voice for family concerns is one of its most significant successes. [8]

Women's Decision-Making Empowerment:-The research revealed positive significant link between microfinance accessibility & women's decision-making empowerment. This is consistent with findings of statistically significant influence on women's decision-making. In compared to economic & social empowerment, decision-making empowerment has had least impact on women's empowerment. This might be because women are still not free to make their own decisions, according to Scoggins (1999), who states that despite their empowerment, women still confer with their spouses before making critical decisions. Domestic harmony is area of decision-making that is most affected, & this also reflects position of women in home. contacted beneficiaries clearly stated their involvement in purchasing decisions, & most significantly, women gained confidence in dealing with financial problems. This means that husbands are no longer only ones who make decisions in household; women are equally involved. As result, it can be stated that women's empowerment is assured by their involvement in decision-making in little & big purchases, as well as their capacity to engage in financial decision-making. [9]

DEFINITION OF VARIABLES FROM CONCEPTUAL & OPERATIONAL POINT OF VIEW

Institution for Microfinance :- MFI stands for Microfinance Institute. It is financial institution that provides microfinance products & services to low-income consumers. It might be non-profit organisation or commercial bank. These organizations assist people & groups in community with hard-to-find financial services. MFIs strive to boost economic activity among low-income people who lack or have limited access to official banking services.

Self-Help Organizations :-A Self Help Group is homogeneous group of people, preferably from same socioeconomic background as themselves, who voluntarily form to save whatever amount they can out of their earnings & mutually agree to contribute to common fund of group from which small loans are given to members for meeting their productive & emergent credit needs at whatever rate of interest, loan period, & other terms group decides.

Empowerment:- Empowerment is process of disadvantaged individuals acquiring fundamental opportunities, either directly or via assistance of non-marginalized people who

share their own access to these possibilities. Empowerment also includes promoting & developing skills for self-sufficiency, with goal of reducing group's future need for charity or assistance. Starting & properly implementing this procedure might be tough. It refers to woman's feeling of self-worth, her right to make & choose her own decisions, & her right to access opportunities & resources. their right to have control over their own lives, both within & outside family; & their ability to influence direction of social development, both domestically & globally, to build more just social & economic order.

NGO:-A non -governmental organization (NGO) is term that refers to group that is not affiliated with government or for -profit corporation. Governments, foundations, companies, & private individuals may support NGOs, which are usually founded by regular citizens. These are non -profit organizations that assist in provision of microfinance services to underprivileged.

Corporation of Non-Banking Financial Institutions

A non -bank financial company (NBFC) is financial institution that does not hold complete banking licence & is not regulated by national or international banking authority. Because of lower capital requirements, limits on financial service offers, or oversight by different state agency, second licence may be required. This refers to specific category designated for microfinance institutions in various countries. [10]

CONCLUSION: - Women's empowerment is at heart of SHG concept, which focuses on improving employability, self-sufficiency, & instilling saving habit among rural women. In microcredit, empowerment will necessarily include substantial shift in mindset, shift in work methods, & challenge to vested interests. Women must be able to identify their priorities & demand their rights in order for women's empowerment to be addressed. Only when microfinance is used to generate income -generating microenterprises can it be effective strategic tool for poverty reduction. According to research, self -help groups are beneficial in rural regions, particularly among women. Rural women have benefited economically & socially as result of these efforts. Because women are important component of country's economic development, government should place equal emphasis on female contributions & their well-being in society. Institutions must focus on keeping groups over longer periods of time in order to sustain progress toward growth. It may be accomplished through skill development & entrepreneurial training, as well as workshops on different social & economic concerns. Efforts should also be made to bring widowed & separated women into mainstream. Microfinance institutions' efforts can be encouraged based on their involvement in social betterment in lives of women at individual level & society at large, as promoted by government & other national development organizations.

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Human resource management Inventive & corporate performance

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Introduction:- The size of the advantages it needs proportional the laborer to audit work to finish to for his capacities in the advancement of the need to show that. In the event that a delegate of the grades D normal that if the show drawing in the lower falls is and it created to the necessity would have. The procedure of the boundary it is that every chief a particular grade on individuals evaluations of for comparative methodology to follow not that.

Different kinds of rating mistakes are

(i) Halo Effect :- Director this idea that a region decent an individual various regions in the great. By and large talking at the present circumstance doesn't happen. Arrangements in fair individual satisfactory not to be that or the opposite side

(ii) Horn Effect :- The Corona impact of differentiation something. Directors accept that that a region in the best exhibition not to be illustrative of different areas in the hapless performer comprises of. They are by and large used to such delegates of low quality will in the event that they have some work to genuine execution and keeping in mind that he is really in various situations on the better presentation.

(iii) Contrast shortcoming:- Chief standards of against their show of the assessed figure of rather their special displays of differentiation subordinates to assess the spots When this dependent on two inadmissible delegates of appraisal made is that if a significant one for Grade An and the other to B will against them the two really in grades E to come.

(iv) Recency botch :- Delegates of assessing their latest or postpone the introduction of dependent on the normal. East presentation to resist the hear An amazing specialist who obscure reasons from as of late the work in the best exhibition of the choice not found is the grade D or E to set the will. It unquestionably as the appraisals of for a satisfactory methodology

(v) Generosity Mistake:- Executive every delegate of the real show of the appraisal did without suave evaluations give you. Thus the result is probably going to be uneven.

(vi) Mistake of earnestness :- This is something contrary to the slip-up of resistance. Manager every laborer to their real show of the evaluation did without low valuation makes it. The sort the outcomes again from wrong will.

(vii) Central Tilt Mistake:- All of their genuine display to excuse the while an overall evaluations or grades given are that. Rater each one individual the chief or substandard compared to as the distinctive directed without general and as the show.

2. viable as to decide Rating Scale :- This method for execution examination is an improvement of reasonable scale technique. These rating scales to utilize those conditions to be considered is the place where numerous delegates practically identical work done to you and their work.

3. Show Evaluation:- It is an unstructured sort of execution assessment is the exhibition restrictions of for grades doled out not have realized that.

II. Agents direct based Strategies: -These methods to in any case evaluate close technique that is. They have a second's against agents of the execution of going to think you and them properly as the position to have.

Review of Literature

Dr. Manju Malik (2020) researched effect of HRM rehearses on representative execution in telecom area. Different HRM rehearses taken as exploration factors incorporate determination, preparing, execution evaluation, remuneration, profession arranging, representative support and expected set of responsibilities.

Mukesh Kumar and others (2017) analyzed status of execution evaluation framework and its suggestions for workers & the associations. Discoveries of examination uncovered that greater part of associations are not utilizing 360 degree strategy for execution evaluation. The majority of representatives feel that presentation examination framework is confounded & it is just for advantage of associations and not intended for workers.

Dr. Vincent Xavier (2015) evaluate adequacy of execution examination framework in assembling organization in Tamil Nadu. Discoveries uncovered that current arrangement of execution evaluation is acceptable. It is valuable for workers in discovering regions where there is need for some improvement. Greater part of workers have appropriate mindfulness about framework.

Ayesha Tabassum (2012) inspects Performance evaluation practices of NGO in Bangladesh. Discoveries uncovered that there are distinctive time span for various exercises of NGO. Fundamental representatives are evaluated once in year. Representatives who are dealing with various ventures are assessed once in 90 days

Execution standards characterize benchmark or targets or anticipated result. Again these sexually transmitted diseases. Are chosen by Top administration. Execution examination data is utilized for execution improvement, enrollment and determination of workers.

Vocation advancement and occupation plan mistakes. There are four strategies for Performance evaluation viz. class rating, near rating, social angle and story strategy. Out of these four NGO utilizes three strategies for example class technique, relative strategy and story strategy. (Composed examination data). Examination interviews are likewise led with concerned workers to find out with regards to his mentality and sentiments. **Lalita Mishra (2013)** assessed Performance evaluation framework being utilized in HSBC bank is rumored bank in UK just as different nations of world. Both subjective just as quantitative information was gathered to survey representative execution according to clients perspective. Discoveries uncovered that clients are happy with administrations given by workers around 80 % client brought up well and just 20 % client called attention to horribly. 70 % client called attention to that bank staff is equipped, agreeable and helping nature.

Yamima Dauda (2018) examines Performance evaluation rehearses in various nations. Execution evaluation is deliberate, arranged connection between worker and his chief which means to survey proficiency and efficiency of representative with reason for raising it further. Frieda Siaguru (2011) reports advancements in Performance examination framework in Papua New Guinea which is non-western creating economy. term Performance examination is utilized contrastingly in numerous associations. research was directed in 34 associations.

Objective

To study Inventive per formation on employee

To study effect of corporate performance appraisal

Research Methodology

The accompanying strategies were utilized in the review:

- An overview of global encounters especially the new advancements in developing business sector economies;
- Interviews of central parts in coordinated corporate, enormous producers, and little makers;
- Questionnaire-based review of corporate MNC representative retailers including fixed

Result and Discussion

The Difficulties of Performance Appraisal on Internet -based Working a. Fluctuation. Execution the board isn't just for evaluation and fulfilling, it capacities as a section in the entire image of an organization's central goal, objectives and system. Yet, in the Internet period, market changes quickly and different new occasions regularly happen, the organizations need to adjust their techniques and use evaluation instruments to screen their representatives to manage changes online considerably more as often as possible than at any other time. b. Oversight. Oversight of individual working information is the reason to guarantee the proficiency of Internet -based working since it is a test for the representatives' productivity while defeating individual burnout and family errands. For instance, on account of group gatherings and community work, the shortfall of one section will influence the entire working stream. c. Customization. Modified appraisal pointers ought to be set for representatives in various offices and positions on schedule to reflect various prerequisites in consistence with the organization's essential targets. d. Criticism. Web based working has not been generally utilized and the convenient criticism ought to be considered to work on the sanity of evaluation pointers. Standards of Performance Appraisal Transparency Performance examination is a sort of evaluation conduct for representatives' expert exhibition.

• Majority are delegated as transitory:

Right around 2/third of representatives are designated promotion. hoc or brief premise and just 1/third of representatives are extremely durable in nature. This is normal practice in the greater part of chaotic production lines in Mumbai city. There are additionally representatives on agreement premise.

• Maharashtrian nature are greatest:

It is seen that greater part of workers are nearby having a place with territory of Maharashtra (or Mumbai city). two significant states are Maharashtra and Gujarat which additionally overwhelm in material industry (cotton and man-made materials) in country.

• Night shift generally normal:

Piece of clothing organizations work in each of the three shift framework. third shift and first shift are generally normal. Greater part of representative work in third shift. Representing 54 % of aggregate. Anyway association a few times works in three shift because of adequate orders at hand.

• Majority brought up that organization has great arrangement of PAS:

More than 60 % of representatives recommended that organization has great arrangement of execution evaluation and it is appropriately executed each year laborers are supportive of execution examination framework being taken on in association respondents feel that this arrangement of evaluation is useful for all individuals.

• Good arrangement of correspondence:

It is seen that there is acceptable arrangement of correspondence and sharing of data is

association. This is fundamental for smooth working of association. Correspondence is concrete that makes association. This prompts higher proficiency and usefulness in association.

- **Employees land obvious position depiction:**

Representatives are given obvious expected set of responsibilities in association so that there is no disarray working spot. article of clothing laborers are given composed obvious creation plans through administrator. This empowers them to realize their norms to be accomplished in various movements their work.

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A COMPARISON OF GST & EARLIER TAX SYSTEMS

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ABSTRACT:-The Goods & Services Tax (GST), which went into effect on July 1, 2017, is considered India's most significant tax reform since independence in 1947. GST was supposed to go into effect in April 2010; however it was postponed owing to political concerns & competing stakeholder interests. Fundamental goal of GST development is to combine all indirect taxes in India, such as Central Excise Tax, VAT/Sales Tax, Service Tax, & others, into single taxing system. GST-based taxing system promotes tax transparency, raises GDP from 1% to 2%, & lowers tax evasion & corruption in country. Planned GST is consumption-based VAT, meaning that only final consumption is considered end use of products. GST combines taxes on goods & services across whole supply chain, allowing for set-offs. This paper studied proposed GST framework & existing taxation system, identifying proposed GST & current taxation structure first, comparing proposed GST framework & existing taxation system, & briefly describing its effects on employment & various sectors. Earlier investigations, however, were noted by researcher. However, focus of this study will be on how unified taxation system appears to have revealed intricacies & repercussions of previous indirect taxing regime. author would also emphasise former indirect taxation regime's concerns with multiplicity of taxing & cascade consequences. In addition, article will seek to compare & contrast older & contemporary indirect taxation systems. merits & cons of two -phase indirect taxation system, as well as impact on various company owners, will be discussed in some detail in this article.

KEY WORDS - Tax, GST, Earlier Tax Systems, Taxation System.

INTRODUCTION:-Direct & indirect taxes are two types of taxes collected by Indian government. Direct taxes are essentially taxes that are applied directly on individual's income. Income tax, surcharges, & gift taxes are all instances of direct taxes. In India, Central Board of Direct Taxes is in charge of enforcing direct taxes. During first dynasty of ancient kingdom, circa 3000 B.C. -2800 B.C., taxation was first levied in Ancient Egypt. Pharaoh would go on biannual tour throughout kingdom, collecting taxes from people, according to records from that time period. Granary receipts on limestone flakes & papyrus are also data indicators. Because of market's inequitable pricing of public goods, taxes are only method to fund them. It can only be imposed by government using monies raised through taxes. It is critical that taxation system be constructed in such way that it does not cause market distortions or economic failures. Taxation rules should be extremely competitive in order to raise money in cost-effective & efficient way. Fundamental goal of implementing GST system was to simplify India's tax structure & to eliminate complexity of previous indirect tax regime, which suffered from variety of multi-dimensional problems. Complexity of taxation & its cascading impact was one of key reasons for abolition of old taxing system on goods & services. Earlier tax structure featured slew of taxes, including excise duty on manufactured goods, import & export taxes, sales tax, VAT, Central Sales Tax, Service Tax, Wealth Tax, Luxury Tax, & slew of others, all of which produced tangle of complications & inadvertent tax distribution. With establishment of GST, however, significant regional barriers to trade & commerce were abolished, & entire country recognized single taxing regime. Taxation system in this system was divided into two categories: direct taxes & indirect taxes. In India, central & state governments regulate, implement, & alter taxes

system. right to impose taxes comes from Indian Constitution, which divides taxing powers between Central Government System & State Government System.[1]

GOODS & SERVICES (GST) :-The Goods & Services Tax is indirect tax that was implemented in India on July 1, 2017. It replaced number of cascading taxes imposed by national & state governments. Following passing of Constitution 122nd Amendment Bill, it was submitted as Constitution (One Hundred & First Amendment) Act 2017. GST is controlled by GST Council, which is chaired by India's Finance Minister. Goods & services are taxed at following rates: 0%, 5%, 12%, 18%, & 28% under GST. Rough precious & semi-precious stones are taxed at special rate of 0.25 percent, while gold is taxed at 3%. On top of 28 percent GST, 15 percent cess or additional rates apply to certain commodities such aerated drinks, expensive autos, & tobacco goods. GST was originally intended to replace myriad of indirect taxes with single unified tax, reshaping country's \$2 trillion economy considerably. In India, GST rate is between double & four times that of other nations. [2]

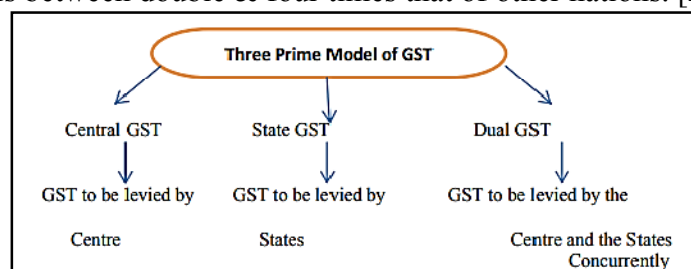


Fig-1- GST Dual Model

INDIRECT TAX IN INDIA :-An indirect tax (such as sales tax, per unit tax, value added tax (VAT), or goods & services tax (GST)) is tax collected through intermediary (such as retail store) from person who bears tax's ultimate economic cost (such as consumer). Intermediary then creates tax return & submits it along with tax proceeds to government. Indirect tax differs from direct tax in that latter is collected directly by government from persons (legal or natural) who are liable to it. Some commentators believe that whereas direct tax cannot be transferred from one person to another, indirect tax may. Indirect taxes may boost price of item, resulting in higher prices for consumers. Fuel, liquor, & cigarette taxes are only few examples. In initial instance, excise duty on motor automobiles is paid by manufacturer; however, manufacturer eventually transfers cost of this tax to buyer of automobile in form of higher price. tax that may be transferred or passed on is known as indirect tax. Degree to which tax's burden is moved determines whether it's mostly direct or indirect. This is determined by relative elasticity of supply & demand for taxed commodities or services. Even income taxes may be considered indirect under this concept. In context of American constitutional law, word indirect tax has distinct meaning: see direct tax & excise tax in United States. Even though, during 1940s, its application grew from historical average of about 8% of population paying it to around 90% of population paying it as measure to support war effort, federal income tax has been indirect tax (more specifically excise) in United States since its inception on July 1, 1862. [3]

Tax	Levy by	Levied on	Covered by
Central excise	Central	Manufacturer	Yes
Service tax	Central	Providing Services	Yes
Custom	Central	Import	No
CVD under custom(Countervailing duty)	Central	Additional import duty(Compensating excise)	Yes
SAD under custom(Special additional duty)	Central	Additional import duty(Compensating excise)	Yes
CST	Central	Inter-state sales	Yes
VAT	State	Sales within a state	Yes

Fig-2- Indirect Tax in India

Flashback of Earlier Indirect Tax System :- Distinct legislations were enacted for separate imposition of taxes under previous taxation regime. For example, there was Central Excise Act of 1944, VAT that fell under jurisdiction of state, service tax, & so on. However, it would be fascinating to study how older tax structure was swallowed into streamlined GST system, though not fully. Apart from that, it's also worth mentioning why government wanted to combine all of previous indirect taxes & charge single tax known as GST, or Goods & Service Tax. following taxes are included & excluded from Goods & Service Tax Act:

- Service tax, VAT/Sales tax, Central Sales Tax, Entertainment tax, Lottery tax, Luxury tax, & Entry tax are all included in GST.
- Electricity duty, countervailing duty, toll tax, alcohol for human use, & property tax are not included in GST. [4]

A comparison between GST & Earlier indirect taxation regime

Cascading effect- It is surprising that difficulties that existed under previous taxing regime have been largely eliminated by implementation of GST rules & regulations. Keeping in mind that such tax reform may have benefits & drawbacks, as well as good & bad effects on country's total economy. To have better understanding, comparison between new & previous systems has been developed using following sub-points. Input Tax Credit is important component of our country's indirect tax system, & it has cascading impact. Input tax credit system is critical component that allows suppliers to claim credits for inputs used during manufacture of certain product. Credit of central sales tax & other indirect taxes was not authorized in prior structure, according to records from prior indirect taxation regime.

However, with implementation of GST, entire notion of central sales tax has been destroyed. To illustrate, in current GST regime, entire input tax levied on manufacturing particular product prior to supply of goods or at time of supply must be borne by supplier himself. Later on, recipient purchasing product from supplier must pay entire value added amount inclusive of GST as per rate notified by council to supplier itself, which makes it's also worth noting that procedure of claiming input tax credits under GST system is considerably more transparent & obvious, avoiding cascading effects & separating amount of tax due to GST rate between federal & state governments. issue of previously applicable central sales tax on interstate supplies was not creditable, resulting in breakdown of input tax credit chain.

Similarly, producers who were compelled to pay excise duty on sales to dealers led same chain to break down. cascade impact was also evident in service provider sectors, such as CA experts & law companies, which used to demand exorbitant fees, & therefore input tax credit taken & utilised by them was not accounted for, resulting in unequal distribution of taxes. [5]

DIFFERENCES BETWEEN GST & EARLIER TAX SYSTEMS

	Point of Difference	GST	VAT
1.	Point of Tax Levy	➤ GST is levied on supply value of goods & services.	➤ VAT was charged on sale value of only goods.
2.	Rules & Regulations	<ul style="list-style-type: none"> ➤ The movement of commodities across states require preparation of e-way bill, which has national validity. ➤ Only one return has to be filed every quarter, with last return being combined return of entire accounting year. 	<ul style="list-style-type: none"> ➤ Several forms had to be filled for movement of goods across states since each state had different rules & regulations. ➤ For every state, different annexure returns had to be prepared because every state return had to be filed separately.
3.	Tax Rate & State Laws	<ul style="list-style-type: none"> ➤ GST rates across country are same. There are no differences in tax rates in different states. ➤ State GST (SGST) is levied for states, 	➤ Different tax rates & rules were followed by every state.

		while Central GST (CGST) is levied for centre. For supply of goods & services across states, Integrated GST (IGST) is charged. If Union territory is involved, then Union Territory GST (UGST) is levied.	
4. Tax Collection	➤	SGST & CGST collected on every sale transaction are correspondingly distributed among centre & state. Tax proceeds benefit both state & central governments.	➤ The tax amount was collected by state in which sale transaction has taken place. Tax earnings were at complete disposal of state government.
5. Tax Regime	➤	All taxes that were levied on state & central level were discontinued. Only one tax is charged on goods & services across country. However, there are some exceptions, namely petroleum & natural gas, motor spirit as well as high-speed diesel.	➤ At state level, several taxes were charged like VAT, luxury tax, entertainment tax, various cesses, sales tax, etc. Meanwhile, numerous taxes at central level made entire system quite complex.

To combat cascading impact, government began levying VAT on sale of goods & services on intra-state basis in 2005. While VAT has reduced cascading impact on state indirect taxes, complications on other indirect taxes have remained same. [6]

Multiplicity of taxes - In comparison to current GST system, indirect taxation system entails both centre & states levying indirect taxes on goods & services, which was formerly arbitrary & unfair. Income tax, basic custom duty, service tax, & central excise were all taxes levied by central government. State governments used to impose taxes such as VAT, stamp charges, land revenue, state excise duty, & other local taxes in same way. Multiple indirect taxes were to be borne by industrial units as input taxes, & then by end consumers, in context of Indian taxation structure. Government agencies also had power over this through notices, directives, & other means - circulars, all of which resulted in massive amount of tight adherence. However, if we examine prior indirect taxation system's earlier phases, we may see that observe how federal government, state governments, & local governments have all imposed taxes. As result, tax payer is faced with additional complications & repercussions. Given circumstances, As taxpayer, entrepreneurs had lot of paperwork to keep up of each of them has record. If we compare Earlier phase of indirect taxation to current phase of GST regime, we can see that current indirect taxation system, i.e. GST, has subsumed majority of taxes that were previously imposed in name of vat sales tax, central sales tax, & so on, & as result, India now has single unified structure of taxation regime that is much more clear, single unified structure of taxation regime that is much more clear, single unified. [7]

Flexible Compliance- GST regime in India has greatly reduced cost of calculating taxable liabilities, since company owners may now readily hire CA specialists to assist them with record keeping & return filing. Furthermore, it has been determined that cost of maintaining records for filing compliances is more flexible & less expensive than under old tax system. [8]

Input Tax Credit - In comparison to former indirect taxes system, option of claiming input tax credit is considerably more obvious under new GST regime. It has also been reassuring for those registered dealers who were previously unregistered & involved in delivery of work contract services to be able to claim & receive ITC on inputs in stock. [9]

Composition Levy - Under present GST laws & regulations, composition levy on goods & services has offered some relief to small & medium businesses that were previously burdened by plethora of diverse multi-dimensional taxes. In comparison to usual charge under GST system, composition levy plan is more rigorous. According to present announcement, small size firms can select for this composition levy if their firm aggregate revenue does not exceed Rupees 75 lakhs. This appears to be more viable & can be controlled more delicately by small businesses.

Because one of primary characteristics of GST is that it is destination -based tax, it has reclaimed situation of unequal revenue distribution between two levels of government that existed previously owing to origin -based tax, i.e. CST. In addition, GST regime has replaced previous central taxes & levies such excise duty, countervailing duty, central charges, & various local state taxes. [10]

- The tax burden is integrated & centralized - Under previous taxation regime, tax load on taxpayer was disproportionately large & growing. implementation of GST resulted in considerable shift by lowering tax burden & making it more integrated & centralised. It is also more obvious that burden is shared fairly between maker & consumer. As result, installation of GST has shown to be reasonable & appropriate way of equalising rate of tax collection between centre & states.
- Concurrent power - Another distinguishing aspect of current GST system is that both federal government & states have authority to impose GST on same subject matter, which was not case under previous indirect taxation regime. GST is essentially dual system of indirect tax governance, with centre & states having concurrent authority to enact rules governing supply of goods & services. [11]

LIMITATION & FUTURE OF STUDY :-The study's Limitations are as follows: (a) Because GST is still in its early stages, tax reforms such as finalization of tax rates, imposition of new rates, & even deduction of existing rates may occur from time to time via GST council meetings; (b) most of data cited in paper was speculatively exploratory in nature because GST meetings are ongoing; & (c) final conclusions may vary considering different permutations of permutations of permutations of permutations of permutations of permutations of per following adoption of GST, contemporary technology - based infrastructure, such as GSTNET, is required for proper monitoring of taxing system, & GST Council should have frequent meetings to discuss changes in tax reflections.

Researchers can cover these topics in future studies.

CONCLUSION:-The goal & aim of this paper was to use comparative research to better comprehend beneficial benefits of GST system. Goal of this essay was to show how GST system defined idea of prior taxes regime's cascading impact. To tackle issues of multi - layered taxing system that was unstable & varied from state to state, slugfest challenge was proposed. GST system has also eliminated distinction between goods & services, resulting in uncertainty of state & national taxes overlapping on same commodity. However, some loopholes remain in current GST environment, which is again fostering discrimination between small & medium industrial units, & as result, extra attention is required to eliminate existing complications.

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MICROFINANCE AND SELF HELP GROUPS

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Abstract:- Microfinance is not a new development. Its origin can be traced back to 1976, when Muhammad Yunus set up the Grameen Bank, as experiment, on the outskirts of Chittagong University campus in the village of Jobra, Bangladesh. The aim of micro finance is to bring social and economic benefits to the members of the poorer society. Kofi A. Anan, the UN Secretary General, succinctly validates the effectiveness of microfinance as a weapon to eradicate poverty. It has been evidenced worldwide that microfinance helps the poor to overcome poverty, and not through charity. It is a financial system that serves the poor with financial services in a most effective and productive way. This paper empirically analyses the impact of micro finance on self help groups, the purpose of joining self help groups and to examine the repayment pattern of loans by the member households, Statistical tool such as averages and percentages and ANOVA have been adopted to test the hypothesis, It is found that there is a positive impact of joining self help group and loan repayment by the sample respondents, and the other researchers have also been reviewed.

Keywords: self help group, microfinance, poor, financial system,

Introduction:- Micro-finance programs have a significant potential contribution to women's economic, social empowerment. Microfinance supports mainly informal activities that often have a low return and low market demand. It may therefore be hypothesized that the aggregate poverty impact of microfinance is modest or even non-existent. The poverty impact of microfinance observed at the participant level represents either income redistribution or short-run income generation from the microfinance intervention. The Grameen model of microfinance in India revolves around the "self-help group" (SHG). The Development Economics Capacity Building Unit of the World Bank defines SHGs as village-based organizations that focus on building the savings and credit, as well as the social empowerment, of female members. These groups perform three principal functions: (i) they act as an intermediary in transactions with the formal financial sector; (ii), they provide a mechanism for alternative (i.e., non-public) service delivery—such as contracting directly for training in agriculture or other vocational skills, healthcare, childcare, and educational services; and (iii) they serve as a platform for broader engagement by members in local civic affairs. This model is based off the group lending methodology pioneered by the Grameen Bank and is the most frequently used model of microcredit used in other comparable communal societies as well, although individual micro-lending has seen a relative increase in recent years.

Review of literature

1. **Sandhya P S and Sri Ranjini S, (2018)** made an attempt to look at the usage of loans of 124 women members of self-help groups who participated in microfinance programmes. The findings indicate that majority of the beneficiaries have used the loans for starting their own part-time micro-enterprises which is supplementing their wages they are getting from the factory. This has enabled the women members of self-help groups to become economically independent and helped them earn a stable income.
2. **Sarita Thakur (2016)** concluded that microfinance can contribute to poverty alleviation programmes. Micro-finance interventions through SHGs programmes are well-recognized world over as an effective tool for poverty alleviation and improving socioeconomic status of rural poor in India. Micro-finance through the network of cooperatives, commercial banks, regional rural banks, NABARD and NGO's has been largely a supply driven recent approach. The SHG-bank linkage program in India is rapidly expanding its

outreach under the pioneering initiative of NABARD, the monitoring and supervision of RBI, and the promotional policies of the government of India. At the grass root level the program is being implemented by the commercial banks, cooperatives, and regional rural banks, with government agencies. Pro-activeness of the rural folk and artisans is need of the Hour.

3. **Vasantha (2015)** analyzed that 70 percent of the self-help groups are functioning for the period of 1 -3 years. 45 percent of the respondents were able to save 100 rupees per month. Research shows that the increase income of SHG members is influenced by the income generation activity. Consumption and employment are the two important factors responsible for reduction of poverty reduction. The research shows that micro finance brought positive changes in the lives of poor women. Microfinance programs give women priority because, by giving them access to monetary and educational funds, microfinance helps to mobilize female productive capacities, thereby reducing poverty and maximizing economic output.
4. **DiptiBaghel and A.K.Shrivastava (2015)** analyzed that there is positive impact on income level of the women, their assets and resources have been increased. It also bring changes in the decision making power of the women, now their suggestions and views are considered while making any decisions related to households. Their positions within the family and outside the family have become stronger. The communication skills of the women have been developed, they can communicate freely with outsiders without any hesitations. SHG women are getting both socially and economically developed, their living standard has been improvised. The only thing they require they need is support from their family members, society and government. Government should provide timely training to the rural women. The results of this study suggests that this program that not only facilitates group formation but also enlighten the provisions for more mature groups through association and one -to-one support, moreover credit access can have significant economic benefits in the long term.
5. **Mohd Arif (2014)** found that India has an extensive network of banking systems and it will need to find ways to bring improvements within the existing financial credit delivery mechanisms and adopt new models for extending their outreach from financial delivery. The potential needs to be duly recognized as a strategy to achieve financial inclusion. SHGs account in the bank should be treated as account for the entire individuals. Even though the individual members may not have direct account with the bank, the groups have the account representing the members. The SHG-bank linkage programme therefore needs to be taken as a part of the financial inclusion process since it brings to the formal banking fold the excluded category of poor segments of societies who are not able to access banking services individually.

Objectives of the study

1. To Study the existing scenario of micro finance
2. To study the purpose of joining self help groups and
3. To examine the repayment pattern of loans by the SHG's

Hypothesis

H0 There is a positive impact of joining self help group and loan repayment

Research Methodology:-It begins with a description of the sample, data and procedure, and then goes on to describe the variables used to identify the factors influencing the impact of microfinance on SHG's Sources of data:

Both primary and secondary data

Sample size : 400

Sample area: Saroornagar mandal

Sampling technique: simple random sampling from the groups selected self help groups

Data analysis and interpretation

Table

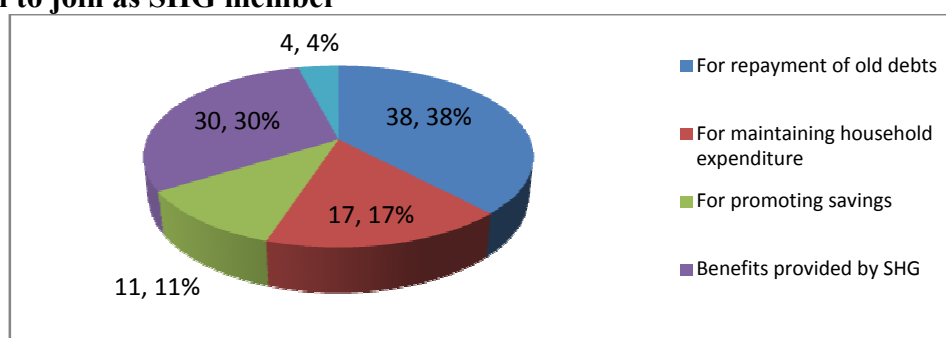
Reason to join as SHG member

Reason to join as SHG	Respondents	(%) Respondents
For repayment of old debts	152	38
For maintaining household expenditure	69	17
For promoting savings	45	11
Benefits provided by SHG	120	30
For status improvement	14	4
Total	400	100(%)

Source: The figures are compiled from primary data

Figure

Reason to join as SHG member



Source: The figures are compiled from primary data

Interpretation:- The above table depicts that around 38 percent mentioned that they take loan for repayment of old debts, 30 percent mentioned about the benefits provided by SHG, 17 percent mentioned for maintaining household expenditure, around 11 percent mentioned for promoting savings, and remaining only 4 percent mentioned about status improvement.

Table

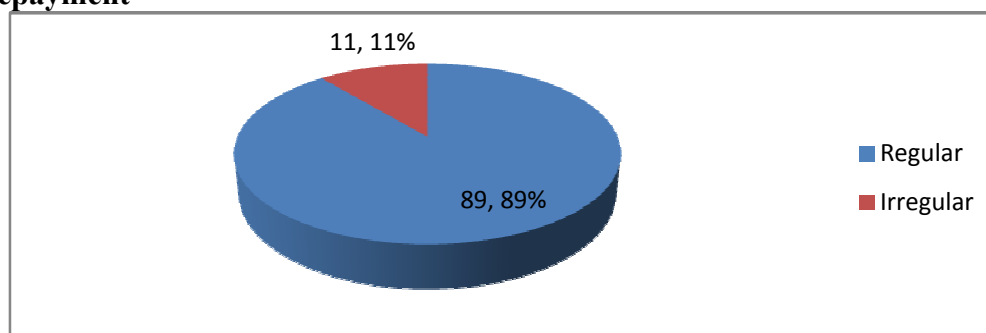
Loan repayment

Loan repayment	Respondents	percentage
Regular	358	89
Irregular	42	11
Total	400	100%

Source: The figures are compiled from primary data

Figure-5.19

Loan repayment



Source: The figures are compiled from primary data

Interpretation:- Around 89 percent respondents mentioned that they pay the loan amount regularly so as to avail again and again. Only 11 percent mentioned that they pay some times

irregularly due to some financial and family problems where they do not get enough savings and due to unforeseen situations but most of them who are having more tenure have been paying correctly and on time.

Crosstab of Loan repayment and reason to join SHG

Loan Repayment /Reason to join as SHG	For repayment of old debts	For maintaining household expenditure	For promoting savings	Benefits provided by SHG	For status improvement	Total
Regular	134	57	43	113	11	358
Irregular	18	12	2	7	3	42
Total	152	69	45	120	14	400

Source: The figures are compiled from primary data

Interpretation:- The cross tab above for sample respondents revealed that respondents were very clear that out of total number of respondents (400). 358 respondents mentioned for the “**Regular Loan Repayment**” as for repayment of old debts, 57 respondents mentioned as for maintaining household expenditure, 43 respondents mentioned as for promoting savings, 113 respondents mentioned as benefits provided by SHG, 11 respondents mentioned for status improvement. With regard to “**Irregular Loan Repayment**” 18 respondents mentioned for repayment of old debts, 12 respondents mentioned for maintaining household expenditure, 2 respondents mentioned as for promoting savings, 7 respondents mentioned as benefits provided by SHG, 3 respondents mentioned for status improvement. It is interpreted that their reason for joining for SHG is viable and are in a position majority are able to repay loan.

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	9985.6	1	9985.6	9.408395	0.037391	7.708647
Columns	6243	4	1560.75	1.470533	0.358884	6.388233
Error	4245.4	4	1061.35			
Total	20474	9				

Source: The figures are compiled from primary data

The ANOVA Two-way to find that reason for joining self help group has a significant impact on loan repayment

= 0.05

Reject H_0

Between Rows:

F calculated value= 9.408395 at (Degree of Freedom 1,4)

Table Value: 7.708647

Since F cal value is > than F table value

Reject H_0

Conclusions

1. In a country like India, there are innumerable dissections in the societal system; it is not easy to transform all of a sudden, but initiatives like the SHG microfinance credit system can remove many obstacles in the path of progress. So, proper management and headship will contribute to understand the standards. On the other hand, the liberalized banking system also is supposed to be better geared to assemble the requirements of the deprived and underprivileged people. Just as water should water the dry land, but not the wet land, the banks should do the purpose like guaranteeing water flowing to areas where there is dearth than plenty. Banks should take a liberal view in extending their cooperation in rebuilding rural areas. The government also should take the steps to direct the banks and make it mandatory to accord greater priority to Urban Slum in India.

2. With regard to reason for joining SHG is to enhance them self by paying old debts, followed by benefits provided by the self help group and maintaining household expenditure. It indicates that their decision for joining self help group is a good decision and it also enhances their standard of living and thereby considers as inclusive growth for the economy.
3. With regards to loan repayment majority are paying loans on time it is clear that they are able to sustain themselves through self help groups.
4. With regards to find that reason for joining self help group has a significant impact on loan repayment. Null Hypothesis has been rejected hence, it has been inferred that there is a significant impact on loan repayment

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A COMPARATIVE STUDY OF INDIAN ACCOUNTING STANDARDS (IND AS) AND INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)

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ABSTRACT:-This paper compares the converged Indian Accounting Standards (Ind AS) with the International Financial Reporting Standards (IFRS). The study finds that there are several areas where the Indian Accounting Standards vary from the International Financial Reporting Standards. The major reason for such deviation is difference in the global and Indian business and legal environment. This study highlights the major areas of differences between the IFRS and Ind AS. The differences as being highlighted in the study will give an insight to the regulators, policy makers, auditors and users of financial statements for a better understanding and assessment of implication of Ind AS.

Keywords:-Accounting Standards, Ind AS, IFRS, Accounting, Indian GAAP

INTRODUCTION:-The International Financial Reporting Standards (IFRS) are globally appreciated for enhancing transparency; understand ability, relevance, reliability and comparability of financial statements. In India, the implementation of IFRS was carried out by the release of converged Indian Accounting Standards (Ind AS). This implies that India has not adapted IFRS as they are, but used certain carve-outs and carve-ins. This has ensured that Ind AS are more relevant to the Indian legal and economic environment. Hence, it is important to identify the differences between the IFRS and Ind AS and how they are going to impact the global comparability of financial statements of Indian companies at large.

The implementation of Ind AS was announced in the Union Budget of India from the financial year 2015 -2016. This implementation was announced in a phased manner for different categories of Indian companies to ensure a smooth and trouble free transition. The Institute of Chartered Accountants of India (ICAI) through the Accounting Standards Board (ASB) assumed the task of establishing a sound financial reporting system in India and carry out various responsibilities towards the implementation of Ind AS.

The study was carried out with following objectives

1. To identify the major differences between the IFRS standards and Ind AS
2. To study the reason for the differences on the basis of legal and economic environments in Indian context.

RESEARCH METHODOLOGY :-The research was carried out from the secondary data sources comprising of the circulars of the Ministry of Corporate Affairs, the Indian Accounting Standards (Ind AS) texts as provided in the various publications of the Institute of Chartered Accountants of India, research studies related with IFRS and Ind AS and various reports by audit consultancy firms on implementation of IFRS.

DATA ANALYSIS:-In this section, a comparative analysis has been carried out with the Ind AS with the corresponding IFRS standard. There are few common differences between the Ind AS and the corresponding IFRS across all standard. Firstly, the transitional provisions related with different Ind ASs have been given in Ind AS 101 First-time Adoption of Indian Accounting Standards, corresponding to IFRS 1, First-time Adoption of International

Financial Reporting instead of being provided in corresponding Ind ASs. Under IFRS, the transitional provisions have been provided in the relevant IFRS standard itself. Secondly, there are differences with respect to terminology which consist of 'Balance Sheet' is used instead of 'Statement of financial position' and 'Statement of profit and losses' is used instead of 'Statement of comprehensive income'. Hereafter, each individual IND AS comparison with corresponding IFRS has been discussed.

IND AS 1 - First-time Adoption of Indian Accounting Standards : - As per the Ind AS 1, an entity's first Ind AS financial statements are the first financial statements in which the entity adopts Ind ASs in accordance with Ind ASs notified under the Companies Act, 2013. But as per the IFRS, there are other occasions also where an entity may be a first time adaptor which includes preparation of IFRS financial statements for internal management or preparation of financial statement with compliance with some but not all IFRS. As per IFRS, derecognition of assets and liabilities as per previous Generally Accepted Accounting Practices (GAAP) which do not qualify for recognition as assets and liabilities under IFRS in certain specific instances to be adjusted in the goodwill. But under the Ind AS 1, they can be adjusted with Capital Reserve subject to the availability of adequate balance available in Capital Reserve. Ind AS 101 notwithstanding exclusions given under IFRS 1, moreover gives certain discretionary exclusions with long-term foreign currency monetary items and service concession arrangements relating to toll roads. Ind AS has retained similar provisions related with optional exemptions at the time of transition. However, there are few changes that have been made mainly under the categories of a) elimination of effective dates prior to transition date to Ind AS so as to coincide with the transition date, b) deletion of borrowing cost exemption as it was relevant in Indian context, c) inclusion of transitional relief from the retrospective application of Ind AS 16, Property, Plant and Equipment thereby giving option to an entity to use carrying values of all such assets as on the date of transition to Ind ASs, in accordance with previous GAAP as an acceptable starting point under Ind AS, d) inclusion of transitional relief while applying Ind AS 17, Leases so that an entity can use the transition date facts and circumstances for lease arrangements, e) inclusion transitional relief while applying Ind AS 105 - Noncurrent Assets Held for Sale and Discontinued Operations where an entity can use the transitional date circumstances to measure such assets or operations at the lower of carrying value and fair value less cost to sell. Unlike IFRS 1, Ind AS 101 does not provide any short-term exemptions.

IND AS 103 BUSINESS COMBINATION :- Combinations of entities under common control is excluded in IFRS but Ind AS has provided guidance for the same. As per IFRS, bargain purchase gain resulting from business combination has to be recognised in the profit or loss whereas AS 103 requires it to be recognised in other comprehensive income and accumulated in equity as capital reserve. In case there is no evidence of classification of combination as bargain purchase, the gain needs to be directly recognised in equity as capital reserve. Due to different legal requirements, for the purpose of events after the reporting period, the word approved has replaced the word authorised for the financial statements.

Indian Accounting Standard (Ind AS) 105 Non-current Assets Held for Sale and Discontinued Operations : As per Ind AS 1, statement of profit and loss consists of the components of profit or loss and components of other comprehensive income. As a consequence of this, the IFRS requirements of presentation of discontinued operations in the separate income statement has been removed in Ind AS 105. Use of fair value model is prohibited under Ind AS 40, Investment property although the same is permitted under IFRS.

Indian Accounting Standard (Ind AS) 109 Financial Instruments : IFRS 9 gives options in case of interest rate exposure to apply fair value hedge as per the requirements of IAS 39. The similar option has not been provided in Ind AS 109.

Indian Accounting Standard (Ind AS) 110 Consolidated Financial Statements : The requirement of fair value measurement of all investments have been removed with respect to investment property since Ind AS 40, Investment Property requires all investment properties to be measured at cost initially and cost less depreciation subsequently.

Indian Accounting Standard (Ind AS) 115 Revenue from Contracts with Customers

Ind AS have excluded penalties from the list of examples as provided in the IFRS. This will lead to variations in the amount of consideration. To mitigate this impact, an additional explanation has been provided for the accounting treatment of penalties. Ind AS also require an entity to present separately the amount of excise duty included in the revenue recognised in the statement of profit and loss which differs from the corresponding IFRS standard requirements.

Indian Accounting Standard (Ind AS) 1 Presentation of Financial Statements : As per the International Accounting Standard (IAS) 1, an entity has option to prepare and present single statement of profit or loss and other comprehensive income or make separate two statements of each of them. But Ind AS 1, has ruled out the options and has made single statement compulsory. Under the IAS 1, nature or function can be used to present an analysis of expenses, while in Ind AS 1, only nature-wise classification of expenses is allowed. The option to use different terminologies for the titles of financial statements has also been ruled out in the Ind AS 1 with the non-permission of 52 weeks period of a financial year.

Indian Accounting Standard (Ind AS) 7 Statement of Cash Flows

IAS 7 gives an option to classify the interest paid and interest and dividends received as item of operating cash flows. But under Ind AS 7 these item can only be classified as item of financing activity and investing activity, respectively. Similarly, dividend paid under IAS 7 can be classified under operating activity, but under Ind AS 7 it is to be classified as a part of financing activity only.

Indian Accounting Standard (Ind AS) 10 Events after the Reporting Period : Due to different treatment of breach of a material provision of a long-term loan arrangement as per Ind AS 1, where the lender has agreed to waive before the approval of financial statements will be treated as an adjusting event in the definition of 'Events after the reporting period.

Indian Accounting Standard (Ind AS) 12 Income Taxes : Since there is only one statement of profit or loss and other comprehensive income permitted in Ind AS, the requirements of presentation of tax expense, if separate income statement is prepared has been deleted. Similarly, due to non-applicability of fair value model in Ind AS 40, Investment Property, the relevant paragraphs of IAS 12 have been deleted or modified accordingly.

Indian Accounting Standard (Ind AS) 17 Leases: The applicability of the standard with respect to Investment property where fair value model is used has been deleted as under Ind AS 40, Investment Property use of fair value model is prohibited. Straight line treatment of increase in rentals in case of lease rentals escalations due to expected general inflation has not been permitted under the Ind AS 17.

Indian Accounting Standard (Ind AS) 19 Employee Benefits: IAS 19 permits use of market yield on government bonds to determine the discount rate only in situation where there is no deep market of high quality corporate bonds. In case of Ind AS 19, it has been provided that market yields on government bonds to be used as reference for discount rate. However, for currencies other than the Indian rupee, similar stand as per the IAS 19 has been adapted.

Indian Accounting Standard (Ind AS) 21 The Effects of Changes in Foreign Exchange Rates : Additional provision has been provided for the Ind AS 101 related discretionary exclusions with long-term foreign currency monetary items and service concession arrangements relating to toll roads. There is an additional requirement of disclosing the date of change in functional currency along with the similar requirements of IAS 21 with respect to the fact and the reason for such a change.

Indian Accounting Standard (Ind AS) 24 Related Party Disclosures : As per the Indian legal and regulatory provisions, the disclosures which conflict with confidentiality requirements of statute/regulations have been omitted. Definition of close members of the family of a person includes brother, sister, father and mother in the category of family members who may be expected to influence, or be influenced.

Indian Accounting Standard (Ind AS) 27 Separate Financial Statements : The requirement of disclosure of reason to prepare separate financial statements has been deleted as in Indian context, Companies Act mandates preparation of separate financial statements. Equity method to account for investment in subsidiaries, joint ventures and associates in their Separate Financial Statements (SFS) has not been provided as an option in Ind AS since it is a method of consolidation rather than a measurement basis like cost and fair value model.

Indian Accounting Standard (Ind AS) 28 Investments in Associates and Joint Ventures : In case of associates under impractical situations, Ind AS permits usage of different accounting policies which IAS 28 does not permit. Also under the Ind AS, excess of the investor's share of the net fair value of the investee's identifiable assets and liabilities over the cost of investment is to be transferred in capital reserve which as per IAS 28, is recognised in profit or loss.

Indian Accounting Standard (Ind AS) 32 Financial Instruments: Presentation

The equity conversion option embedded in a convertible bond denominated in foreign currency to acquire a fixed number of entity's own equity instruments is considered an equity instrument if the exercise price is fixed in any currency is exempted in the definition of 'financial liability under Ind AS 32, but not in IAS 32

Indian Accounting Standard (Ind AS) 33 Earnings per Share : Under Ind AS, there is an additional clarification mentioning non-presentation in separate financial statements earnings per share based on the consolidated financial statements. This is in addition to the condition which also exists in IAS 33 regarding earnings per share based on the information given in separate financial statements shall not be presented in the consolidated financial statements.

Indian Accounting Standard (Ind AS) 40 Investment Property

Dissimilar to IAS 40 which permits both cost model and fair value model, Ind AS 40 permits only the cost model. The treatment of property interest held in as an operating lease to be accounted as if it were a finance lease is prohibited under Ind AS 40.

CONCLUSIONS AND RECOMMENDATIONS

This study reveals that the differences between the IFRS standards and Ind AS can be categorised due to different economic and legal environment in India. Amidst these differences, majorly, Ind AS follows the principle based approach as envisaged in the corresponding IFRS. The broader objectives of IFRS based financial statements can be ensured through better awareness amongst the users of financial statements. The regulators and policy makers must time to time address the instances where these differences are not leading to weakening of objective with which the Ind AS have been converged with IFRS.

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TRAINING AND DEVELOPMENT BOTTLENECKS IN 21ST CENTURY- A CRITICAL ANALYSIS

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Abstract:- This qualitative study aims to examine the human resource functions of training and development and their links to company growth in various sectors of the economy that contribute to the growth of nations. This article addresses the main problems of training that companies must address to create a robust management system for human resources. Given the dynamism of the current corporate environment, training and development in global companies have become an essential role. In a competitive corporate environment, the development of efficient human capital, which contributes to continuous organizational growth, has become a standard of survival.

However, due to the numerous bottlenecks in the companies, the training and development role is frequently ineffectual. It is a must to address the obstacles in order to ensure the development of human capital driven by performance. This research aims to focus on training barriers that impede corporate development and identify the reasons behind them. The current study ends with suggestions to organizational policy-makers that effectively use their training and development infrastructure to strengthen human capital.

Keywords:- Human Resource Management, Training and Development, Organizations, Business Growth, HRM

1. Introduction

This research covers the critical training issues companies must overcome to have a successful Human Resource Management (HRM) system. Given the complexities of today's economic climate, training and development have evolved into a critical function in multinational corporations. Developing an adequate human capital base that contributes to organizational growth continuously has become the recognized benchmark for survival in a competitive corporate environment. However, the training and development role is frequently made ineffective due to the organizations' numerous obstacles. Identifying and resolving these obstacles is critical to ensure the development of performance-driven human capital. The current research aims to raise awareness of the training barriers that obstruct organizational progress and analyze the underlying reasons for those impediments. The present study closes with ideas that corporate decision-makers may use to optimize their training and development infrastructure in their drive to enhance human capital.

In today's businesses, training and development are critical business imperatives. Training is described as a "structured technique of learning and growth that increases an individual's, group's, and organization's efficiency" (Goldstein & Ford, 2002). Dowling and Welch (2004) define training as "improving present work and behaviour," whereas development is "improving talents related to a future career or position, particularly a management function." Aguinis and Kraiger (2009) effectively illustrate in their research that training and development efforts benefit various stakeholders, including people, teams, and organizations. According to Heathfield (2007), training is a critical component in developing a high-performance culture. Extensive training and development have a beneficial effect on organizational performance by enhancing workers' dedication and capabilities (Birdi et al., 2008).

Extending training chances to employees continuously improves their efficiency and flexibility in performing job responsibilities. Recent research by Rubel and Rahman (2018) demonstrates that training programs positively affect organizational citizenship behaviour (OCB). Training is also critical from a HRM viewpoint since it aids in the development of leaders (Collins & Holton, 2004). According to researchers (Boudreau & Ramstad, 2005), businesses must succeed in three areas to retain a competitive advantage: money, goods or markets, and human capital. In companies, the human resource management system plays a critical role in guaranteeing influential people management to support corporate goals. HRM has grown from a "backroom" role to a strategic partner in corporate success (Seely, 2012).

Therefore, training and development are a crucial part of Human Resources Management, and significantly impact the function's success. Although distinctions between Human Resources Development (HRD) and Human Resource Management (HRM) exist, the words HRD and HRM have been used interchangeably in the context of training and development. Human Resource Management is a broad word, and Human Resource Development is a part of the human resource management function.

As the workforce spread, companies have to develop methods to promote a culture of cooperation and community building. Collaborative learning is a branch of creativity and innovation. Since culture is at the centre of strategy, it is essential to create a learning culture where workers become lifelong learners. Organizations must restart, reboot and refresh their "collective capabilities," i.e. their health of learning. To make this transition more accessible, the organizations in India that manage workforce diversity at the centre of the work future have started to rethink their talent development plans.

In the context of HRM, human capital is viewed as the driving force behind an organization's success due to its skill, competencies, and knowledge. Given that HRM is a strategic instrument, the organization's training system must enable flawless HRM operations.

Although there are significant similarities between Human Resource Development (HRD) and Human Resource Management (HRM), words like HRD and HRM got used indiscriminately in the training and development framework. Because HRM is a comprehensive phrase, HRD automatically becomes a subset of the human resource management function. Human capital is viewed as the driving force behind an organization's success due to its skill, competencies, knowledge, and experience in the context of HRD. Given that Human Resource Management is a strategic instrument, the organization's training system must enable flawless HRM operation. This research provides an in-depth examination of the organizational problems that contemporary companies face in training and development.

The extraordinary impacts of COVID-19 on sectors pushed corporate leaders to sail in unknown seas, underlining the significance that essential skills are needed for success, addressing leaders' thinking about talent ownership and synergizing talent-based capabilities that generate agility. The job is being redefined to develop meaningful human-machine partnerships instead of the most repeated and mundane activities that can be automated. As jobs are deconstructed, rebuilt and rehabilitated, companies must assist their human skills to build on machine capacity. The future of work results from these severe and unprecedented changes that affect the 'work' and the 'workforce' and the working environment, offering the HR and the learning community tremendous opportunities. Given the critical nature of training in Human Resource Management, this research will attempt to fulfil the following objectives in the Indian context:

1. Emphasizing training and development bottlenecks that have a negative influence on Human Resource Management in businesses.
2. Determining the fundamental causes of training and development obstacles.
3. Making pragmatic recommendations to improve training efforts that support human resource management strategies.

2. Literature Review

Recent progress in HRM has shown that a robust training system is becoming increasingly essential to aid businesses in matching their objectives with their employee performance. There is availability of large amount of literature on training and development in companies and the related challenges. Many studies have shown that training and development are essential to a company's successful human resources management plan. However, there is ample evidence that companies fail to accomplish the business objectives by providing training (Montebello & Haga, 1994). Investing in training for workers has shown that it enhances a company's human capital and that it tends to create a positive relationship between employee training and corporate performance (Delaney & Huselid, 1996).

However, a lack of support, commitment, and cooperation in the development of human capital has demonstrated a damaging effect both on the effectiveness of the development system for human resources (Harrison, 2000) and on the learning and motivation level of workers (Gilley & Maycunich, 2000). Companies need to ensure that their intellectual exercise is structured to support their system of human resources management. Although investing in training has a positive impact, the current study suggests that considerably increased training efforts can significantly enhance training results (Srivastava & Ravichandran, 2018). Moreover, recent trends show that Human Resources Management approaches influence working situations and personnel arrangements (Allen, Shore, & Griffeth, 2003). Researchers have indicated that interpersonal skills enable employees to retain their information after training (Sail & Alavi, 2010). Numerous empirical studies have highlighted problems in training and development in the role of human resource management (Abdullah, 2009).

Most employees feel that training is vital to promoting a salary rise (Dillich, 2000). The researchers in their study of Vietnamese companies (Bartram, Stanton and Thomas, 2009) emphasized the student's path towards taking chances to be creative and imaginative as a possible impediment to learning and acquiring information. The key competencies are created according to resource principles when human resources initiatives help promote human capital by influencing knowledge production, transfer, and integration (Wright, Dunford & Snell, 2001).

According to Aycan's (2001) research on Turkish enterprises, the assessment of training efficiency is one of the main hurdles in employee education and growth. Furthermore, there is a strong emphasis on training efficiency measurement (82%), although only 44% of companies undertake assessments before and after the training. Previous research has also been severely skewed towards larger organizations, even though training and development constraints also significantly impact SMEs, as revealed in a thorough examination by Panagiotakopoulos (2011). Earlier, Storey, Westhead (1997), Lange, Ottens and Taylor (2000) and Johnston and Loader performed similar research on training barriers in SMEs (2003).

Training and development of workers are seen as necessary for an organization's growth and success. If businesses are to thrive and perform effectively in today's competitive market, their workers must feel that their contributions are appreciated if the organization takes their training requirements seriously (Mc Keena & Beech, 2002). Employees recognize that their business is investing in them to perform better due to the training and development process. As a result, they feel driven to perform well (Mc Keena & Beech 2002). Over 40% of companies see on-the-job training to boost productivity and 35% to boost employee morale, and it also significantly lowers turnover (Times Job.com Bureau, 2013).

In investigating workers, human resources are gaining increasing attention for a variety of reasons. Contemporary and unique information has been identified as a critical competitive advantage over competitor companies. Second, change and flexibility are inherent to many sectors, which need workers to demonstrate new abilities, be adaptable, and willing to adjust in response to changing time and space constraints. Thirdly, businesses with workers capable of resolving client issues quickly and effectively are regarded as providing high-quality services. Training and development are two words that are inextricably linked. Historically, development was correlated with future managers, whereas training was associated with increasing non-managerial workers' knowledge and abilities on the job.

However, the development of all workers is seen as critical at the moment, shown by multi-skilling and adaptable operating capabilities. Additionally, in today's constantly changing environment, training and development of managerial and non-managerial personnel is a continual process that ensures the retention of qualified workers who demonstrate their devotion and dedication to the organization. According to Keep (1992), training and development are not optional; they are a necessary investment in people and an essential element of human resource management practice.

The literature on this topic, which is essential to HRD T&D, reveals inconsistent outcomes to date. While some researchers such as Wright, Dyer, and Takla (1999), Chermack, Lynham, and Ruona (2003), argue that HRD practitioners play a critical role in learning and development due to their expertise and experience in the field, others, like Kerr and McDougall (1999) argue that problems in HRD T&D occur because managers lack the necessary knowledge and understanding. This contradiction highlights the importance of conducting more research on the factors impacting the successful implementation of the training program within the framework of human resource management in businesses.

2.2.Training Bottlenecks in HRM

Training bottlenecks in Human Resource Management has numerous critical elements influencing the performance of training programs, which in turn affect how businesses practice HRM. While there are various causes for training and development problems, it is essential to focus on the primary obstacles to HRM in companies. After the comprehensive literature review, the author has identified the following vital bottlenecks:

1. Reluctance to create training program that take the external environment into account.

Globalization has increased economic rivalry, increasing businesses' reliance on their workforce's knowledge and abilities to secure survival in the marketplace (Cunningham, 2000). Organizations continue to operate in a world defined by Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) (Bennett & Lemoine, 2014). The external environment's dynamics have a significant influence on their internal functioning. For

maintaining a competitive edge in today's changing business climate, businesses must prioritize workplace learning (Salas & Cannon-Bowers, 2001). Finland's experience demonstrates that insufficient training programs coupled with the lack of a strategic vision for long-term growth prevent businesses from making maximum use of their people resources (Kianto et al., 2018).

Additionally, the abilities for which people are now being taught may become outdated shortly. Such dynamic corporate environments necessitate an agile training approach that meets employee demands while also preparing them for future organizational requirements. When a training approach is developed in isolation from external variables, it falls short of its aim. Top management and human resource professionals must be aggressive in forecasting future industry trends and developing training interventions that aim to build a holistic workforce capable of delivering results in the ever-changing corporate environment.

2. Inadequate practical applicability of offered training interventions.

Additionally, companies frequently prioritize offering a training program that is very relevant from a pedagogical and intellectual viewpoint, but practical insights on the implementation on-the-job. Hammonds (2005) refers to a 2005 Hay Group survey which found just 58% of respondents helpful in their employment. The lack of realism in the training approach and the failure to imitate actual events throughout the training makes the entire program useless for staff. Furthermore, training programs that do not bridge the gap between the concepts discussed during the training and actual working conditions can be unproductive and negatively influence employee morality. It also leads to employees' dissatisfaction with the training environment since it does not offer the opportunity to use gained skills and concepts in real-life job situations.

To solve this challenge, human resource managers must develop methods and procedures for training that assure the production of materials that are both practical and increases employee confidence.

3. Unwillingness to tailor training sessions to specific workplace challenges.

Reluctance to tailor training sessions to specific work-related issues, employers frequently wind up adopting training strategies that are a rehash of training topics covered by other industry participants in their attempt to meet organizational training needs. Most training programs place a premium on occupation or industry-specific expertise, rendering them ineffective for the sponsoring business (Paradise, 2008). At times, training areas are limited to popular themes with the employees rather than those that are likely to upskill personnel on essential workplace concerns. According to researchers (Jehanzeb & Bashir, 2013), individuals must be taught in areas relevant to their job requirements to be genuinely effective. Training facilitators must avoid the temptation to give training courses considered official "time off from work" but focus instead on delivering training in vital fields that promote employee knowledge and improve the future. Until recently, concepts like Adaptive Learning Systems got less attention, yet they mainly cover individual learning demands by customizing the learning experience (Kozlowski et al., 2001). Colquitt, LePine and Noe (2000) discovered that the teaching results are affected by individual characteristics such as cognitive ability, target orientation, anxiety and control locus. Essential components of training include relocation of employees, harmony between work and life, cultural awareness, upgrading technology, and resolving hormone problems, among other crucial aspects of oneself.

To ensure the efficiency of their training operations, organizations should tailor their training services in terms of characteristics and context. Due to the changing dynamics of the business world, companies must identify certain skill sets to differentiate between high and low potential staff. It needs organizations to offer successful material for various working groups. It is also essential to choose the most efficient training strategy to provide the training program's information. The training approach involves several tools, methods, materials and processes for conducting the workshop and providing workers with information (Martin, 2010).

4. The missing connection between training and on-the-job execution.

Transfer of training may be described as "using acquired information and abilities on the work" (Burke & Hutchins, 2007). An increasing amount of material has contributed to the area of training transfer in recent decades. The transfer of training or the number of skills, and attitudes people utilize on the job are crucial from HRD's perspective (Yadapadithaya & Stewart, 2003). While companies have spent time and money to simplify their training interventions for employees, insufficient attention is devoted to follow-up procedures to ensure post-training adoption. According to Paradise (2007) study, firms in the United States spend over \$126 billion yearly on staff training and development programs, according to American Society's estimates. By 2010 this number had increased to 135 billion dollars (Patel, 2010). Unless education in the classroom is supported with on-the-job performance, the return on training expenditure is minimal. It is determined that the retention rates for training fall to 15% – 44% after just one year of instruction (Saks, 2001). Also, if participants fail to utilize newly gained information and skills on the job, training expenses are squandered (Latham, 2007). The supportive atmosphere and working environment feature such as information sharing and robust work involvement increase training transmission, according to a study conducted by Kontoghiorghes (2004). Consequently, HR managers need to promote an atmosphere conducive to the transfer of training.

Additionally, recognizing and consolidating culture is critical for the learning, training, and evolution of human assets. Good training takes into account elements that affect the training itself and the training transfer environment (Grossman & Salas, 2011).

5. A lack of integrity to ongoing training expenditures.

As Minbaeva, Pedersen, Björkman, Fey, and Park (2003) note, spending restrictions on training and development efforts limit the degree to which employees acquire information and skills, thus impairing the learning process. While businesses spend significant sums of money and resources on employee training, these expenditures may dwindle or are entirely removed due to external recessionary factors. Additionally, evidence indicates that businesses' training needs would likely drop (Majumdar, 2007). Tzafrir and Eitam (2005) Meilik's longitudinal research found that companies undergoing downsizing prefer to reduce expenditures on strategy implementation such as training. According to a study, even service-based companies see employees as a critical asset; nevertheless, training expenditures for employee programmes are often sacrificed during cost-cutting measures (Barney & Wright, 1998). One potential reason for this cost-cutting strategy is because HR managers lack the analytical skills necessary to interpret and convey investment results (Lawler, Levenson, & Boudreau, 2004). The notable factor is that there are a few notable instances that demonstrate the contrary.

For example, Felstead, Green, and Jewson (2012) show unequivocally that, notwithstanding the recession of 2008 –2009, companies in the United Kingdom were forced to maintain

training expenditures primarily owing to market intervention and business needs. Additionally, it has been found that companies often anticipate a quick return on training expenditure, and therefore discontinue funding long-term training initiatives. This lack of foresight in predicting outcomes also derails many training initiatives. A researcher (Aycan, 2001) discovered that many businesses in Turkey want to demonstrate a return on investment to justify their training efforts; nevertheless, this proved challenging given the nature of soft-skill programs such as interaction, management, and collaboration.

2.3.Solutions and Recommendations

Identifying training bottlenecks is just half the battle; HR managers must thus create suitable methods to address and resolve these obstacles to guarantee a smooth employee work-life balance and overall development system. A few specific techniques have been suggested to address training difficulties effectively.

These expenditures are likely to result in various advantages, including encouraging workers to improve their knowledge, abilities, and attitudes; motivating employees to give more effort to the company; and resulting in increased efforts (Delaney & Huselid, 1996). A recent study demonstrates that expenditures in staff training have a beneficial effect on a business's financial success (Riley et al., 2017). The findings of a longitudinal study of South Korean companies indicate that organizational training investments grow gradually and may have a delayed effect on financial performance due to cumulative expenditures (Kwon, 2019). As Boudreau and Ramstad (1997) correctly noted, human resource expenditures should be directed toward building a prudently scientific decision-making process.

1. Ensuring the validity and applicability of training content.

Companies must ensure that the material for the training program is both relevant to the external business environment and practical from the viewpoint of an employee's job function. Evidence from a Malaysian study indicates a clear connection between training requirement analysis and employee performance on the job (Mahmood et al., 2018). Japan's findings show that government incentives tend to impact employees' choice of training favourably, thus boosting pragmatic training programs. The material for customized training programs should be verified by experts and updated regularly to meet individual learners' expectations. According to studies, executive education is undergoing a sea change, with over 75% of expenditures being directed into customized or tailored programs (Fulmer & Gibbs, 1998).

Rakoff et al., (2018) performed research in the Healthcare Industry and discovered that personalized training programs resulted in superior position outcomes compared to conventional training programs. According to researchers (Ulrich & Smallwood, 2005), training expenditures would be more favourable if training time was spent addressing actual business problems rather than simulating case studies of other companies. Customer programs were determined to be the most significant and fastest expanding executive education sector out of the four categories mentioned.

Recent developments in Human Resource Management also indicate a progressive movement toward gamification in subfields of HRM, such as Training. Additionally, learning experiences embedded in the workplace and embedded in work technology can provide many advantages, including increased efficiency, cost reduction, and better training transfer of skills from the training program towards employment (Bell & Kozlowski, 2002).

2. Increasing investment in initiatives for training and development.

The trainings must be considered investments rather than as a cost (Rao, 2009). Therefore, recruiters need to plan training budgets and ensure that short-term volatility in corporate operations does not adversely influence training costs. Organizations must acknowledge that good training is not a unique occurrence but an ongoing process that considers elements before and after training. The training should be a corporate requirement that is not contingent on the external business climate. External economic conditions should not necessitate cutting training expenditures, and a predetermined percentage of corporate earnings should be set aside for learning activities.

Many promising instances show the organizations' ongoing commitment to investing in training initiatives. For example, PricewaterhouseCoopers, a consulting company, used cost-cutting strategies in many businesses yet significantly increased its annual staff training expenditure to about \$120 million (Jehanzeb & Bashir, 2013). Similarly, another consulting company, Booz Allen Hamilton, sees HRM as a strategic competitive advantage and runs its learning operations as revenue centres. According to researchers, investing in human capital infrastructure, such as training, recruiting, and performance monitoring systems enables businesses to improve their capacities via the development of "invisible assets" (Becker & Gerhart, 1996).

3. Establishing a Corporate University to Strengthen Educational Initiatives.

Forward-thinking companies have taken a proactive approach to learn and development by establishing Corporate Universities (CUs) with the twin goal of obtaining a competitive edge and executing business goals. CUs allow businesses to reap the advantages of trained staff that is constantly exposed to new learning possibilities. Several researchers argue for the role of cooperatives in offering individualized training and chances for continuous learning to workers via cutting-edge information and telecommunications technologies. CUs are a vital component of strategic human resource management, contributing to human capital development and allowing companies to achieve a competitive edge (Holland & Pyman, 2006).

Similarly, Prince and Beaver (2001) advocate strongly for CUs to "influence and persuade the organization's important players" to change corporate policy to introduce enhancers for individual and organizational learning while removing learning bottlenecks.

Khan (2018)'s recent study in this area also suggests a collaborative strategy between corporations and educational institutions to provide "in-company training" to improve employee knowledge and abilities and prepare them for future management positions. There are increasing instances of virtual universities, such as the BAE Systems Virtual University, that provide online professional courses for staff growth and training (Lytovchenko, 2016).

4. Promotion of Training Transfer Practices in the Workplace.

Training evaluation should not end with the measurement of training outcomes. Still, it should also include an objective assessment of applying the information, skills, and attitudes imparted during classroom delivery. According to Nazli and Khairudin (2018), businesses benefit from positive training transfer when workers improve their job performance and mood. The purpose of training is to ensure that acquired skills and information are used on the job. With this situation in mind, companies must pay for post-training development strategies as well. Professionals in human resources can employ technology like one-on-one

coaching, mobile applications, and video/audio tools and enhanced reality to deliver systemic and reliable workplace training.

Companies also have to help train transfer from various internal stakeholders to their employees, including senior management, reporting supervisors or managers and peers. An efficient training transfer requires a supportive work environment. Organizations must anticipate the learners' inclusion on the job in a post-training setting (Friedman & Ronen, 2015) and empower trainees to engage autonomously in training programs to assist the transfer (Gegenfurtner, Könings, Kosmajac & Gebhardt, 2016).

Methods like "time-spaced learning" should be encouraged and utilized to enhance training transfer at work. Time-spaced learning believes that training programs should be stretched throughout time, resulting in a higher transfer and better results of time and strategy.

A classic example of the Indian MSME sector is discussed below in the following section to understand the bottlenecks. Small companies concerning human resources practice mainly have a problem recruiting talent, motivating workers, and retaining key personnel since small businesses lack the means to promote positions, pay wages, and train people (Singh & Vohra, 2005). It appears that MSME has held that HR methods are incompatible or not adapted to their requirements and that activity for an MSME is deemed too expensive. MSME is usually established by a single contractor or small group of individuals and typically run by owners – managers (Ritchie, 1993). Most of their construction is flat.

In most prior research, several issues have been discovered or evaluated by the company's size, age or development rate. At which "people" or "human resources"(HR) in different phases we aim to explore issues confronting companies. For a small company, the human resources "Department" is typically not just one person —and usually just one person with several hats. Whereas some researches focused on particular MSME HRM difficulties, few people/HRM concerns have been found. As a result, companies of all sizes seem to have distinct HRM issues.

Still, there are five main HRM areas to be examined: job analysis; job description; compensations/benefits from recruitment/selection; retention; occupational safety; training and performance assessment. It also sets forth some ways to solve these problems and develop innovative HR practices. Thus, MSME has to work closely with its workers with customers and suppliers to improve organizational efficiency.

3. Conclusion

Training and development are critical components of every organization's strategy for upskilling, developing, and retaining its workers. Continuous investment in training is no longer a luxury but a need for businesses (Fisher & Frank, 1992). Training that is poorly designed and executed results in the waste of critical organizational resources. While planning and promoting workplace programs, trainers must also consider the relationships between work training effectiveness (Schmidt, 2010).

Training and development activities that have been adequately planned and undertaken can enhance employee skills and work behaviour (Arthur, Bennett, Edens & Bell, 2003), promote business productivity (Zwick, 2006) and raise company productivity. Well-organized and supported development of human resources programs with the proper infrastructure can help to retain skilled and talented individuals (Jehanzeb & Bashir, 2013).

Recent studies show that companies invest more in training and development programs to increase their employability skills and convert their present organizational culture into a performance-orientated one (Ibrahim, Boerhannoeddin, & Bakare, 2017). Similar findings were achieved for training programs in Bangladesh (Karim, Choudhury & Latif, 2019), Kenya (Jehow, Gikandi & Mwencha, 2018), and Malaysia (Taufek & Mustafa, 2018). People resource managers should try to enhance their people capital "knowledge added value" (Kannan & Akhilesh, 2002) sustainably utilizing objective learning programs. Efforts to leverage intangible assets such as human capital, representing about 50 per cent of the market value, should be concentrated (Ulrich & Smallwood, 2005). Human resources managers have to be "strategically proactive" and look beyond the usual role of harmonizing human resources processes with company strategy (Brockbank, 1999).

Human resources are now one of the most significant markers of development for companies. In the handling of HR problems, there is a lack of formalization. In contrast, the company has implemented organized and codified HR processes for international businesses operating in India. As less commonwealth research has shown, the official human resources department and the proprietors of new small companies solely handle human resources procedures. There should thus be some process for training skills so that proprietors can first perform HR functions and comprehend the significance of HR in companies. Then they may have a formal HR department to handle every HR function based on a system once remote units become profit-based units.

The second alternative, companies may outsource HR responsibilities to a specific outside authority once a lucrative unit has been established. The company owners or human resources managers in their companies should thus guarantee that excellent HR practices stay competitive.

4. Limitations and Future Research Directions

The preceding considerations suggest that research governing the domain of education and development from the perspective of Human Resources Management is a constantly changing and is a dynamic area of study. Therefore, it is essential for the management of human resources and training practitioners to continually assess innovative ways to overcome impediments to improved human capital development in organizations. Training interventions must, without any doubt, support seamless HRM practices inside organizations, which demand that decision-makers make intentional adjustments to how they organize and deliver learning interventions to their workers. The use of technology in human resources administration, especially learning and development should be pushed. The use of technology allows human resources management to play a more strategic role in the organization (Parry, 2009).

Organizations must also ensure that managing human resources enables people to be proactive and accountable for their learning (Sung & Choi, 2018). There should be all-inclusive effort at all levels of administration to encourage suitable training techniques that allow the development of a human infrastructure motivated by performance. Research findings on further reading of the subject are recommended to develop mathematical models that will enable organizations to develop strategies for successfully implementing training programs and thus increase their human resources management functionality through training and development activities.

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Emotional Intelligence: Four key capacities to extending your EQ

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INTRODUCTION:- Emotional Intelligence or also consider as EQ (i.e. Emotional Quotient) can be characterize to get, use, and deal with your own assumptions and sentiments in incredible manner to calm squeezing factor, pass on sensibly, get others, defeat difficulties and stop fight. Fiery information assists you with building more grounded affiliations, succeed at school and work, and accomplish your work and individual objectives. It can additionally assist you with interfacing with your presumptions, change supposition straightforwardly into it, and settle on instructed choices about what is critical most to you.

Excited knowledge is generally described by four attributes:

1. **Self-administration** – You're set up to control tactless assessments and practices, deal with your feelings strongly, get serious, finish commitments, and adjust to creating conditions.
2. **Self-mindfulness** – You see your own feelings and what they mean for your assessments and lead. You know your qualities and deficiencies, and have certainty.
3. **Social mindfulness** – You have compassion. You can get a handle on the feelings, needs, and stresses of others, get on fiery signs, feel unbelievable socially, and see the force segments in a party or association.
4. **Relationship administration** – You see how to make and keep up extraordinary affiliations, give obviously, rouse and influence others, work remarkably in a social affair, and direct battle.

Why passionate knowledge is significant?

To the degree we might be concerned, not the sharpest individuals who are the great the most satisfied for the term of standard every day presence. You without a doubt know individuals who are instructively dazzling yet then are socially wrong and unbeneficial at work or in their own affiliations. Wise breaking point or your (IQ) isn't sufficient in detachment to make strides for the term of customary day by day presence. Definitely, your IQ can assist you with getting school; in any case it's your EQ that will assist you with dealing with the squeezing element and opinions while confronting your last preliminary of the year. Level of information and EQ exist pair and are best when they work off each other.

Enthusiastic information impacts: Your presentation at school or work. High energetic understanding can help you with investigating the social complexities of the work space, lead and prod others, and overwhelm in your calling. Surely, with respect to checking critical occupation up-and-comers, various associations as of now rate energetic information as huge as specific limit and use EQ testing preceding utilizing.

- **Your real prosperity** . In the event that you can't manage your sentiments, you are probably not managing your pressing factor in light of everything. This can incite authentic ailments. Uncontrolled pressing factor raises beat, covers the invulnerable structure, assembles the risk of coronary disappointments and strokes, adds to unprofitability, and rates up the developing cooperation. The underlying advance to improving energetic information is to sort out some way to regulate pressure.

Uncontrolled feelings and stress can likewise affect your psychological well-being, making you powerless against nervousness and gloom. On the off chance that you can't comprehend, get settled with, or deal with your feelings, you'll likewise battle to shape solid connections. This thusly can leave you feeling desolate and disconnected and additionally compound any emotional wellness issues.

- **Your connections.** By understanding your feelings and how to control them, you're better ready to communicate how you feel and see how others are feeling. This permits you to convey all the more viably and fashion more grounded connections, both at work and in your own life.
- **Your social insight.** Being in line with your feelings fills a social need, associating you to others and your general surroundings. Social knowledge empowers you to perceive companion from adversary, measure someone else's advantage in you, lessen pressure, balance your sensory system through friendly correspondence, and feel cherished and glad.

Building excited knowledge: Four key capacities to extending your EQ

The capacities that make up eager knowledge can be learned at whatever point. Regardless, it's basic to remember that there is a qualification between getting some answers concerning EQ and applying that data to your life. Since you understand you should achieve something, it doesn't mean you will—especially when you become overwhelmed by pressure, which can override your best assumptions. To forever change lead in habits that stand up under strain, you need to sort out some way to crush pressure at that point, and in your associations, to remain truly careful.

The vital abilities for building your EQ and improving your capacity to oversee feelings and interface with others are:

1. Self-administration
2. Self-mindfulness
3. Social mindfulness
4. Relationship administration

Building enthusiastic insight, key expertise

• **Key expertise 1: Self-administration**

With the end goal for you to draw in your EQ, you should be capable utilize your feelings to settle on useful choices about your conduct. At the point when you become excessively focused, you can fail to keep a grip on your feelings and the capacity to act insightfully and fittingly.

Consider when stress has overpowered you. Was it simple to think plainly or settle on a sane choice? Presumably not. At the point when you become excessively pushed, your capacity to both think unmistakably and precisely evaluate feelings—your own and other people's—gets bargained.

Feelings are significant snippets of data that inform you concerning yourself as well as other people, yet despite stress that removes us from our usual range of familiarity, we can get overpowered and fail to keep a grip on ourselves. With the capacity to oversee pressure and stay genuinely present, you can figure out how to get disturbing data without allowing it to abrogate your musings and restraint. You'll have the option to settle on options that permit you to control hasty sentiments and practices, deal with your feelings healthy, step up to the plate, finish responsibilities, and adjust to evolving conditions.

• **Key expertise 2: Self-mindfulness**

Overseeing pressure is only the initial step to building enthusiastic knowledge. The study of connection shows that your present passionate experience is likely an impression of your initial educational experience. Your capacity to oversee center sentiment—like indignation,

misery, dread, and satisfaction frequently relies upon the quality and consistency of your initial life passionate encounters. In the event that your essential guardian as a baby comprehended and esteemed your feelings, it's presumable your feelings have become important resources in grown-up life. Yet, in the event that your enthusiastic encounters as a newborn child were befuddling, undermining or excruciating, it's probably you've attempted to separate yourself from your feelings.

Be that as it may, having the option to interface with your feelings —having a second to second association with your changing passionate experience —is the way to seeing what feeling means for your musings and activities.

Do you encounter sentiments that stream, experiencing one feeling after another as your encounters change from one second to another?

Are your feelings joined by actual vibes that you experience in places like your stomach, throat, or chest?

Do you encounter singular sentiments and feelings, like annoyance, bitterness, dread, and bliss, every one of which is obvious in unobtrusive outward appearances?

Would you be able to encounter serious sentiments that are sufficiently able to catch both your consideration and that of others?

Do you focus on your feelings? Do they factor into your dynamic?

In the event that any of these encounters are new, you may have "turned down" or "killed" your feelings. To fabricate EQ—and become sincerely sound—you should reconnect to your center feelings, acknowledge them, and become OK with them. You can accomplish this through the act of care.

Care is the act of intentionally concentrating on the current second —and without judgment. The development of care has established in Buddhism, however most religions incorporate some sort of comparative petition or reflection strategy. Care helps shift your distraction with thought toward an enthusiasm for the occasion, your physical and passionate sensations, and welcomes a bigger viewpoint on life. Care quiets and centers you, making you more mindful simultaneously.

Creating passionate mindfulness

It's significant that you figure out how to oversee pressure first, so you'll feel more good reconnecting to solid or upsetting feelings and changing how you experience and react to your sentiments.

- **Key expertise 3: Social mindfulness**

Social mindfulness empowers you to perceive and decipher the chiefly nonverbal signals others are continually utilizing to speak with you. These signs let you know how others are truly feeling, how their enthusiastic state is changing from one second to another, and what's genuinely critical to them.

At the point when gatherings of individuals convey comparable nonverbal prompts, you're ready to peruse and comprehend the force elements and shared passionate encounters of the gathering. So, you're compassionate and socially agreeable. Care is a partner of enthusiastic and social mindfulness

To assemble social mindfulness, you need to perceive the significance of care in the social cycle. All things considered, you can't get on inconspicuous nonverbal prompts when you're in your own head, contemplating different things, or just daydreaming on your telephone.

Social mindfulness requires your essence at the time. While a significant number of us highly esteem a capacity to perform multiple tasks, this implies that you'll miss the inconspicuous passionate movements occurring in others that assist you with getting them.

You are in reality bound to additional your social objectives by saving different considerations and zeroing in on the actual communication.

Following the progression of someone else's passionate reactions is a give-and-take measure that expects you to likewise focus on the progressions in your own enthusiastic experience. Focusing on others doesn't decrease your own mindfulness. By contributing the time and exertion to truly focus on others, you'll really acquire knowledge into your own enthusiastic state just as your qualities and convictions. For instance, in the event that you feel inconvenience hearing others express certain perspectives; you'll have mastered something significant about yourself.

• **Key ability 4: Relationship the board**

Cooperating with other people is a cycle that starts with passionate mindfulness and your capacity to perceive and comprehend what others are encountering. When enthusiastic mindfulness is in play, you can successfully build up extra friendly/passionate abilities that will make your connections more compelling, productive, and satisfying.

Become mindful of how successfully you utilize nonverbal correspondence. It's difficult to try not to send nonverbal messages to others about your opinion and feel. The numerous muscles in the face, particularly those around the eyes, nose, mouth and brow, assist you with silently passing on your own feelings just as perused other people groups' enthusiastic aim. The passionate piece of your mind is consistently on—and regardless of whether you disregard its messages—others will not. Perceiving the nonverbal messages that you ship off others can have a gigantic influence in improving your connections.

Use humor and play to ease pressure. Humor, giggling and play are regular antitoxins to push. They decrease your weights and help you keep things in context. Chuckling brings your sensory system into balance, diminishing pressure, quieting you down, honing your psyche and making you more empathic.

Figure out how to consider struggle to be a chance to develop nearer to other people. Struggle and conflicts are unavoidable in human connections. Two individuals can't in any way, shape or form have similar requirements, feelings, and assumptions consistently. In any case, that needn't be something awful. Settling struggle in sound, valuable ways can fortify trust between individuals. At the point when struggle isn't seen as compromising or rebuffing, it encourages opportunity, inventiveness, and security seeing someone.

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THE ACCOUNTING PRACTICES IN RETAILERS OF WEST BANGAL

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ABSTRACT-Accounting is an interaction which is utilized for estimating business exercises, preparing data into reports and settling on discoveries accessible to chiefs. better comprehension of language, better is administration of monetary parts of living. Numerous parts of our lives depend on accounting, individual monetary arranging, Investments, personal tax, credits, and so on. It imparts consequences of business tasks to different gatherings who have some stake in business viz., owner, lenders, financial backers, Government and different organizations.

Keywords: Accounting Practices, Accounting

INTRODUCTION

RETAILERS-Retailing is exchanging action straightforwardly identified with offer of labor and products to extreme buyer for individual, non-business use. Retailing is currently a -days not restricted to little Kirana stores driven to gathering of populace living around there. measurements of word 'retail' has changed totally, many new stores obliging temperaments, purchasing conduct and necessities of their customers have arisen. Gone are days when one relative goes out for purchasing their food and necessities, presently it has become focus of amusement, hang outs and family get together.

By definition, retailer, or shipper, is substance that sells products, for example, shutting or food or vehicles straightforwardly to buyers, through different dispersion channels with objective of acquiring benefit. That was extremely "clinical" meaning of retailer without a doubt. So, consider it along these lines, retailer is store that gives you labor and products you need. This store can be actual structure or online.

Retailers had a place with merchants who purchase products in mass from wholesalers and sell it in market from makers or offer them to buyers. They work like retail shop and sell merchandise in little amounts and keep various sorts of thing including day by day use items.

American Association of Marketing: "Retailing embraces direct to client deals exercises of maker, regardless of whether through his own stores, or by door to door soliciting or via mail request business."

Report of Definition Committee U.S.A.: "Retailing incorporates movements of every kind accidental to offering to extreme consumer."

Philip Kotler: "Retailing incorporates movements of every kind associated with selling labor and products straightforwardly to definite buyers for their own, non business use. retailer or retail store is any business venture whose business volume comes essentially from retailing.

Characteristic of retailers.

- ✓ Have direct contact with purchasers.
- ✓ They know necessities of purchasers and keep merchandise likewise in shop. Which fulfill purchaser.
- ✓ Retailers don't resale products, yet for utilization of clients/purchasers. You purchase veggies, fixed items like pen, pencil for your own utilization not for reason for deal.
- ✓ Retailers purchase and sell things deliberately in little amounts so clients can fulfill their necessities property and without putting away much for future.
- ✓ As created to wholesalers, retailers need little or less money to maintain their business.
- ✓ Retailer have valid statement of managing assortment of items and give/give wide assortments to clients to purchase merchandise.

Elements of retailers

The necessity and decision of each client are changing of their need and taste which influence managing client by retailer to fulfill clients successful and dynamic support in products or request it assists with including them to purchase more.

Supply of products

Purchasing and gathering

Purchasing and gathering of various sorts of goods from producers and retailers. Generally, they keep these items and assortments which help in are fabulous interest by clients and in amount in which they are sought after.

Capacity of merchandise

Capacity of merchandise is one of significant figure keeping products stockrooms to have restricted capacity of item. Which satisfaction of things when client required item. This saves them from disturbing of purchasing products in mass and putting away them.

Credit office

We prior realize this that retailers purchase products and sell merchandise for cash or with cash. Be that as it may, they additionally supply merchandise using credit cards which help them in expanding of deals. credit office for most part given to those clients who purchase merchandise in mass and are dependable.

Individual administrations

Retailers offer individual assistance to clients by taking guidance with respect to quality, attributes and handiness of thing. They give ideas as per decisions and aversions of client. They likewise give free home conveyance administration to client for their more prominent fulfillment. They keep items in distribution center so when any client interest for any item they supply it without with nothing to do.

Hazard sharing

Retailers need to bear many chances with respect to fire, burglary of merchandise, annihilation of products and decay in nature of items which are not sold out in regards to of indicated timeframe. Change in taste of client and design.

INTRODUCING OF PRODUCTS

Introducing of merchandise before client is vital in light of fact that it influence mind with respect to of deals so retailers present products in alluring and in exceptionally efficient way. Which help in fascination of client's consideration and furthermore help in fast conveyance of merchandise?

Data of supply

Giving all data with respect to items, conduct, taste, designed requests of clients to makers through wholesalers. For advertising research these are valuable data.

Sort of retail exchange

I. Nomad Retailers

Fixed shop retailers

Wanderers

A wanderer alludes to retailers who have no proper spot of offer. They move starting with one spot then onto next looking for clients. They are otherwise called portable merchants. Wanderers bargain in low cost, non – standard things. They bargain in day-by-day use things and require little venture.

Sorts of nomads

Vendors and Peddlers: -Vendors and sellers move from one road to another looking for clients. Vendor conveys products on wheeled trucks or on back of creatures and merchants conveys merchandise on head or back.

Intermittent market brokers: -These merchants sell their merchandise on fixed days in various commercial centers. Their week after week showcases is fixed. For models, Sunday advertises in Ashwaini Bazar.

Road exchanges: -These retailers show their articles on occupied traffic intersections, asphalts, transport stands and so on.

Modest jacks: -They show their products in recruited shops or in tents for impermanent period in various areas.

Fixed shop retailers

The retailers having fixed spot of offer are known shop retailers. These retailers have shops in commercial center or private areas. They don't move starting with one spot then onto next looking for clients. Clients go to their shops looking for items.

Little – Scale fixed retailer

Limited scope retailers are most normal type of retailers. These shops are found in everything about. They are generally arranged in regions to satisfy requirements of individuals dwelling in neighborhoods little – scale fixed shops are of following sorts.

Corner shops:

Convenience stores are little shops situated in occupant regions.

Single line stores:

Single line stores are little shops which manage one line of items.

Strength Stores:

These stores bargain specifically kind of item under one product offering as it were.

Road Shops:

Propositions shops are arranged at road going across or on fundamental streets or on corner of provinces. They are otherwise called road slows down.

Enormous – Scale retailers

Enormous scope retailers' bargain in huge load of merchandise buys products in mass.

Departmental Stores:

A departmental store is enormous retail display area having number of divisions under one rooftop, every office spends significant time in one line of item. Every one of divisions resembles separate shop with concentrated buying, selling accounting. Regulatory exercises of retail chains are overseen by a head supervisor. head supervisor names departmental administrators for every office.

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EVALUATE THE PURCHASING BEHAVIOUR IN PHARMA INDUSTRY MANAGEMENT AND MARKETING

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ABSTRACT-Digital advertising is open concept which considers requirements and hospital therapy wishes of all companions included, that carries on -line neighborhood region's affiliation and gives patient's views and encounters. There are programs to in reality take examine effect of remedy on persistent. Unique consumer perception and now and again, poor cope with over consumer assumption, excessive getting ready and yet again getting ready price of scientific staff, lesser time given with the aid of using professionals to offers name due to feverish timetable, misleading practices embraced with the aid of using a few Pharma businesses prompting multiplied contest.

KEYWORDS- PHARMA, AGAIN, STAFF, MANAGEMENT.

INTRODUCTION-Development of marketplace family members and opposition within side the pharmaceutical marketplace predetermines the need of medical and sensible use of the principle provisions of advertising and its traits within side the region of drug delivery of the population. Marketing as a philosophy of pharmacies and pharmaceutical agencies contributes to a a hit reaction to modifications within side the environment, the needs and wishes of consumers, offers control selections primarily based totally on marketplace studies and evaluation skills of the organization. Knowledge and use of advertising offers achievement to the employer within side the opposition, penetration into new markets, conquest of clients, and ultimately – fulfillment of the targets aimed toward making earnings. Marketing has a huge utility of borders, from the instant of making plans and the product improvement to after -income provider and the examiner of the consumer's response to it. Marketing is essential whilst getting into global markets, growing exports. At the identical time the regions and use of advertising are expending. Today, it isn't always simplest the manufacturing and sale of merchandise however additionally services, science, education, sports of country our bodies of law and control, etc. In reference to this advertising know-how is essential now no longer simplest for specialists in advertising, however additionally for representatives of many different professionals, together with pharmacy. Along with the theoretical bases of advertising the fabric on this textbook includes functions of pharmaceutical advertising that mirror the commodity specificity of medicine and using the advertising blend in pharmacy. In accordance with the curriculum of "Management and advertising in pharmacy" course, discusses the overall traits of the marketplace, socio-financial traits of the region of drug delivery of the population, the idea of social and moral advertising are considered. Among the additives of advertising control interest is paid to the examiner of enterprise developments and marketplace studies of the consumer's motivation, dedication of the want and call for for drugs.

VALUE OF MARKETING :-Markets can be considered as gaps that separate events interested by an exchange. Consequently, the method of the marketplace actualization calls for that numerous sports (known as advertising sports) eliminate the gaps among events interested by an exchange. Some of those factors require cautious examination. Understanding of call for and deliver via the eyes of the consumer is a method known as advertising. Marketing is a method that begins off evolved with figuring out and know-how they want and desires of the consumer (call for) after which pleasurable the ones want and

desires (deliver). An powerful advertising plan gives a approach to fulfil the want and desires of society (people and businesses), whilst attaining the desires of the organization. In addition, advertising can create new wishes or reformat present wishes. Both clients (call for) and businesses (deliver) have targets. Customers' desires are to meet their want and desires. Organizations' desires are to deliver an awesome or provider that gives fee or is beneficial to clients and to offer employment for personnel and earnings to shareholders. In the case of nonprofits businesses, advertising achievement can be measured with the aid of using the public's reaction as opposed to with the aid of using profitability.

THE CHARACTERISTIC OF THE MARKET :-The market place paper work an instantaneous connection of manufacture with consumption, subordinates manufacture to necessities of the consumer. Marketers continuously examine a scenario with inside the marketplace, their assignment is revealing of necessities of every marketplace and a desire from them with what their corporation can offer better, than others.

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PERSONAL EXCELLENCE AND LEADERSHIP

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ABSTRACT:–Personal excellence depends on your inner development towards job abilities. When it comes to enhancing your way of thinking, one thing that you must note is that there are two types of people in this world, there are those who have rigid manner of thinking, and those who think in an adaptive manner. In a world which is full of competition and opportunity, the people who are able to have full control over their thinking are the ones who will succeed. To have full control over your thinking, you must have a great deal of flexibility. There is no room at the top for people who choose to have rigid. For an effective team, leadership must be efficient the two factors go hand in hand when it comes to running an organization and it thus judges the leadership skills of a leader. Thus, for an organization, team building and leadership are the stepping stones of its success.

INTRODUCTION–Leadership is only superficially about what we imagine, hearing the word, we think of heads of state or government moving nations to action, captains of industry bringing products to market that change our lives, generals leading armies into battle. We suppose it to be an amalgam of ambition, charisma, cunning, know-how, access to money, and a gift for being in the right place at the right time. These are talents and qualities and resources leaders can use to advantage, but none of them constitutes the essence of leadership. There are those who think one must be born to lead – that some have a knack for it and some do not, that leadership is largely a matter of temperament combined with experience. Not everyone can be a Roosevelt or a de Gaulle or a Churchill, they think. Nothing could be further from the truth, leadership is not reserved to elite, and it is the vocation not of the few but the many.

Personal excellence, business environment demands that we get the best out of ourselves and those around us. This requires certain personal qualities to be effective. We need to be confident, decisive, strong communicators, good with people, able to sell change and coach others to higher levels of productivity. The Leadership and Personal Excellence Programme is designed to challenged you to move beyond your existing comfort zone and achieve new levels of performance.

CONTEXT:–Personal excellence and leadership demands greater confidence, poise and self-belief, increased ability to influence, persuade, empower and engage with others, the skills and knowledge to coach your team to higher levels of productivity. To develop your interpersonal skills to deal effectively with a diversity of people, enhanced leadership qualities, greater ability to stay focused and productive under pressure and stress, to know how to recognize under performance and how to raise performance levels in a constructive manner, to know what it takes to be an inspiration to others, stronger communication skills. Greater ability to present your ideas with confidence in front of your peers, objective feedback on your strengths and weaknesses, an understanding of how your attitude can significantly impact on your success in business and life, a greater enthusiasm for achieving your goals, the assurance that this programme has achieved outstanding results for hundreds of delegates already, coaching from a trainer team with over 25 years of development arena. The essential people skills that build solid business and personal relationships, how to put energy and enthusiasm into your life and work, the power of recognition, how to maintain focus, productivity and a positive attitude under pressure, how to coach for improved performance

developing flexibility and expanding our comfort zones. How to communicate with power and conviction, sell the idea of change, how to develop a high performance team environment through employee engagement.

CONCLUSION:-The leadership and Personal Development Programme is particularly useful for anyone in a key leadership position, anyone who has to coach and influence the performance of others, people who you recognize have talent and want to fast track into more senior roles and is essence anyone who has a genuine desire to be the best they can be. The Leadership and Personal Development Programme are delivered over a seven week period, one morning per week. Fundamental to our approach is hands on application – based training. Our programmes feature business application projects between sessions, strong coaching in the training room and accountability. We ensure that accountability is fixed at a number of levels. Personal excellence is a principle, and it encompasses all good qualities, but the only difference is that if you strive for excellence, you are able to utilize such qualities at a level that is above the standards. Personal excellence training is dedicated to help people achieve personal excellence principle. It provides comprehensive self-study tutorials on the various techniques to help you go beyond what is expected of you in order to excel and stand out from the rest. Although personal excellence is not really about making yourself better than everyone else, it does make sense to endeavor to improve your performance continuously so that you can improve every aspect of your life – relationships, career, finances, and others.

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Review of Behavioral Biases among Indian Investors

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Abstract- This research paper sheds light on different biases prevalent among Indian investors when they make investment. The investment can be made in stock market, commodity market, real estate market etc. based on literature review. As literature review points out the work done in particular field. This research paper helps to identify the research gap so as to figure out areas in which future research work to be done. The critical review of available literature regarding behavioral biases affecting investment decision of Indian investor's is focused in this paper.

Keyword - Behavioral Biases, EMH, Behavioral Finance.

Introduction- Behavioral biases act as hindrance among investors, as they are not able to think logically or rationally they get influenced by their emotions or sentiment and hence resort to heuristics or shortcuts that allow them to take decisions quickly. Investors land up taking biased decisions and the concepts of standard or traditional finance fails to explain the reason behind biased decisions. Efficient marketing hypothesis don't hold true in real life. Because if EMH is true then market price of any investment will collide with its intrinsic value. But due to presence of biases in investor's psychology fair price differs from market value and results in bubbles or burst in the economy. Behavioral finance shed light on reasons behind these types of decisions when investor's act rationally and not irrationally. These biases gives rise to bubbles and burst in the whole economy. Overconfidence, loss aversion, regret aversion, herding, gambler's fallacy, anchoring, hindsight bias, home bias etc. are different types of biases that are briefly explained in the current study. These biases can be broadly grouped into cognitive or emotional biases.

Objective of the study

1. To do systematic review of research conducted on Indian investors considering different behavioral biases.
2. To identify if behavioral biases do have significant effect on Indian decision of Indian investors.

Research methodology:- In the research data is collected from secondary sources like work published in different journals, websites, blogs, books etc. The Data is collected regarding behavioral biases among individual investors of India. Investment can be done by investors in different avenues like stock market, real estate market, commodity market etc. For the analysis work done during 2012 -2021 is studied. Theoretical review of available literature regarding behavioral biases affecting investment decision is done in this paper.

Review of biases in while taking Investment decisions

Geetika Madaan and Sanjeet Singh (2021) explored behavioral biases common among individual investors while taking investment decision related to NSE. Study focused on overconfidence, herding, disposition and anchoring. Reliability of data is found based on Cronbach's alpha. Data is collected from 243 respondents and analyzed using SPSS. Using regression analysis it is found that herding and overconfidence have direct relation with investment decision. These errors are more prevalent among Individuals.

Ankita Bhatia et. al. (2020) pointed out that robo advisors are now being used in developing nations like India. Participants who were selected are experts from FINTEC, NBFC, IT, BFSI etc. Data was collected from 34 experts holding positions of CEO, head of strategy etc. It is pointed out that robo -advisors helps to reduce biases of Investors while taking investment decision.

Anuradha Samal and A. K. Das Mohapatra (2020) explored that do behavioral biases also affect Indian risk adverse investors. If yes, then which is bias do affect them the most. Data is collected from different states using questionnaire collecting data from 385 respondents across the nation to represent the whole nation. These states are Kolkata, Himachal Pradesh, Assam, Andhra Pradesh, Rajasthan, Gujarat, Telangana, Madhya Pradesh, Haryana, Uttarakhand, Chattisgarh, Tamil Nadu, Odisha, Jharkhand, Maharashtra, Uttar Pradesh, Delhi, Karnataka and Manipur. Herding, regret aversion, cognitive dissonance, loss aversion and overconfidence are the biases focused in the study. ANOVA, multiple regression analysis and T –test are used for analysis. It was found that Indian investors are influenced by all biases undertaken in the study except cognitive dissonance. Gender, qualification and age were found to have insignificant effect on biases. But religion does significantly affect overconfidence, herding and loss aversion. Income does significantly affect loss and regret aversion bias of investor.

Jyoti Bhoj (2019) based on his analysis done through collecting data from secondary sources pointed out that as per securities exchange board of India survey rural investors have less knowledge about saving schemes in comparison to urban investors. In Urban population tendency to save is found to be more in middle class than in high class people. More educated people tend to have more diversified portfolio. Age, marital status doesn't have much effect on investment however occupation and education have significant effect on investment decisions of Urban people. While making investment most of the people invest with aim of improving life style, capital gain, enhancing liquidity. Utilitarian and expressive benefits both are equally crucial for Indian investors while taking any investment decision.

SoumitaDe(2016) in her study focused on confirmation, endowment and loss aversion bias. After analyzing the data collected from respondents of metropolitan cities in India. Data was collected through questionnaire from 103 respondents on SPSS software using Chi square and proportionality test it is concluded that biases undertaken in study do have significant effect on investment decision. Results show that all the three biases undertaken in the study have significant effect on individual's investment decisions.

J. M. Prosad, S. Kapoor And J. Sengupta (2015) collected data from 409 respondents of Delhi/NCR region through a questionnaire to identify if overconfidence, herding, disposition, optimism etc. affect Indian investor's. Overconfidence was found to be very strongly affecting Indian investor's. Age, gender, profession, educational qualification are the demographic factors focused in study to identify if these factors do have significant effect on biases, do trade frequency and experience affect behavioral biases. Snowball sampling is used to collect data from investors of equity market of India. Questions were either open ended or close ended using five point Likert scale. Chi -square test, T-test etc. are used for analysis. Gender, age, trading frequency and profession do affect Indian investor's investment decision. Those with high trade sophistication are affected by all biases undertaken in the study.

Jaya Mamta Prosad (2014) Worked for identifying impact of overconfidence, optimism, herding and disposition effect in the equity market of India and to identify which bias is more prevailing in India. Data was taken for fifty stocks from 2006 -2013 using prowess data whereas for T-bills data is accessed through NSE website. Unit root test, GARCH, regression analysis is used to do the analysis. Results show that herding is found during bull phase but not in the whole market. Market was pessimistic during time frame of the study.

Overconfidence and optimism is more among men, aged investors are more affected by herding. In Indian equity market most of investors get affected by overconfidence.

Dhiraj Jain and Nakul Dashora (2012) explored the effect of perception, strategies and preferences of stock market investors of India on their investment decisions. Data was collected 110 respondents of Udaipur during a period of five months ranging from Sep 2011 to Jan 2012. It also focuses to study that how bonus declaration, dividend declaration etc. affect rationality of investors. Data was collected using structured questionnaire using both online and offline mode. It is used to collect data related to demographic factors i.e. age and income, occupation investment alternatives chosen by investor and information related to capital market. ANOVA and Chi square are used for doing analysis. Based on results it was concluded that investors of Udaipur invest in both primary and secondary market and are rational as they are affected by information available in market. They would like to do monitoring before going ahead with actually undertaking investment decision.

Conclusion:-At the end we can conclude that work done so far try to figure out if demographic factors do have significant effect on biases of investor. And based on literature review it is found by most of researchers that behavioural biases do have significant effect not only on Investment decisions of investors of abroad but on Indian investors as well. Although extensive review of literature done is not sufficient to examine all traits of behavior biases, few identified biases can be reviewed. Every investor do have a particular goal or motive behind investing in any investment alternative. So it is very important imbibe knowledge among Indian investor's to enhance their understanding of these biases to build up good foundation so that investors are capable of developing appropriate strategies to overcome them and construct a good portfolio.

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The Organisational Culture

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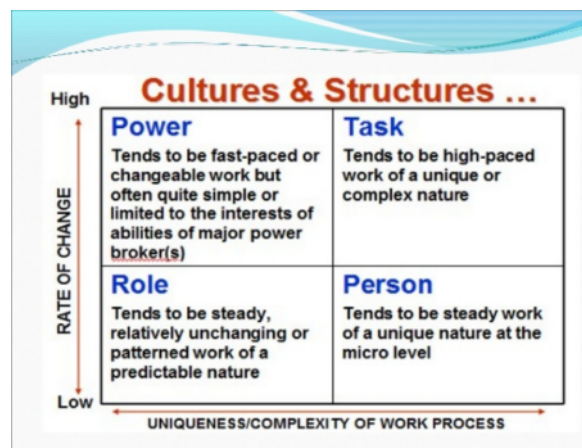
Abstract:- This paper tend to the advancement of authoritative culture which is viewed as a standout amongst the most imperative ways for a manageable hierarchical improvement. The unique research on the issue and the primary discoveries are displayed and broke down in the substance of this paper. The goal of the examination was to recognize new conceivable outcomes for expanding the level of hierarchical culture for supporting an increasingly practical authoritative improvement. In view of thoughts from basic authenticity and basic hypothesis, the paper contends against the imitative methodology of inspiration of the association in the 21st century. The examination has made it conceivable to recognize the most pertinent social component of hierarchical inspiration process. The last piece of the paper incorporates some end and proposals for the cutting edge directors so as to help them to turn out to be profoundly compelling along the manageable authoritative improvement process.

Keywords:-Organisational culture, meaning, Reasons for organisational culture change, Importance, Characteristics of organisational culture.

Introduction:-Association have distinctive personality which is altogether different from its authors and proprietors. Systematization is characterized as a procedure whereby an association takes on its very own actual existence which is independent from any of its originators or individuals and in this way obtains personality and indecency. The particular word we can see the gatherings of individuals are cooperating on their diverse doled out undertaking. Association has been constantly going to execution of the organization administrations. Association is the house from which the diverse exercises can be performed. The association has set in the mood for accomplishing some specific objective or goal with the assistance of giving administrative in the market to their client. Authority culture a hierarchical desire, encounters, logic and the qualities that direct part conduct and is communicated in part mental self-portrait, internal activities, collaborations with the outside world and future desire. Culture depends on shared demeanours, convictions, traditions and composed and unwritten principles that have been created after some time and are viewed as substantial. Expert culture joins an affiliation craving, experiences, hypothesis, and characteristics that hold it together, and its imparted in its psychological self-representation, interior, capacities, relationship, with the outside world, and future need. It depends upon shared demeanours, sentiments, shows, and shaped and unwritten rules that have been set aside a few minutes and are viewed as impressive. Likewise, called corporate culture it is appeared. In the expression of Edgar Schein authoritative culture is an example of fundamental suspicious designed, found or improve by doled out gathering as it figures out how to adapt to its concern of outside reception and inside joining. As per Turnstall, characterizes authoritative culture as a general heavenly bodies of convictions, ethics esteem framework, motivation, social standards and systems of working together that are exceptionally novel to every partnership.

- ✓ The way affiliation drives its business, treats its delegates, customer, and the more broad system.
- ✓ The degree to which opportunity is allowed in essential authority, developing new contemplations, and individual explanation.
- ✓ How power and information travel through its chain of significance.

- ✓ How submitted agents is towards total goals.
- The most imperative thing about culture is that it's the main manageable purpose of distinction for any association. Anybody can duplicate an origination's methodology, however no one can duplicate their way of life. Yet at the same time what we can say about hierarchical culture.
- ✓ Culture is the mean by which the affiliation does the things.
 - ✓ The characteristics and practice that add to the unique social and state of mind of an affiliation.
 - ✓ Organizational culture described a commonly shared delineation of a relationship from inside.
 - ✓ Organizational culture is the plan of shared assumption, characteristics and feeling which regulate how people carry on in affiliation.
 - ✓ Organizational culture is the arrangement of shared presumption, qualities and convictions which oversee how individuals carry on in associations.
 - ✓ Organizational culture is the course of action of shared assumption, characteristics and feeling which administer how people carry on in affiliation.
- Organizational culture is human advancement in the working environment



Legitimate culture works an extraordinary arrangement along these lines. Every association has its own extraordinary personality, much equivalent to people do. The unique character of an affiliation is implied as its lifestyle. In social affairs of people who participate, various levelled culture is an intangible anyway earth shattering force that effects the direct of the person from that get-together. Along these lines, how we describe definitive culture. Authenticate culture works a phenomenal course of action thusly. Each affiliation has its own phenomenal character, much identical to individuals do. The one of a kind character of an association is inferred as its way of life. In get-to-gathers of individuals who take part, different levelled culture is an elusive at any rate noteworthy power that impacts the direct of the individual from that social gathering. Thusly, how we depict authoritative culture. Dynamic culture is an arrangement of shared supposition, qualities, and emotions, which direct how individuals act in affiliations. These normal attributes impact the comprehensive network in the association and direct how they dress, act and play out their occupation. Each association makes and keeps up a special culture, which gives rules and slice off focuses to the direct of the general population from the alliance. Dynamic culture is an arrangement of shared supposition, attributes and emotions, which manage how individuals act in affiliations. These normal attributes impact the comprehensive network in the association and administer how they dress, act, and play out their occupations. Each alliance makes and keeps up a one of a kind culture, which gives rules and slice off focuses to the direct of the general population from the connection. Dynamic culture is a course of action of shared supposition qualities and fillings, which oversee how people act in affiliations. These ordinary traits sway

the far reaching system in the affiliation and control how they dress, act, and play out their occupations. Every coalition makes and keeps up an exceptional culture, which gives guidelines and cut off concentrations to the direct of the all -inclusive community from the association.

❖ What is organizational culture?

Every individual has certain personality characteristics which help them stand isolated from the gathering. No two individuals carry on thusly. So also affiliations have certain characteristics, methodologies, standard and guidelines which help them make their own special pictures. Affiliation culture insinuates the feelings and benchmark of a particular affiliation. The lifestyle sought after by the affiliation profoundly influences the delegates and their relationship among themselves. Every affiliation has stand out culture, making it not exactly equivalent to the next and give it a sentiment of direction. It is fundamental for the delegates to fathom the lifestyle of their workplace to change well.

Association A:-In association A, the representatives are not in any way taught and are least made a big deal about the tenets and guidelines. They achieve their office at their own sweet time and invest their greatest energy tattling and standing around.

Association B:-This association pursues worker benevolent strategies and it is required for all of stick to them. It is essential for the representatives to achieve their work environment on schedule on schedule and nobody is permitted to superfluously wander around or spread bits of gossip.

Organisational culture Defined :-Culture includes everything from tempers, feelings to the characteristics that success in the affiliation, these controls the habits by which affiliation work inside and how it team up with people and social affairs outside.

Friction	Possible Solution
Absence of trust	Build connections and trust through up close and personal gatherings.
Distinctive culture, vocabularies, edges of reference	Create shared opinion through instruction, exchange, production, and joining and occupation revolution.
Nonappearance of time and meeting places, restricted idea of beneficial work.	Build up times and places for data trade, for example fairs talk rooms, and meeting reports.
Status and prizes go to data proprietors.	Assess execution and give sparks subject to sharing.
Nonattendance of absorptive point of confinement in beneficiaries.	Teach specialists for versatility, offer time to learning, and contract for responsiveness to thought.
Narrow mindedness of missteps or requirement for help.	Accept and prizes inventive blunders and joint effort, there is no loss of status from not knowing everything.

Strong Culture and frail Culture - Culture includes everything from attitudes, feelings to the characteristics that success in the affiliation, these controls the habits by which affiliation work inside and how it associates with people and assembling outside.

Knowledge Culture:-If any affiliation is to succeed and flourish, a data culture must make to help it deals with its outside condition a data culture is one where specific offer their experiences, decimates an opportunity to perceive, where the idea is on valuable. If any affiliation is to succeed and proper, a data culture must make to help it deals with its external

condition. A data culture is one where people share their experiences, messes up an opportunity to acknowledge, where the accentuation is on personal development that goes about as driving force for various levelled progression.

Changing Organisational culture:- Culture gets into foundations of the business, it is difficult to transform, it requires time, endeavours and devotion, and staff need time to finish up accustomed with better techniques for managing. Protective schedules spoil the framework, ordinarily adventitiously, and undermine it. Culture change will be viewed as a developmental techniques at individual, gathering, different levelled, and spread real estimations, to be stimulated by sanely cautious pioneers who do into putting down the estimation of assurance socialization, and activity.

❖ Organisational Learning for Change

This strong association of culture to learn. Watches see a connection between the presentation of various levelled culture and definitive lead is again and again alluded to as the best avoidance to data the board. A learning society is a definitive circumstance that beaten them engages, bolsters, characteristics, rewards and uses the learning of its part, both individual and all around. In any case, various social orders elements limit learning trade. The table underneath record the most notable contact to making sense of how to prescribe ways to deal with. Culture is an indispensable bit of how substances work. A couple of associations exceedingly regards chance taking and inventiveness.

- 1) **There are five reasons to care about your company's organisational culture:** -People take choice about which organizations to join based on the organization's notoriety for how it treats individuals. How you treat individuals is a key segment of hierarchical culture.
- 2) Culture is likewise a key factor in deciding what number of representative will like working with you, and as organizations with poor hierarchical culture will have higher turnover and accordingly spend more on selecting.
- 3) People settle on choice about which organisation to join based on the organisation's notoriety for how it treats individuals. How you treat individuals is a key segment of authoritative culture.
- 4) Culture is additionally a key factor in deciding what number of representatives will like working with you, and in that capacity, organisations with poor authoritative culture will have higher turnover and accordingly spend more on enrolling.
- 5) Organizational culture impacts how glad your representatives are, and in light of present circumstances cheerful workers are commonly more profitable than upbeat troubled representatives. They additionally appear for work on schedule, work longer and harder, grin more, and help each other out more which implies your client will show signs of improvement administrations and item and you will your representatives.
- 6) Your association's way of life exists regardless. Like some other living things. In the event that it is thought about or surprisingly more dreadful, it will transform into something monstrous and possibly risky to your business.
- 7) Organisational culture is remarkable to you and it can't be purchased, stolen, or replicated. Accordingly, it very well may be an upper hand that separates you from your opposition.



Importance of culture in organisation -Each association has its own way of life. Since numerous representatives burn through at least 40 hours at their work environment, their association's way of life clearly influences both their work lives and their own lives. Authoritative culture alludes people of an association share. This and qualities that the people of an association share. This culture is a deciding component in the accomplishment of the association.

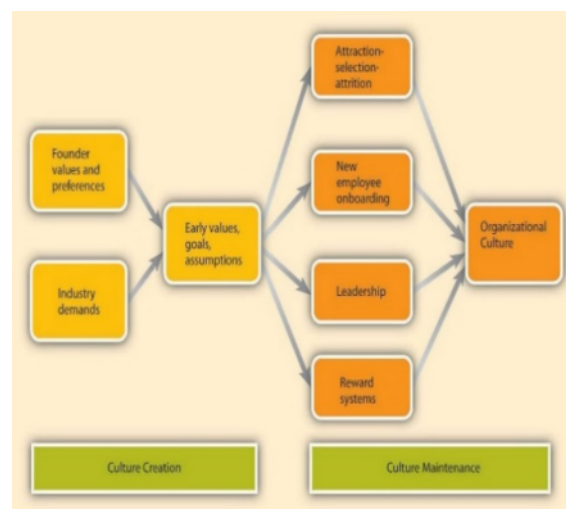
- 1) **Unity**-A typical progressive culture joins specialists of different begin from different establishments, families and traditions and have their very own social orders. Having a shared culture at the workplace gives them a sentiment of solidarity and appreciation towards one another, propelling better correspondence and less conflict. Besides, a shared various levelled culture progresses consistency by ensuring no agent is ignoring at the workplace and that each is managed correspondingly.
- 2) **Loyalty**-Authoritative culture keeps delegates animated and steadfast to the organization of the affiliation. On the off affiliation's lifestyle they are progressively on edge need to add to the component's success. They feel a higher sentiment of accomplishment for being a bit of an affiliation they care about and work all the more truly without being constrained.
- 3) **Competition**-Solid test among specialists is one of the outcomes of a common legitimate culture. Specialists will try to perform completing it to acquire affirmation and gratefulness from their supervisors. This in this way extend the idea of their work, which empowers the relationship to succeed and flourish.
- 4) **Directions**- Principles add to genuine. They outfit operators with an ability to scrutinize a compass and need that keep pros on errand. Every operators handles what his occupations and responsibilities are and how to achieve attempts before created due dates.
- 5) **Identity**-A connection's way of life depicts its characters. A segment system for collaborating is seen by both overall public who incorporate the connection and its customers and clients, and it is overseen by its way of life. The attributes and sentiments of a connection add to the brand pictures by which it ends up known and regards.



Characteristics of organisational culture The new characteristics help us to understand the nature of organizational culture better.

- 1) **Individual autonomy** :-The degree of responsibility, freedom and opportunities of exercising initiative that individuals have in the organisation.
- 2) **Structure**:-How much the association makes clear destinations and execution desires. It additionally incorporates the level of direct supervision that is utilised to control worker conduct.
- 3) **Management supports** :-How much, chiefs give clear correspondence, help, warmth and backing to their subordinates.
- 4) **Identity**:-How much, part relate to the association all in all as opposed to with their specific work gathering or fizzled of expert ability.

- 5) **Conflict to Tolerance** :-The levels of connection present in the connections among associates and work gathering and how representatives are urged to air struggle and reactions straightforwardly.
 - 6) **Performance reward system** :-What amount of remuneration system in the affiliation like addition in pay progressions, etc relies upon agent execution rather than on rank, bias, and so on?
 - 7) **Risk Tolerance** :-How much, representatives are urged to be imaginative, forceful and hazard taking.
 - 8) **Communication pattern** :-What amount the official's focuses on results or results rather than on the systems and strategies used to achieve these outcomes?
 - 9) **Outcome Orientation** :-How much, the board centres around results or results as opposed to on the methods and procedures used to accomplish these results.
 - 10) **People Orientation** :-How much, the executive's choices mull over the effects of results on individuals inside the introduction. When we assess the association based on the above attributes, we get a total image of the association's way of life. This image turns into the premise of shared standards, conviction and understanding that individuals have about the association, how things are finished with it and how individuals should carry on.
- ❖ **Cultural Typology** :- Goffee and Jones have recognized four unmistakable social sorts. They contend that the se four culture types depend on two measurements which they call amiability and solidarity. Friendliness alludes to high worry for individuals for individuals for example it is individual situated and centres around procedures as opposed to on results. The second measurements for example solidarity is, anyway task situated.



These two dimensions create four distinct Culture types:

- 1) **Networked Culture** :-System culture is high on amiability and low to solidarity. Which implies that the association treats, its individuals in very benevolent way and there is open sharing of data. Be that as it may, this culture type may prompt poor execution as the attention is on the general population as opposed to on assignments.
- 2) **Mercenary Culture** :-It is to friendliness and high on solidarity. The associations with soldier of fortune culture are task situated and trust in rivalry. The general population are exceptionally engaged and objective arranged yet, this kind of culture may now and again lead to dissatisfaction and worry among poor entertainers.
- 3) **Fragmented Culture** :-Divided culture is low on both friendliness and solidarity. There is almost no recognizable proof with the association. It is the individual's dedication, profitability and nature of work which is no most extreme significance. This sort of culture, anyway experiences absence of collegiality.

4) Communal Culture:-It is high on both friendliness and solidarity. The associations with public social esteem the two individuals and assignments. Work achievement is from dedicated individuals, and there is a relationship of trust and regards.

Conclusion:-The authentic culture effects to a deft change are basic. Gainful use need support from the accomplices, the board, and experts to deal with a better approach for finishing work and teaming up. Every action in the connection will be affected all finished, and by understanding what exceptional is and what drives achievement in every action, we are better orchestrated the augmentation in adequacy, responsiveness, and customer reliability that can be passed on by persuading the chance to be Agile. The progressive culture is depends on the delegates for the better work including in different zones office canny and moreover it serves to the labourer to rest up or to make their motivation, inspiration, assurance, positive imperativeness of their particular endeavour. All of the labourers are consistently expecting some novel kind of responses from the organisations that they will get stimulate for their task and besides perform better. Considering all the recently referenced realities any affiliation can transform into the extraordinary relationship in this forceful time. In this way if the affiliation needs to perform in the market with incredible reputation and as a better than average affiliation then organisation or the affiliation needs to take care basically all of the factors which is the essential from delegate's side as their rights.

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Commerce Education and Diminishing Quality a Perplexing Scenario

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Introduction:- Education enlightens hearts; minds and well being in an individual becomes surest weapon for growth progress and intellectual development. Across the globe there are countries did exceptionally well in the field of education it has accelerated economic prosperity and made them self sufficient. To be honest those thinking that scientific innovation and technology has escalated industrial success then it is wrong admitting the facts before all that the grass root of all round development in any field is basic level of education and information. The present world is over occupied with formal and informal obligation to life which never let them think in the right direction that is the result that the people populated in different parts of the world are giving least importance to root level education which has propelled more in darkness this is because when these bunches of so called unfit and insufficiently know ledged encounter real and practical life circumstances fail to deliver and enter in helpless and hapless position. Today the world has changed and people are smart enough to comprehend benefits and drawbacks even the pattern of teaching and learning process has been molded in such a flexible manner that any age group person can achieve quality of education and upgrade standard. I am firmly of the belief that every human being has some sorts of knowledge banks stored in cerebrum or medulla oblongata it is up to him/her what percentage utilization is done. Technically no one around the world is known to this fact and to what extent memory functions is beyond humans thought and imagination. It is only assumption and hypothesizing that people are utilizing between 1% to 10% of their brain. Now the point of contention here lies if they had utilized it to the maximum of the ability then the outcome in various circumstances would have been different the results obtained under such circumstances might bring wholesome changes in human's life and society. These are all human assumptions and not the pragmatic solution of the problem formulated. One has to go deep down inside of the issues and realize about modes of occurrences and prevention form the same it will certainly guide them in conceptualizing and resolving it amicably in scientific manner. This is true that the solution of any problem lies within it only and appropriate measures for identifying the original cause would bring ample ways to resolve it. Harking back to the subject of discussion and perpetually falling standard of commerce education in country is a matter of serious concern. It may not yield better commerce graduates if the quality is not maintained. Conceding it before the teaching community and professionals imparting education at secondary and higher secondary level that some where their duties and not justified and not all but certain section of have abstained from responsibilities. It is because of the fact that learners are not able to generate power of commerce study. If asked on general commercial terms related to their areas of studies satisfactory answers are not received while interviewing them observation have come out them 90% lack conceptual knowledge then how they would be able to do justice with the assigned duties in company that haunt interviewers panelist form negative opinion about the candidate. It is quite right in saying that a person should not be judged just on the basis of one quick session but this is the global process of recruitment and no special provision can be set for applicants and people conducting interviews have many other corporate responsibilities. My experiences with commerce education in junior and senior colleges are not up to the standard. All the time yelling at student might not be good and it will not find any pragmatic solution instead we need to look at ways for strengthening grass root level teaching. Some

kinds of practical training and orientation programmes are the need of the hour of young and dynamic lecturers. Flair and skills wise we are well equipped only by discharging it perhaps complicated and that can be taught in workshops. We have to transform teaching and education process into a convenient mode where students and teachers can be in comfortable zone while imparting education and make necessary assessment in this connection. If the self evaluation is done it may provide insight and managing capacity in lecturers. Awareness regarding quality education and assurances are necessary in parents and it helps in creating vibrant learned and intellectual environment. Prompting to visionary works for educationist and social engineers because the futures of children are at a stake if never act now then it will be too late and course correction later stage is not possible.

Literature review

Shejwalkar, (1997) foundation of close connection between scholastic organizations and business houses is the need of great importance.

Chidambaram, (1999) the course educational program of B.Com and M.Com level ought to be viable arranged. A great educational program should give the student a sound base and build up the related aptitudes with the goal that the student can take the obligations associated with the picked control.

Khairoowala and Saif Siddique (2000) have considered advancement of commerce instruction through the enrollment of business understudies in India from 1950 -51 to 1990 -91. The creators have contrasted and understudy enrollment in other workforce and trade. Insights have been additionally given about number of doctorates granted in trade from 1962 -62 to 2000 -01 and furthermore thought about number of doctorates granted in every workforce. Sex-wise dissemination of trade understudies in India from 1960 -61 to 2000 -01 is given which assisted with knowing the absolute enrollment of female in business just as other personnel.

Sharma (2011) globalization and changed approaches made many testing assignments not just in business and mechanical areas yet in addition in the field of trade training.

Accordingly another line of reasoning is the need of great importance especially the arrangement of value instruction in business is the assessment of Sharma communicated in his paper "commerce education in India.

Moudgil and Aggarwal (2014) has considered different pioneer and council for improving advanced education in which it has been referenced that the Cabinet Board on Economic undertakings endorsed the Rashtriya Uchchatar Shikshan Abhiyan (RUSA) a Centralized Sponsored Scheme (CSS) for the transformation of higher instruction framework in the XII multiyear plan. The creator has proposed making Colleges of inventiveness and advancements in advanced education. This would help to structure advanced education all the more comprehensively with an extraordinary reason.

Aims of the study :- The mission for the points or targets in training has not been simply an issue for hypercritical savviness (shrewdness); it is something that has profoundly concerned the instructor, the government official, the industry and the State. The facts confirm that the points are resolved and set down, much of the time, by the individuals other than instructor and the last is progressively worried about the 'how' of the educative procedure than that with the arrangement of its goals or beliefs. Like most sociology courses that are a piece of the educational program at higher auxiliary stage Commerce also has been dependent upon a great deal of examination. Turned upward to by a few, discounted by a few, it is misjudged by the most. The purpose behind this could maybe be the name of the course, which is a misnomer. Trade is a stream and the subjects of study are Accountancy and Business Studies.

Objectives

(1) To comprehend failure in the system and ways of imparting commerce education.

- (2) To ponder deeply valid reasons behind diminishing standard and quality in junior and senior commerce colleges.
- (3) To do appropriate assessment and evaluation of the issues pertaining to commerce studies.
- (4) To find cause and effect relationship between teaching and learning programs

Need of the study :- Commerce education is considered to be the back bone of country economy because these learners of today becomes policy makers for tomorrow and gaining of essential knowledge makes them distinguished. In other way they will be in better position to do justice for the elected post. Today the teaching quality is diminishing and children to find boredom in traditional methods of studies. Teachers are the strongest link to sharpen memory in students if transformation is brought in them through training it will solve eighty percent problem. The significant factor that should be transformed in regard of educator preparing is that the instructors need not be given preparing in Commerce as a control to be educated at higher auxiliary stage rather Teaching of Commerce ought to be instructed as Teaching of Accountancy and Teaching of Business Studies. This is required on the grounds that trade is educated at higher auxiliary stage as Accountancy and Business Studies – two undeniable subjects. Any instructor who is required to execute the educational program for a subject to her understudies has, to begin with build up a thorough understanding and important bits of knowledge into all angles worried that subject. A subject is acknowledged as a one of a kind control for study since it passes on explicit implications and furthermore has unique qualities, which thusly lead to beneficial capacities to be served to help the general public. The subject can be managed, so as to satisfy the requests presented by the nature, degree and elements of the control, just if the instructors comprehends and acknowledges these.

Rekindling Commerce Education:- Scholastic Oriented Courses for giving liberal trade training, for creating nature of brain, coherent reasoning, activity, demeanor to life and a general comprehension of business. Professional/Self Employment Oriented Courses, for example, tax collection, the executives bookkeeping, money related investigation, cost bookkeeping. Occupation Oriented Courses, for example, PC bookkeeping, charismatic skill, publicizing, secretarial practice and so on for little occupations. The board Oriented Courses the Institutes of Management in the nation are taking into account the requests of elitist administrative work force of industry. We need a second degree of staff to take into account the necessities of little and small industry.

Conclusion:- It goes without saying that the system of imparting education has transformed and brought revolution but contained many errors in it due to not implementing proper teaching tools and techniques. Even the literature stated aforementioned has precisely stated change needed and training to the educator is the need of the hour for bringing all round development in commerce education. It was amicably discussed and illustrated that course curriculum should be designed in a manner that it will correlate teaching learning with the current parameter of industrial demands and requirements. This way practical solution of diminishing grade of commerce education can be uplifted and learners will have greater advantages in real life scenarios.

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Gastronomic Experiences and Destination Promotion: A tool to Measure the Tourist Satisfaction

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Abstract:-Gastronomic experiences play a vital role in choosing a destination for visit as these experiences act as an catalyst for the promotion of a destination. This study proposes importance of food and cultural experience in the destination promotion and customer satisfaction. In this study, both primary as well as secondary data has been used to develop the concept. The paper concludes with an outcome of shortage of trained manpower, language dialectic problem in the rural folk.

Introduction:-“India lives in its villages” this is ever true because according to 2011 census 68.23 percent population still lives in villages termed as rural area. Rural India is diverse in nature enriched with pollution free natural agricultural based environment, rural traditions, customs, culture, different regional cuisines and valuable heritage assets. Indian economy is showing increasing growth and rise in disposable incomes of Indians, motivation towards travel and tourism is increased. Therefore there is increasing demand for various tourism forms. Rural tourism in terms of its gastronomy is one of the alternative forms of tourism which follows the principle of sustainability and responsibility. The rural tourism potential in India has been realized very late when compared to the other part of the world. The government of India has notified rural tourism as one of the major sources for generating employment and promoting sustainable livelihood.

OBJECTIVES:

1. To study the concept of rural tourism Gastronomy as a alternative tourism form.
2. To discuss the importance of Local cuisine in regional promotion.

METHODOLOGY:-This paper is based on secondary data collected from published articles, journals books, government reports, websites and news papers. The primary data was collected through the Interviews and observation. In interviews unstructured questionnaire was utilized.

Concept of rural tourism: -The term rural tourism has varying connotations across the globe. It is well defined and development concept in European countries such as U.K., Hungary, Finland, Greece and other developed nations. Unfortunately, this concept has not been taken up seriously in the developing nations so far like India. However, rural tourism has a long history. In early age, there was no concept of commercial guest accommodation such as hotels and other types of accommodation, though they were existing in different forms in some important trade routes. However the industrial revolution and World War II have changed the entire scene of the tourism at global level. This has resulted into a concept of second home, and locale found it as an extra source of income and consumption of perishable agricultural product. Thus rural tourism became an alternative to mass tourism. Since 1970 the volume of rural tourism demand in Europe has been growing considerably, apart from two periods of stagnation at the beginning of the 1980s and 1990s. Since the rural attraction supply has increased at an even higher growth rate in different developing as well as developed nations. Rural tourism is a form of alternative tourism. In fact it is relatively a new development against mass tourism (Chand and Kumar 2006).

Necessity for rural tourism marketing :- Tourism is a very complex industry because of its multi-faceted activities which together produce the tourist product. It is also complex because of various sub sectors that are in themselves complete industries, if considered independently (lodging, transport etc). Its complexity, furthermore, lies in the fact that tourism promotion in its various forms has to be directed at large number of people in various lands of different socio-economic structures having different needs, tastes, attitudes, expectations and behaviour patterns. The need arises due to following Characteristics of tourism product

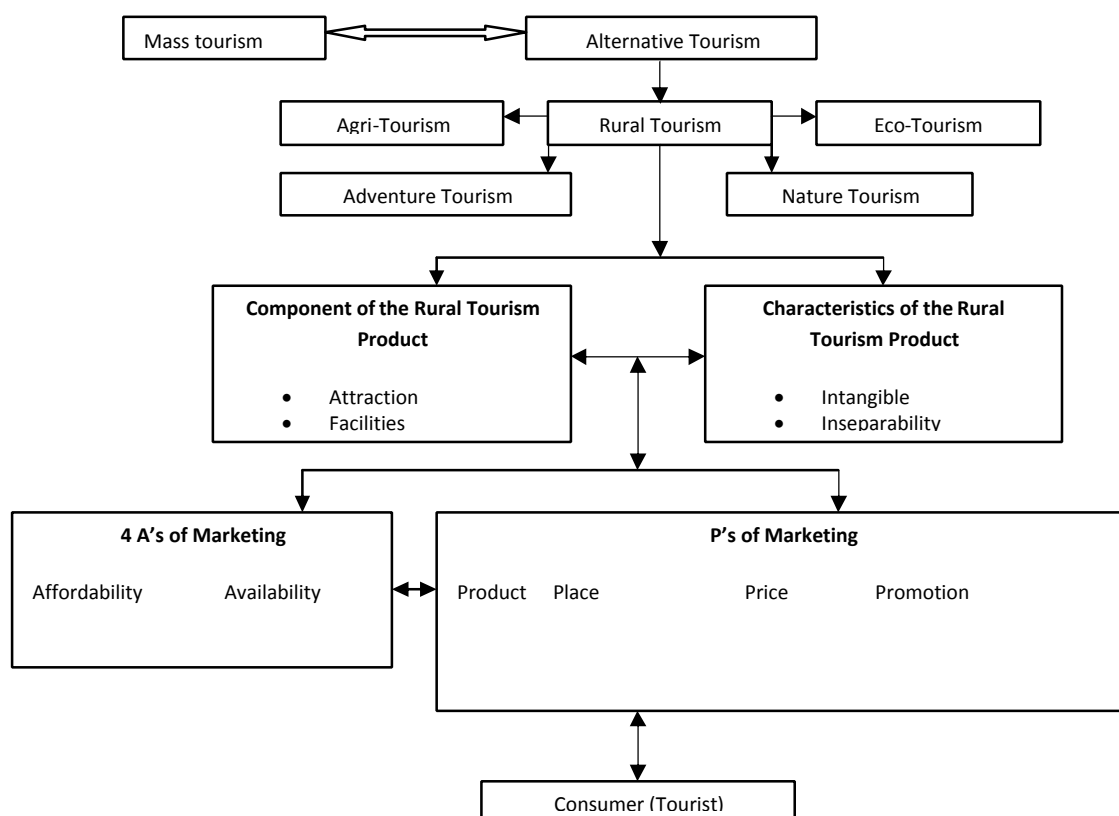
Intangible:- Manufactured goods are tangible in the sense that they have physical dimensions and attributes and can be seen, felt, or tasted. The tourism product is an intangible product.

Inseparability:- A physical product is produced in the factory, bought in the shop and consumed in the customer's premises at his convenience. But when the customer buys a service like traveling in an airline, the production and consumption of the services takes place at the same time. The experience of the tourist product exists when it is produced as well as consumed.

Perishability:- A manufacturer of a physical product can anticipate the demand in advance and store the goods in warehouse and deliver them to the customers at the time of need. But the supply of the tourism product cannot be stored because tourism products are highly perishable.

Ownership:- No ownership passes from seller to buyer in a service. The buyer only acquires the right to certain benefits of what the seller offers. One may have the right to use a hotel room or a railway berth for a period of time, but the ownership of the room or berth remains with the hotel or the railways.

Figure 1: Rural Tourism Marketing Mix Process



While studying the marketing of rural tourism it is necessary to take into consideration the components of the rural tourism product on which this product is developed. **Attractions** constitute an important feature of the product. Attractions are those elements in the tourist product, which determine the choice of the particular tourist product, to visit one particular destination rather than another. **Facilities** are those elements in the tourist product, which are a necessary aid to the tourist centre. The facilities complement the attractions. These include accommodation, food, communications, and guides and so on. **Accessibility** is a means by which a tourist can reach the areas where attractions are located. Tourists' attractions are of little importance if their locations are inaccessible by the normal means of transport.

9 Ps of Rural Tourism Marketing

Product: The tourism product is totally different than manufactures products, because the potential tourist can't feel, taste, touch or sample a tourism product. The basic elements of tourism product are Attraction, Recreation, Accommodation, Restaurant, Transportation, different regional cuisines and Shopping. While developing the Rural tourism product this points should be take into consideration as product here in rural tourism is the total tourism expenses of the rural place, here marketer can manage in two ways, one by maintaining the riche of services e.g. he may specialize in one of the many areas of rural tourism or he may offer the basket of r elated product like Agritourism , Eco -tourism, Gastronomi c tourism, adventure tourism, nature tourism. As well as the three basic principles should be followed i.e.

- The product should have thing to do – Recreation
- The product should have thing to see – Attraction
- The product should have thing to buy – Shopping
- The product should have something to Taste - Cuisine

Price: The pricing decision in tourism industry are found critical and challenging since it is a multi segment industry when a tourist proposes to visit a rural tourism place, the total cost includes the expenses incurred on transportation, accommodation, communication or so. No marketing without pricing. If we succeed in manipulating the variables influencing the pricing decisions, the success at the market can be denied. The controllable variable like product, distribution and promotion are well within the reach of the marketers but so far as the uncontrollable variables required more care and precaution (Jha 2009). The pricing decision is broadly determined or significantly influenced by the following 4's 1) Customer Value, 2) Competitors prices, 3) Cost to the tourism organization and 4) Strategic and pricing objectives of the company.

The high spending tourists are not sensitive to price but the general tourists are found price sensitive. So while pricing decisions the following steps should be take into consideration

1. Estimate the rural tourism demand.
2. Calculate the product cost
3. Developing an understanding of the environmental factors. Competitors and legar environment
4. Finalize the pricing objective
5. Select the pricing method
6. Develop the price structure
7. Determine the margins
8. Determine the discounts
9. Fixed the product price

Place: Place refers to the point of sale. In support of gastronomic Tourism the place for its POS is the regional place which gives both regional feel and texture of the place. It is a manifestation of the strategy of any organization about how and in what manner it wants its products and services to be made available to the customers so that a profitable exchange can be instituted with the customer. In every industry catching the eye of the consumer and making it easy for her to buy a product or services is the main aim of a good distribution or place strategy (Dog and Ghuman 2008).

Promotion: This refers to all the activities undertaken to make the rural tourism services known and preferred amongst the tourists. Creation of awareness has a far reaching impact. The rural tourism marketer has to bear the responsibility of informing, sensing and persuading the potential tourists in a right fashion. It represents the various aspects of the marketing communication that is the communication of the information about the product with the goal of generating the positive consumer response. The tourism promotion is an effort to implement marketing plan formulated by the tourist professional. The rural tourism promotional activities includes, Advertising, Publicity, Sales promotion, Word of mouth promotion, Personal selling, Tele-marketing, Information brochures, Website development and Sales letter.

People: Besides the above 4 P's i.e. Product, Price, Place and Promotion this 5th P i.e. People is most important in case of rural tourism. The rural tourism product is get developed in the rural area itself, no one can provide the rural life experience through building the artificial rural environment in urban area so each and every component of rural area is equally important for rural tourism. Here this 'People' component includes all the people who are directly or indirectly involved in manufacturing and selling of the regional cuisine in the rural tourism product. This includes

1. Employees of the rural tourism project
2. Community members of the area of the rural area
3. Tourist

The co-ordination among the above members is very essential to run the project successfully. Tourist people needs rural life expenses, so the conduct, empathy and sympathy of the local people is of vital importance, the employees are the core part of any business, satisfaction of the tourist is directly related to the hospitality and customer service provided by the employees.

Physical Evidence: The ability and the environment in which the service is being delivered, both tangible goods that help to communicate and perform the service and intangible experience of the existing customers. In this case it could be the taste and aroma of the dishes in the cuisine which depicts the authenticity of region in terms of gastronomy. (Chand & Mahajan).

Process: The procedure, mechanisms or the flow of activities with which the services are being delivered and consumed. It encompasses the supply chain of the various things like food, information etc. the supply chain has to be very responsive and should aim at deliverance of value for money to the consumer (Chand & Mahajan).

Passion: Primarily, it represents an attitude, commitment and seriousness towards serving the tourist from urban area. It demonstrates the strength of will at all levels of rural tourism project to tap the urban tourism market to its optimum level.

Pace: Product intended to be sold in the urban tourism market need to be launched into the heart of the customers, at the pace required in this market and not at the pace at which the marketer wants it to be. Travel agents and communication media like internet has the influence over tourist, so marketer first reach to these Medias. The rural tourism product can be reached and won only if an organization has the required passion and pace to beat the entrepreneurial energy of small, local and regional players who are already well established in the tourism market.

Besides the 9 Ps of marketing there are 4 As are most important because these factors are based on the consumer's i.e. tourists point of view.

Affordability:-Affordability factor does not mean cheaper rural tourism product or rural tourism experience, but it means to developing the rural tourism product which match the needs of the tourist, at a price that they feel, is value for money. **Availability:** Ensuring the rich of the information about rural tourism destinations at the travel agents is one of the most critical functions. Once the rural tourism product reaches the travel agents desk, it more or less ensures the sale of the product. **Awareness:** Rural tourism is an alternative form of tourism therefore, to build the awareness of this product in urban and in semi urban areas the marketer has to use the unconventional media and below the line activities, along with the commercials on the traditional media like TV, radio and the outdoor media.

Acceptability: It is very important that tourist feel that the rural tourism is as per their needs and gives the exiting rural life experience. The urban tourist now finding ways to get relax in pollution free na tural environment, therefore they must feel that the rural tourism product serves its purpose and then they are ready to experience this product.

Conclusion:-Rural tourism presently faces the challenges of exploitation of rural environment, shortages of tr ained manpower, inadequate physical amenities, language problems and business planning skills etc. but besides this still India is emerging as best destination for rural tourism because there is very vast scope for such kind of product. With the developmen t of this product the special emphasis should be given to marketing of regional cuisine through Rural tourism Promotions, after thorough study of market mix for rural tourism marketing, we need to adopt the firm strategies for effective marketing of rural tourism. The following are some of the strategies.

- Look for alternative source markets.
- Analyse the rural tourism business.
- Advertise regularly
- Negotiate better.
- Have a interactive websites.
- Focused on the people.
- Promote the business USP in the form of regional cuisine.

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Effective Communication Skills are an Important Skill even in Managing Health

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Abstract:-Communication within health management is an important and core clinical skill but this is the one in which few oncologists or specialist cancer nurses have received much formal training. Inadequate communication may cause much distress for patients and their families, who often want considerably more information than is usually provided. Many patients leave consultations unsure about the diagnosis and prognosis, confused about the meaning of—and need for—further diagnostic tests, unclear about the management plan and uncertain about the true therapeutic intent of treatment. Additionally, communication difficulties may impede the recruitment of patients to clinical trials, delaying the introduction of efficacious new treatments into clinics. Lack of effective communication between specialists and departments can also cause confusion and a loss of confidence amongst the team. Oncologists themselves acknowledge that insufficient training in communication and management skills is a major factor contributing to their own stress, lack of job satisfaction and emotional burnout. Consequently, over the past few years there have been several initiatives aimed at improving basic communication skills training for healthcare professionals in the cancer field. In this paper, some of the issues that influence communication within an oncology setting, and ultimately affect patient care, are discussed.

Keywords:-Communication, Skills, Information, Management, Training, Professionals, Job Satisfaction

Objective:-The primary objective of communication in management is to convey information instructions, policies, procedures, decisions, etc., so the listener will hear and read, understand what is said, agree and accept the message, and react as intended by the manager or sender of communication.

In addition, the manager will probably desire to influence or persuade the person in a way that will help maintain favourable relationships. Other motivating goals or objectives of managerial communication may be social interchange, personal advancement, self-expression. Conversely the employee also has similar goals of communication in every organisations. Role of Communication in Organisation

decision making is the core of management process. The relationship of communication and decision-making is inseparable since decisioning must rely on information. Decision is the

triggering mechanism of communication. Decision centres also become communication centres. The manager is a decision-maker. But all decisions are now based on communication of information to the management.

Management information system has assumed unique importance in modern management. Then again we need effective communication for passing on decisions to those involved in executing them. Communication enables a group to think together, to see together, and to act together. In fact, without communication, there could be no organisation. People would be linked by a chain of command but they would be acting without a chain of understanding. Poor communication leads to poor co-ordination. Similarly, cooperation itself depends upon communication.

Management is getting things done through others. Hence, all management acts must pass through the bottleneck of communication. Managerial ideas, plans and decisions are put into effect through communication. A management may have the best business plans, but until they can be communicated, they are worthless.

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In the Retail Industry, Customer Requirements and Quality Apparel Priorities Determined

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ABSTRACT:- This study intends to provide thorough examination of aspects that influence buyer's selection on clothes & textile items. Study of research papers on elements affecting marketing of textile products, such as clothes & fashion items, was conducted. Different cultural, social, personal, psychological, & environmental elements are among these considerations. Product qualities, purchasing channel, pricing, & marketing were all recorded as market features. In today's global markets, which are characterized by extremely rapid changes in technology & customer demand, as well as product life cycles that are getting shorter & shorter, single firm will not be able to compete unless it is part of network that can react to demand dynamism & volatility as single entity. Findings reveal that supply chain efficiency, as measured by proper management of both material & information flows, is most important factor in demand-driven supply chain like fashion sector, which is also continually searching out new client tastes & trends.

KEY WORDS- Retail, Quality Apparel, Industry, Customer requirements. **INTRODUCTION**

One of most significant markets in world is textile sector. Understanding elements that influence customer behavior is one of approaches employed in today's textile marketing. This method might be used to develop textile firm strategy that attracts & advertises to target customers. Consumer-oriented marketing is modern marketing strategy that focuses on needs & desires of customers. This method is used to create objects & goods that people want to buy. In other words, this marketing strategy is centered on consumer demand. Consumer-driven approach is one of techniques used in this strategy. All marketing decisions are driven by demands of consumer. Type, specification, & features of product itself are all factors that consumers consider. Textile product manufacturers & sellers may lose customers because they are unaware of their demands and, as result, do not comprehend their desires & preferences. [1] capacity of producers, advertisers, & retailers to foresee, design, & convey styles of clothes & other textile items that correspond to preferences of consuming public is critical to textile industry's future profitability. Consumer behavior & response to textile items have long been studied by researchers. It was determined that researchers should conduct thorough assessment of these research projects in order to discover & evaluate essential aspects influencing consumer behavior, particularly factors influencing purchase decisions. Focus of this study will be on evaluation criteria used by target customers when evaluating various textile & garment goods. This would be valuable for textile & clothing researchers to focus their future studies & investigations on aspects that may influence consumers' decisions but have not previously been researched. [2] In practice, this will be useful study for textile, garment, & fashion designers, producers, & advertising to evaluate elements that may influence product qualities. With application created in collaboration with apparel store, goal of this study is to investigate & assess importance of quality & other client needs from garment merchants. Another goal of study is to create quantitative ranking among retailer's criteria & to demonstrate use of Analytical Hierarchy Process in this context. Client requirements are determined utilizing literature & clothes retail company's experiences, & then prioritized using AHP. This helps retailers to assess relative relevance of quality & other preceding concerns, as well as to define specifications & pricing configurations for their product range in order to meet customer

expectations & to implement suitable market strategies. [3]

VARIABLES CONTROLLED BY MARKET:-Variables linked to goods, venue (or purchase channel), promotional merchandise (including branding & marketing), & pricing are highlighted in this section. Buying decisions of consumers for fashion clothing goods are explored. One of marketing & production approaches discussed is "Mass customization," which allows for low-cost personalization of garment goods. [4]

Product:-Product parameters have significant influence on marketing of textile design items. Visual & physical aspects, as well as meaning conveyed by textile items & country of origin, are all included.

Visual Characteristics:-The word "Preference" has been used in textile & clothing design research to represent customer response to textile product design & appearance. In general, academics have looked on textile product qualities in terms of subject preference rather than customer behavior & purchase choice. There were just few studies that looked at link between customer preferences, behavior, & purchasing decisions. According to research, color has significant influence on product promotion. Color has been discovered to influence customer behavior in variety of design sectors. Researchers have looked at psychophysical relationship between color & purchasing behavior. S. Singh evaluated research on color psychology in context of marketing in 2006. Managers may utilize colors as marketing strategy to influence customers' hunger, mood, & sense of waiting time, among other things, he stated. [5]

PHYSICAL CHARACTERISTICS

Physical & Mechanical Properties of Textiles:-The look, fit, comfort, & performance of garments & clothing products are influenced by physical & mechanical qualities of fabric used in their manufacture. Fabric physical & mechanical qualities, which influence customer buying decisions, have significant impact on fabric maintenance. Yan et al. evaluated influence of information presentation style on clothes care labels (text only, symbols only, & combination) on consumers' confidence in making better decisions in terms of apparel purchase & care in 2008. Participants were undergraduate students from South-eastern University in United States. Symbols only were chosen over text only & combination forms. Consumers' trust in making purchase decisions & receiving post-purchase care increased as result of these findings. First, though, was most popular option. This is due to participants' inadequate understanding of symbols on care labels. As result, it was determined that it was critical to enhance comprehension of these symbols. [6]

Clothing that is appropriate:-For long time, most significant aspect of customer's apparel look has been fit. Early-adolescents (age 13) are people who are just entering adolescence, & they belong to so-called "Tween" consumer market in United States. Early-adolescent female customers, according to Klerk & Tselepis in 2007, lack experience, knowledge, & cognitive capacities to properly judge fit of clothing during purchasing decisions. Participants were all 13-year-old Caucasian early-adolescents residing in urban setting, which was regarded very promising market for clothing purchases. They proposed that fit expectations, appraisal, & satisfaction of early-adolescent female customers are influenced not just by functionality (i.e., contribute to comfortability or sensory attractiveness), but also by emotional pleasure & cognitive meanings. They want to feel good about themselves & blend in with their peer group & fashion conventions. Most significant quality characteristic influencing consumers' pleasure while wearing is emotional requirements. These results will help businesses better understand young female customers in terms of fit recognition & reference. Apparel business must be able to include fit preferences based on category profiles of customer groups in addition to body measurements. In 2007, Pisut & Connell looked at fit preferences of female

buyers in United States. It was discovered that fit preference is influenced by style of clothing. Furthermore, in order to suit target customers & boost product sell-through, deeper knowledge of influence of body form & cathexis on personal fit preference was critical. As result, producers must be aware of target customer fit preferences. [7]

Comfortable clothing:-Comfort has been acknowledged as one of important qualities for customer attractiveness for garment goods in all markets by leading fiber marketers [5]. L. Hes devised alternate approach for evaluating comfort qualities of textiles & clothes in 2008. Newly developed equipment may be used in stores to measure fundamental comfort features in front of customers. This might be useful in advanced marketing based on quantitative garment attributes.

Originating Country:-Originating country COO stands for country of origin & production. Because COO is element of total product image, its impact on customer perception & behavior has been researched for long time. In 2008, Rahman et al. discovered that country of origin & brand were minor factors influencing female Chinese college students purchasing pyjamas. In 2010, Ogunnaike, O. was concerned about closure of several stores since people preferred to buy foreign items rather than local ones. It was inferred that customers think foreign-produced textile textiles are superior to fabrics created in United States. Some perceptual characteristics (such as color, quality, & availability of textile materials) impacted their purchasing decisions. Marketing elements affected how people felt about locally created items. [8]

Customer Expectations & Quality:-Quality is defined as 'fitness for use,' & it is expressed in five dimensions: design quality, conformance quality, availability, safety, & field usage. Christiansen (2011) defines quality as compliance to criteria, & aspects of quality include performance characteristics, dependability, conformance, durability, serviceability, aesthetics, & perceived quality, citing prior research. Quality is multifaceted, multivariate, & ever-changing term. Making universalistic ideas for defining link between numerous factors & quality is thus difficult undertaking. In case of garment items, product quality is defined as consumers' perceptions of product's performance. According to Rayman et al (2011), seven aspects of clothes were kept: performance, components, garment maintenance, appearance, construction or craftsmanship, style or fashion, & fit. Consumers assessed garment goods & generated impressions of quality & value, according to Forsythe (1991), by using extrinsic signals such as brand name, price, package, & shop image, as well as intrinsic cues such as design, style, fabric type, fiber content, & construction details. However, Forsythe et al (1996) identified three dimensions of perceived quality: sturdiness/durability, which includes garment seams, stitching, & fabric construction; style & aesthetic, which includes garment design, styling, & overall performance; & finally, lasting/care, which includes garment life & care requirements. Workmanship in sewing, physiological comfort, utility, physical & chemical characteristics, adaptability to individual desire, & fashion ability or brand, according to Skgkao (1994). Fabric & garment structure, care, value, style, & service are among main aspects of clothes, according to Abraham-Murali & Littrell (1995). Performance & durability, style & fit, fashion or trendiness, brand name or image, & pricing, according to Saricam et al (2012), were garment quality attributes. However, if clothes merchants want to boost customer happiness, they have go beyond product features & quality. Because, in market characterized by severe rivalry & quick shifts in customer preferences, good service delivery may boost business profit & competitiveness. Being flexible & adaptable is said to be key to survive in fast-changing fashion sector. According to Chiang & Li (2010), consumer must consider number of factors when deciding which channel to buy from, including product information accessibility, immediate possession of products, helpfulness of salespeople, brand selection & variety, post-purchase service, & exchange refund policy

for returns. In terms of service quality, client criteria from garment merchants such as flexibility, speed, product availability, & post-purchase activities are underlined. Furthermore, price may be factored into consumers' priority evaluations. Product & service quality requirements in this study are divided into five categories: quality, which refers to 'Performance & durability,' price, 'Timeliness or flexibility,' fashion, design, & variety, & 'Service quality,' which refers to customers' needs from shop activities. Regardless, all of these categories are detailed & classed based on whether they are related to service or product quality. [9]

IDENTIFICATION OF PRIMARY OBJECTIVES:-The capacity to quickly grasp clients' interests & translate them into effective items is fashion industry's main important challenge. This entails catering to big market share's preferences by offering diverse range of items while also minimizing time-to-market & overall logistics expenses in order to prevent significant price reduction at conclusion of selling season owing to quick changes in trends. We selected four primary targets, two of which had two sub-targets, based on these factors, as follows:

Market-driven orientation:

A supply chain's primary goal is to meet consumer demand. Whole fashion supply chain, according to it (Walters, 2006), is driven by real & present market demands, freeing it from total reliance on demand projections. Achievement of this goal is contingent on two sub-goals:

- a. Market sensitivity improvement, which is defined as ability to recognize market needs & respond quickly to changes in demand thanks to reliable demand forecasts;
- b. Brand attractiveness, which is defined as brand's inherent capacity to attract market interest. In our case, corporation achieves this attraction by utilizing its ability to attract people through its shops & client network. [10]

2. Cost reduction:

While preceding aim primarily focuses on supply chain performance, cost & waste minimization relates to supply chain activity efficiency. From production/logistics standpoint, goal of profit maximization leads to cost reductions in all value chain operations. This is inextricably linked to:

- a. Time management: refers to proper time management & possible reduction of all supply chain processes, as any delay could result in late launch of seasonal collection or late deliveries to stores & wholesalers, resulting in loss of market share;
- b. Material flow management: focuses not only on quantities & types of items in transit along chain, but also on proper data management & exchange between actors.

Brand internationalization & market expansion:-Relate to company's debut into new foreign market & subsequent expansion, & it entails judgments about marketing strategy, retail format, product, & service mix that are acceptable for that country. In order to control larger market share, expansion process is often undertaken in already concentrated markets.

Environmental sustainability:-Fashion & clothing firms have been identified as major polluters & increasing number of environmentally concerned customers are focusing on environmental sustainability & corporate social responsibility issues. As result, businesses are turning to recycled materials & implementing new systems to track environmental effect of production & distribution. Literature, which reports references for each of selected supply chain objectives, has verified our choice of above-mentioned targets. [11]

CONCLUSION & FUTURE ASPECT:-The standards & categories in first & second levels might be altered based on company's capacity & service. Another drawback is that Turkish clients have small population. Nonetheless, data can be used by clothes firms or other

interested parties to define product range specifications & pricing configurations. Furthermore, research might be enlarged to include more homogeneous client community. Fashion retail market, which is characterized by high dynamism, demand volatility, & relatively short product life cycle, is becoming more intriguing to supply chain management & risk management academics. Integration & collaboration of all participants in supply network are critical aspects in enhancing overall performance of value chain in this context. We specified all production & logistics procedures, as well as primary aims, for typical fashion firm that is based on planned manufacture, i.e. producing according to orders on hand & sales estimates far ahead of selling season. ongoing quest for cost reduction and, in general, for optimization of times & flows is seen as most important part of risk management by interviewed managers, & is not unique to fashion retailing industry, but is common to all businesses. [12] Market -driven orientation, on other hand, is unique difficulty for any demand-driven supply chain, such as those in fashion sector, which is always looking for new ways to meet customers' wants & demands. All purchase & delivery arrangements must be determined during pre-season period. In-Season procedures, on other hand, are critical in determining supply chain's agility & capacity to quickly adjust to changes in market demand. Finally, management of factory outlet outlets throughout Post -Season phase allows for absorption of demand overestimation risks.

Because all of risk variables are inextricably linked & influence one another, adopting basic hierarchical structure is insufficient for characterizing all of components in this complicated framework. As result, for risk prioritization, authors used ANP technique. This method unites expert sentiments, intuitions, & reasoning into organized decision - making process. Pair wise comparison questionnaire was then presented to panel of experts after clustering & building network through specification of all influential linkages between components. Findings of ANP investigation demonstrate that, like in most other industries, efficiency & proper management of material & information flow are regarded as most dangerous & critical factors in avoiding supply chain interruptions. In contrast to expectations for fashion business, effective market knowledge & management appear to be unaffected by significant risk concerns. Given these concerns, this study seeks to serve as tool for fashion firms, both mass & luxury, in identifying & prioritizing full list of risk variables impacting optimal process flow & preventing supply chain interruptions. [13] As result, future study should focus on growing responder sample size utilizing other modes of communication, not just social media & internet, in order to characterize this phenomenon more broadly, taking into account other segments of population. From geographical standpoint, it will be feasible to compare fashion industry & circular economy concepts with examples from other nations, paying close attention to their representativeness.

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Impact of TV Advertisement on the College Students in Mumbai

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Abstract:-TV advertising is a part of our routine life daily.College students cannot escape it. India has one of the highest number of TV viewers for IPL matches in the world.The total number of IPL viewers are about 350 million which is a record for any sports in the world.IPL has become a truly globalized cricket in the world.A major part of this viewership is the young college students.Advertising plays a significant role in the promotion of a product. Companies generally spend 2 percent of its marketing budget on advertising. The objective of the advertisement is to provide information to the consumers and persuade them to purchase the products.TV advertisement may have positive effects and negative effects on the viewers. A survey of this was done on a small group of college students in Mumbai. The findings of the research revealed that a large number of college students watch TV daily. Majority of the students pointed out that TV ads have positive impact on them. There is no adverse effect on their academic performance. TV ads have not created value and knowledge, information about the products and brands.

Keywords: Advertisement, TV, Youth, Media,Digital

Introduction:-Advertisement plays an important role in the marketing of goods and services. Companies spend a lot of money on advertisement and publicity of their products.

Advertisement has become an important non price competition strategy of firms especially under oligopoly and Monopolistic market structure. Companies generally spend 5 percent of their fund on marketing and a part of this is spent on advertising (about 1 to 2 percent). The different advertising media include Radio, Print, Television, Digital and Social Media. However television advertising is a large segment of this advertising media.

The role of advertising in business can be seen as below:

- | | |
|-----------------------|------------------------|
| • Marketing | • Awareness |
| • Communication | • Information |
| • Economic (Sales) | • Persuasion |
| • Societal Trends | • Attitude |
| • Reminder | • Brand Loyalty |
| • Counter Competition | • Education Customer |
| • Expansion of Market | • Promotion of Product |

Review of Literature:-A brief review of literature on the subject of research can be seen as below-

(1)Matthew Lapierre and Others (2017) observed that an average young person growing in the United States of America is exposed to about 13000 to 30000 TV advertisements every year. These do not include other advertising like online, print media, movie etc. There are positive as well as negative effects of marketing and advertising on children and youth. It may help young children to socialize and get information about products and services. The negative impact is the exposure to the products that are not healthy for children and youth. The promotion of unhealthy products like some food, tobacco, alcohol may have negative outcome for youth. Children obesity is related to these TV advertisements. Thus Television advertisements have positive as well as negative impact on the children depending upon the ad and the products. The government has laid down strict rules for television advertising to be followed.

(2) Dr. JC Costa (2014) conducted research on the impact of advertisement on the college students in Goa. The findings of the research revealed that advertisement do not influence the

spending pattern and buying behavior of students. The Gender impact on advertisement on college students is positive. Students' attitude and behavior towards advertisement is positive. Students often see the ad but they do not just buy the product unless it is essential for them. Thus advertising has not much adverse effect on the consumers' especially young students.

(3) Pashmeen Kaur (2018) highlighted the disadvantages of online advertisement. These include copying of logos, images and trademarks are immediately copied online banner's pop ups are quite annoying to the internet users. The negative perception that viewers that they discontinue going back to the same website. It is for this reason that sellers try to make their websites very interactive and effective so that it attract more and more customers. Today online sales are booming all over the world.

(4) Shafayat Ali (2019) conducted research on TV advertisement and the extent to which inculcate values among the college students. The findings of the research revealed that TV ads are educating the norms to the college students and youth are very much influenced by TV ads. Further TV ads educate the value system and prompt western culture students also get latest information. As a result of Television advertising there is greater integration of the global economies and global cooperation.

(5) Kanwal Singh (2015) highlights that an average Indian youth watches 350000 commercials till the age of 18 or spent 2500 to 3000 hours which is more than the time spent on academic studies. India should get demographic dividend of this young population. Youth spent more time on unproductive activities. However there is no reliable data that this has adversely affected the academic performance of the students. It seems students properly balance their academic and Television advertisement.

(6) Shikha Goyal (2020) described the concept of Television rating point. It indicates which channel are viewed more by the people. It help advertiser to determine their advertisement display. It is calculated using people meters and picture matching. People meters record the program watches and picture matching record the program me being watched. TRP directly affect the revenue of the TV channels. Advertisers see the TRP and decide to advertise their products and services so that the ads reach out to the large number of customers.

Research Methodology:

A brief description of the research methodology can be seen as below:

Type of Research: -The present research is a type of exploratory research as well as descriptive research. It explores the impact of TV ads on the youth and it describes the current status of advertising market in the country.

Source of Data: Both secondary sources as well as primary sources are used to analyses the current trend regarding TV advertisement and its impact on college students. The secondary data is taken from the published material and the primary data is collected form the respondents through a structured questionnaire prepared for this purpose.

Sample Size / Methods: Non random sampling method like convenience sampling and judgement sampling was used for the selection of sample. The sample size was 100 students from two three colleges in the city of Mumbai.

Questionnaire Used: A short questionnaire containing 10 brief questions on the subject were asked to 100 students. The questionnaire contained closed ended questions which can be easily tabulated and analyzed.

Data Analysis: Data analysis was done manually using simple tools like mean and percentage. The data is presented with the help of suitable tables and pie diagrams. The results are presented in the following section of the paper.

Objectives: The prime objectives of this research were-

(1) To find out the trends in advertisement expenditure over the period of time or the size of the present market for advertisement in India.

(2) To find out the students use of the TV advertisement

(3) To find out the impact of TV advertisement on college students.

(4) To suggest measures for improving the advertising tools.

Limitations:- some of the limitations of the present research are-

(1) It is mainly confined to quantitative research and not qualitative research

(2) It is applicable to Mumbai colleges and limited number of samples chosen conveniently.

(3) There is possibility of respondents' bias or interviewers' bias in the data collection process. It was difficult to find out the impact of this biasness on the findings of the research.

(4) The research is applicable to a short time frame of one month duration and it was at the time of IPL matches. Hence there is likely some influence of the IPL matches on the survey.

Data Analysis: the following section gives details of both secondary as well as primary data. This can be seen as below-

(1) Size of the Advertising Industry: the overall size of the advertising industry and different media over the period of time can be seen from the following table.

Table No 1 Size of the Advertising Industry (Rs Billion)

Description	2015	2016	2017	2018	2019	2020	CAGR (2015 - 19)
Digital	47	65	86	116	160	199	35.8
TV	160	184	203	224	251	262	11.9
Print	180	192	204	211	221	198	5.3
OOH	22	26	29	32	34	11	11.2
Radio	20	23	24	26	28	25	8.6
Total	428	490	547	609	693	695	12.8

Source: KPMG Report On Advertising 2020

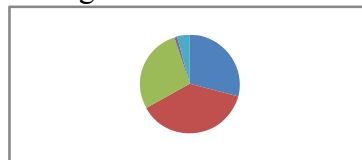
It can be seen from the above that the size of advertising industry which was 428 billion in 2015 rose to 726 billion in 2020. The CAGR during 2015-2019 was 12.8 percent.

The size of TV advertising increased from Rs. 160 billion in 2015 to 262 billion in 2020. The CAGR is 11.9 percent.

(2) The share of different advertising media can be seen from the following table-

Table No. 2 Percentage Share of Different Media 2020

No.	Description	%
1.	Digital	29
2.	TV	38
3.	Print	28
4.	OOH	01
5.	Radio	04
	Total	100



It can be seen from the above table that TV is the most important medium of advertising accounting for 38 percent of the total advertising market. It is followed by digital media accounting for 29 percent share and print media accounting for 28 percent share. Television advertising is most effective form of advertising and that is why it is preferred by many marketers.

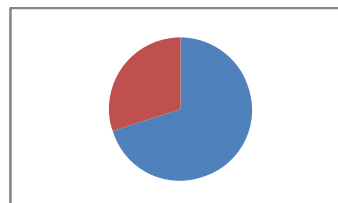
Primary Data Analysis: The details of the primary data analysis can be seen as below-

(3) Sample Size and Composition:

The size of the sample and composition in terms of age and sex can be seen from the following table.

Table No. 3 Sample Size And Composition

Age Group	M	F
16 years – 18 years	40	15
18 years– 20 years	10	10
20 years–22 years	10	3
Above 22 years	10	2
Total	70	30



It can be seen from the above table that there are 70 percent male and 30 percent female in the total sample of 100 students. Majority of the students are in the age group 16 years to 18

years. This can be attributed to the fact that they are studying in the same classes and in same academic year. The number of male are more than females as male students provided information much easily than approaching female students.

(4) Number of students watching TV:

The details regarding the number of students watching TV advertisement can be seen from the following table-

Table No. 4-Number of Students Watching TV

Description	M	F
Watch TV	65	20
Do not watch	05	10
Total	70	30

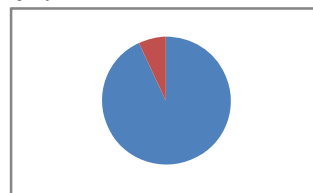
It can be seen from the above table that majority of the male watch TV ads more than females. About 85 percent of students watch TV and only 15 percent do not see TV ads. Among males 92 percent watch TV ads and among females 66 percent watch TV ads. Thus male students watch TV ads much more than female students. This can be justified on the ground that female students share more household responsibilities than male students.

(5) TV Ads And Purchase Involvement:

Students were asked whether exposure to TV ads enhanced their purchasing involvement and frequency of purchasing. The response to this can be seen as below.

Table No.5TV Ads And Purchasing Involvement

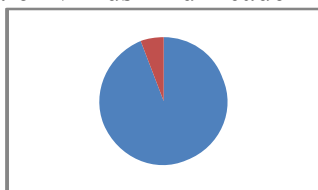
Description	Yes	No
Male	05	65
Female	02	28
Total	07	93



It can be seen from the above table that majority of the students watch TV but it does not enhance their purchasing frequency or purchasing involvement only 7 percent students pointed out positively to this question i.e. TV ads enhance their purchasing frequency.

(6) TV Ads and Academic Performance: Students were asked whether TV ads have any impact on the academic performance. The response in this regards can be seen from the following table.

Table No. 6TV Ads And Academic Performance

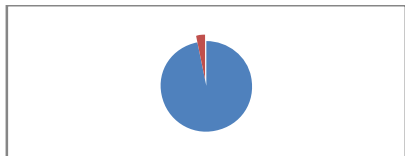


Description	M	F	T
Yes	04	02	06
No	66	28	94
Total	70	30	100

It can be seen from the above table that 94 percent of the students pointed out that TV ad has no adverse effect on academic performance. Only 6 percent pointed out that it has some adverse effect on academic performance. However it was not possible to measure the real adverse impact in terms of performance or grades.

(7) TV Ads And Value Addition: The question probed was whether TV ads create in any value to the life of the students in terms of market information, brands, western culture etc. The responses in this regard can be seen from the following table.

Table No.7 - TV Ads and Value Addition



Description	M	F	T
Yes	68	29	97
No	02	01	03
Total	70	30	100

It can be seen from the above table that 97 percent of the students pointed out that TV ads have contributed to the value addition to them and only 3 percent pointed out negatively. Thus students feel that watching more TV ads is beneficial to their knowledge and skills. It has made them more vibrant and socialize.

Summary and Conclusion:

- (1) Advertising plays an important role in the marketing and promotion of goods and services. Advertising through television is most common form of advertising used by all marketers.
- (2) The different segments of advertising are digital, TV, Print, Outdoor hoarding and Radio.
- (3) The overall market size of advertising has increased from 428 billion in 2015 to 698 billion in 2020. The CAGR is 12.8 percent during 2015-19.
- (4) TV ads is a largest segment of the advertising accounting for 38 percent of the total followed by digital media and print media.

A brief survey was conducted among students from city colleges. Majority were male accounting for 70% and remaining were females accounting for 30%

The findings of the research revealed that majority of the college students watch TV ads regularly. The number of male students watching TV ads is much higher than female students. Overall 85 percent students watch TV ads 93 percent of the students pointed out that TV ads has no impact on their frequency of purchases or purchase involvement. Majority of the students (94 percent) pointed out that there is no adverse effect on their academic performance. Again 97 percent pointed that TV ads have contributed positively in terms of value addition, knowledge and information.

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A survey of statistical modeling predicting the performance of team sports

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Abstract:-Prediction of performance in sports is crucial for selecting teams and players for the upcoming season. Various statistical models namely, linear/logistic, probit regression, are used to predict the future performance of the players. In this paper, statistical methods used for predicting the performance of team sports are reviewed and explained.

Keywords:-Parametric test, Non-parametric tests, Linear regression, Logistic regression

Introduction:-Various types of regression models could be used to determine the factors of performance in competitions and predict the future performance of the team or the players. Linear regression is used when the performance variables is numeric/quantitative, relationship between independent and outcome variables is linear, homoscedasticity, variables and the error are normally distributed. The logistic regression is used when the outcome/sports performance is categorical. The parametric tests namely, “t-test, ANOVA and non-parametric tests Mann-Whitney U test, Kruskal-Wallis tests” are used for identifying the important/significant predictors of the performance. A short survey is carried out to study the research done in the team sports prediction and the gaps identified.

Results:-Mascaro et al. (1992) have conducted a study to identify the best predictors of ice skating time in 9 professional ice-hockey players during the off-ice season. The “least median of square (LMS) estimators” is used to get the best -fitted model instead of the least mean square since there are outliers in the data and also the sample size is small. Also, linear regression models are developed using “least square regression (LSR) estimators” using Leaving-one-observation-out at one -time. The model is considered the best -fitted model when the predicted R^2 is the largest. (Mascaro et al., 1992)

Nesser, Berg, & Prentice (1996) identify the physiological determinants of sprinting performance in 40m running among twenty young athletes aged 19-26 years who participated in the baseball; football; and lacrosse sports. Two stepwise multiple regression models are developed to predict the 40m running time (s) using twenty -two independent variables with $R^2 = 0.827$. The authors express that the findings are helpful to the coaches for selecting and training the athletes. (Nesser et al., 1996)

Caudill & Goodwin (2002) use the NCAA men's basketball matches data from 1985 to 1998 to develop “the skewed logit model with heterogeneous skewness for estimation of winning probabilities” and compared with is logit, probit, and skewed logit models. The model

performance is tested using the sum of absolute errors in predicted and actual winning probabilities. The likelihood ratio test confirms the heterogeneous skewness in the rankings and hence authors find a skewed logit model with heterogeneous skewness is a more accurate model in estimating the winning probabilities than the other three models. (Caudill & Godwin, 2002)

Kvam & Sokol (2006) develop the multiple logistic regression model Markov chain (LR/MC) to rank NCAA basketball teams using simple basic daily scoreboard data. Four years data of NCAA matches are used to develop a multiple logistic regression model. The authors compare the prediction accuracy of the LR/MC model with other standard ranking models and find that the accuracy of the LR/MC model is highest and more accurate than other existing methods. (Kvam & Sokol, 2006)

Baghal (2012) has used NBA annual team data collected from the period 1995-96 to 2008-09 seasons to identify the latent factors contributing match-winning. The ordinary least square regression models are developed and structural equation modeling (SEM) is developed. SEM identified 3 latent factors namely offensive quality, defensive quality and salary. The author finds that the winning of the team increases more with offensive qualities than the defensive and the team salary is moderately related to the winning. (Baghal, 2012)

Bidaurrazaga-Letona et al. (2015) develop a multi-level model within individual young soccer players using repeated measures of physical fitness tests at level 1 and individual athletes at level 2. Baseline model and the model with added two variables of maturity are tested and validated using variance explained and Akaike Information Criteria. (Bidaurrazaga-Letona et al., 2015)

Fontana et al. (2017) carry out the MANOVA to first identify the significant anthropometric and physiological predictors of rugby performances. In all 531 rugby players are categorized as international (INT) and national (NAT) players based on their previous performance in the match. The national players are further divided into 4 categories namely first division elite (1D), second division (2D), other (O), and drop-out (DO). T-test is used to test the differences between INT and NAT groups and ANOVA to test the differences between 5 categories INT, 1D, 2D, O and OD. Three discriminant functions are developed using significant variables of MANOVA, only anthropometric variables, and significant functional variables. The distance between the classes of discriminant functions is tested using a t-test. The players are classified using 3 discriminant functions (Fontana et al., 2017).

Conclusion:-The studies were cross-sectional studies conducted on small number of players. The issue of multicollinearity is not addressed in the studies. The Statistical tests could not

explain the relationship between predictors and performance of the team/player. The conventional statistical regression models are assumption -based & pose serious issues on violation of any assumption.

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A Brief Study on Decreasing Steel Scrap during Time Spent Creation of Steel Stockpiling Tanks

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Abstract: - This paper centers around decreasing steel scrap during the time spent creation of steel stockpiling tanks. Lessening steel scrap is significant for society to diminish the ecological impact, save common assets and to diminish the ozone harming substance emanations and energy utilization related with steelmaking that is considered as an important asset in industry. "4Rs" for example Reduce, Reuse, Recycle and Restoring the materials are being considered as techniques of strong waste administration. Creation of any item causes squander which has little economy for the fundamental creation measure, however those by products likewise have a monetary worth, which can be improved by preparing. A technique to diminish steel scrap is proposed and applied on a contextual analysis which is; an employment request for assembling (17) stockpiling tanks of limit (55) m³ in the Heavy Engineering Equipment Company. Scrap assessment for every territory, volume and weight is determined. The level of region, volume and weight of plates utilized in the current circumstance are (13.609%), (15.875%) and (15.875%), separately. In the wake of applying the proposed technique the level of region, volume and weight of plates utilized are (6.666%), (8.154%) and (8.153%), individually. The measure of progress rate in diminishing steel scrap created is (51.017%) of the territory (48.636%) and volume (48.642%) of weight. This measure of progress rate and the assessment of the steel scrap produced are considered as an important asset in steel creation industry.

Keywords:- Reduce scrap, Steelmaking, Valuable resource, Steel scrap, Storage tanks fabrication.

Introduction:- Reduce, reuse, recycle and restore of material, the "4Rs", could be a wellspring of crude material in industry. Steel scrap assumes a significant job in the handling and last creation of new items [1]. Appropriate reuse and reusing of strong waste delivered in steel fabricating cycle can meet the solicitation of an expected asset for fulfilling developing deficiencies of energy and materials [2]. Age of the loss in industry is identified with the modern development cycle and ascend sought after. Creation of any advantageous item habitually causes squander, yet the inquiry is that "Are they actually a waste" [3]. Steel squander usage is dependable with the 'zero waste' arrangement and they ought to be also researched, accepting into account the open doors of improvement, modernization and development [4]. With rising deficiencies of energy and materials, waste could be treated as a potential asset consenting to Environmental law and guidelines and the financial matters of removal [5]. Steel is without a doubt the fundamental material of the state-of-the-art innovation driven society. Since steel covers a class of more than 2500 distinct levels as of now created and utilized, there is a broad assortment of properties prompting a considerably more extensive spread of employments. Ferrous piece is significant for society to decrease the ecological effect related with steelmaking. Reusing thinks about softening of scrap into new items, which substitutes regular assets utilized for steelmaking [6]. Reusing of ferrous pieces evade the natural weight of enormous aggregations of scrap in landfill areas [7]. In assembling section, scrap is created by mistakes, oversights, disappointments, harms, request variety, machine disappointment, helpless support performs, unmotivated labor forces, low quality administration, helpless plan of items and administrations; and the costs associated with work course or rejecting of deficient items might be overpowering [8]. Truth be told, there is no special framework which is unendingly amazing to stay away from age of a waste,

yet it very well may be treated as a cycle of constant improvement to diminish the waste age to a base level [6]. There are various reasonable meanings of supportability; the meaning of World Commission on Environment and Development is, 'Addressing the necessities of the current ages without bargaining the capacity of people in the future to address their own issues'. The fundamental target of waste administration is to forestall the making of waste by and large totally, on the off chance that conceivable however on the off chance that waste should be shaped, at that point reusing is embraced for improving manageability [3]. In this paper a proposed strategy is seen that could be executed for lessening steel scrap regarding zone, volume and weight for saving the expense and receiving supportability. This strategy plans to expand the utilization of steel scrap and will zero in on the steel items industry. Literature Survey This section presents different studies published in the recent years concerning the paper's subject that utilizes different approaches; these literature reviews can be summarized as follows:

Sarkar and Mazumder (2015) [2] focused in their study on the increasing shortages of energy and materials, waste to be treated as a possible resource complying with Environmental rule and regulations and the disposals' economics. They concluded that in Indian steel industry most economic management practices for reducing the generation of solid wastes and maximizing the recycle of collected wastes can be opted in considering the waste as raw material of related industry on the base of avoiding secondary pollution. Solid wastes as possible raw materials are to be reused and also to be altered into new products. Reducing solid waste, by reusing and recycling to make a zero waste generation is really a challenge to the steel industry nowadays.

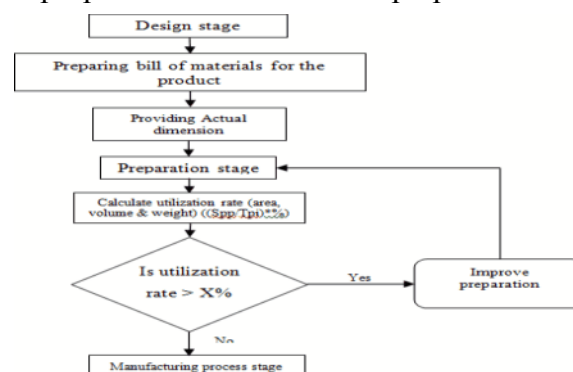
Smol (2015) [4] focused on the efforts of Poland steel sector to lessen their impact on the environment, adopting the principles of cleaner production (CP). The restructuring of the industry and application of new eco- technologies affected an increase in share of material recycling, including steel scrap recovered in production processes and from post-use recycling. Depending on the form of steel waste, it can be returned to the method as energy source or raw material for steel production or else be traded as co-product to further industrial applications. Such directions of steel waste utilization are consistent with the strategy of 'zero waste'.

Aim of this Study

The aim of this study is to build a methodology for reducing scrap for solid waste focusing on steel products by:

1. Minimizing generation of steel scrap.
2. Reduction of steel scrap in manufacturing process.
3. Reduce costs and environmental damage by evaluation of steel scrap.

The Proposed Method:-The proposed method defines a preparation stage in production of



any product; Scrap is evaluated in this stage before applying manufacturing processes. Figure (1) shows the proposed method. Where: (Spp) is the calculated scrap according to preparation

stage, (Tpi) is the total plate input, (Lm) is the loss metal and (X) is a percentage of cutting loss metal determined according to each company.

Figure 1. The Proposed Method

Design Stage:-Design is the creation of a plan or convention for the construction of an object. Design often requires considering of the dimensions and measurements required for a particular product. It could be a design according to the customer's demand or according to standards. In this stage the following steps are performed.

Preparation of the bill of material for the product:-It is the first step of this stage where preparation of bill of material is performed as tables consisting of Part No., Description, Metal type, Specification, No. of pieces and Net size.

Providing of actual dimension:-Selection of material and providing of actual dimension is performed on which the next step depends.

Preparation:-After using new store materials, the paper preparation is followed. Traditional method is often used in paper preparation to build graphic detail parts for a product and with the possibility of try and error. This is an old way and consumes a lot of metal, time and cost. Solving such problem requires advanced ready software to simplify process solution and get accurate cutting pattern results.

Calculate the utilization rate of scrap:-The next step is calculating the utilization rate of scrap. Percentage of utilization rate of scrap is calculated by dividing scrap generated due to

$$\text{Utilization rate of scrap} = \frac{Spp}{Tpi} * 100 \%$$

paper preparation (Spp) on total plate input (Tpi) using the following equation:

The percentage of utilization rate of scrap generated from preparation is calculated for area, volume and weight using the following equations:

$$\text{Utilization rate of area} = \frac{\text{scrap area}}{\text{total area of plates used (input)}} * 100 \% \dots \text{Eq. (1)}$$

$$\text{Utilization rate of volume} = \frac{\text{scrap volume}}{\text{total volume of plates used (input)}} * 100 \% \dots \text{Eq. (2)}$$

$$\text{Utilization rate of weight} = \frac{\text{scrap weight}}{\text{total weight of plates used (input)}} * 100 \% \dots \text{Eq. (3)}$$

Asking whether the utilization rate of scrap is > 10%

On the off chance that it is more prominent than (10 %) at that point improving planning is required and on the off chance that not, at that point continuing for the following stage is embraced. To improve paper readiness proposed technique could be utilized. The point is to limit the measure of scrap in sheet metal delivered during cutting. Diverse programming could be utilized which means to limit the measure of scrap in the crude material by examining the shapes to be delivered and utilizing algorithms to decide how to lay parts in a sheet metal for creating the necessary amounts of the shapes. The reason for existing is to put and entwine different states of same thickness on a given plate so that the usage of the plate is expanded while the piece is limited. Comparable is a cycle that attempts the blend of parts like a jigsaw puzzle. The primary objective of this stage in the proposed strategy is to assist fabricators with getting most parts from each sheet of metal. Less piece implies less sheets and, in this way, lower material expenses. At that point to be shipped to the following stage; Manufacturing measure stage.

Implementation the Proposed methodology:-In this paper an implementation of the proposed methodology has been adopted as a case study in the Heavy Engineering Equipment Company at Maharashtra. The quantity, value, and type of scrap are evaluated.

The field work was started in January 2018 and ended in August, 2018 lasting a period of eight months. Hence, this period of study was chosen for effective collection of data, for the purpose of completing the study. In this case study a job order is selected with the number of (111/ 5) for manufacturing (17) storage tanks of capacity (55) m³ which are used for the storage of petroleum products; the customer is the ministry of oil. Figure (2) shows a model for full storage tank with a capacity of (55) m³. The manufacturing process in the Heavy equipment factory is followed up, taking into consideration the amount and type of scrap generated in the preparation process in order to apply the proposed methodology.

Current Situation for preparation of Job Order No. (111/5)

The engineers seek to minimize the scrap value by best use of the available plates. To reach zero scrap, that is a great challenge in product design optimization. It is supposed to use standard plates to lessen scrap. This process in the company is traditional, where ratio of error is high because of depending on trial and error in preparation. Preparation is not accurate, required much time and more amount of scrapis generated.

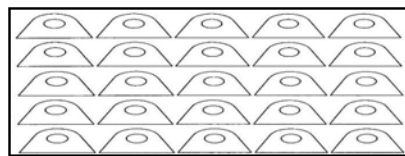


Figure 3. Preparation as used in the company

Figure (3) shows the conventional cycle for planning utilized in the organization. In this figure it is seen that enormous measure of scrap is created because of such customary arrangement. The information utilized for this investigation were gathered from the organization through direct perception and meetings with the staff. The strategy utilized for arrangement is drawing with AutoCAD program, relies upon attempt and mistake other than designers' aptitudes and experience. Planning is moved to the cutting machines that utilization oxygen and gas. The measure of scrap created will be determined for the capacity tank item. To delineate the piece produced while fabricating the occupation request number of (111/5) stockpiling tank; territory, volume, weight are determined for scrap created in as indicated by the technique utilized in the organization. Table (1) shows the bill of materials for assembling (17) stockpiling tank with the name of each piece of the capacity tank; kind of metal utilized, net size of each part, the necessary number of pieces to fabricate parts for (17) stockpiling tank, the size of the plates accessible in the organization's store, the measure of plate needed to produce each part, just as the piece zone, volume and weight determined for each part. Table (2) shows the measure of expected plates to produce (17) stockpiling tanks, with the subtleties of measurements and thickness for each, other than estimation of complete summation of the region, volume, and weight.

Table 1. Bill of material for manufacturing (17) storage tank

No.	Item name	Material	Net size	Volume mm ³	Plates quantity	Size available mm	Volume mm ³	Amount plates	Scrap area m ²	Scrap volume m ³	Scrap weight Kg
1	Head	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
2	Head	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
3	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
4	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
5	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
6	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
7	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
8	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
9	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
10	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
11	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
12	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
13	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
14	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
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19	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
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97	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65
98	Plate	St 17	8.650*1.7mm	27.55	105	0.8mm	27.55	105	1.15	0.00	2.65

Table 2. Total summation of plates used in the current state

NO	Amount plate	Dimension (m)	Thickness (mm)	Area plates	Volume plates	Weight plates
1	169	6*1.5	6	1521	9126	71639.1
2	43	6*1.5	8	387	3096	24303.6
3	2	6*2	10	24	240	1884
4	1	6*1.5	20	9	180	1413
Σ	215			1941 m ²	12642 m ³	99239.7 Kg

To calculate the percentage of area, volume and weight of plates used to manufacture the job order of No. (111/5) that consist of (17) storage tank, the following equations are used.

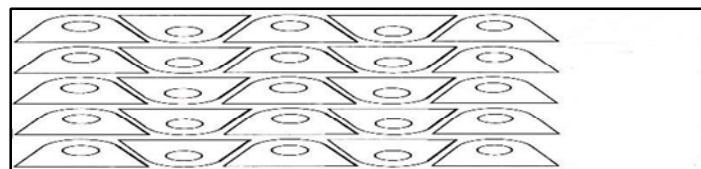
$$\text{Utilization rate of area} = \frac{\text{scrap area}}{\text{total area of plates used (Input)}} * 100 \% = \frac{264.162}{1941} * 100 \% = 13.609 \%$$

$$\text{Utilization rate of volume} = \frac{\text{scrap volume}}{\text{total volume of plates used (Input)}} * 100 \% = \frac{2007.01}{12642} * 100 \% = 15.875 \%$$

$$\text{Utilization rate of weight} = \frac{\text{scrap weight}}{\text{total weight of plates used (Input)}} * 100 \% = \frac{15755.05}{99239.7} * 100 \% = 15.875 \%$$

Where; (264.162), (2007.01) and (15755.05) are calculated as mentioned in Table (1)(1941), (12642) and (99239.7) are calculated as mentioned in Table (2)

Applying the Proposed Methodology:-Applying the proposed methodology aiming to reduce steel scrap generated during preparation, reusing of scrap generated to be used for a second product or recycling. To improve preparation in the company, maximization of the beneficial areas in a plate should be adopted to reduce scrap generated. The advantage of rearranging parts as suggested in the the proposed method is to get the lowest amount of scrap generated, fast production process, less time in the cutting process and precision of preparation in allowances used. Figure (4) shows a prototype for rearranging preparation to be adopted in company.

**Figure 4.** Prototype for preparation to minimize scrap

To compare the difference between the method used in the company and the proposed method, Table (3) shows the bill of materials includes the area, volume, and weight of the remaining scrap of each part of manufacturing (17) storage tank.

Table 3. Bill of material with area, volume and weight calculation

No.	Item name	Metal	Net size	Volume use plate	Pieces require	Size available plate	Volume real plate	Amount plate	Scrap area m ²	Scrap volume m ³	Scrap weight Kg
1	Shell	St-37	8.640*1.5m*6mm	77.75	102	6*1.5m*6mm	54	147	1.08	6.48	50.86
2	Head	St-37	Ø2.93m*8mm	53.91	34	6*1.5m*8mm	72	34	77.01	615.06	4828.2
3	Man way cover, flange	St-37	Ø 0.72m*10mm OD Ø0.72m*10mm ID Ø0.613m*10mm	4.069 1.24	17 4	6*2m*10mm	120	1	4.58	45.86	360
4	Man way flange, Lifting lug	St-37	Ø0.72m*10mm ID Ø0.613m*10mm 0.14*0.105m*10mm	1.24 0.147	13 68	6*2m*10mm	120	1	9.38	93.8	736.3
5	Man way gasket										
6	Bolt and nut										
7	Pad-A, Pad-B	St-37	OD Ø0.85m*6mm ID Ø0.612m*6mm 0.5*3.89m*6mm	1.63 11.67	15 15	6*1.5m*6mm	54	5	11.73	70.38	552.4
8	Man way neck, Pad-B	St-37	2*0.24m*6mm 0.5*3.89m*6mm	2.88 11.67	16 12	6*1.5m*6mm	54	4	4.98	29.88	234.5
9	Pad-B, Lifting pad, Man way neck, Pad-A	St-37	0.5*3.89m*6mm 0.2*0.1m*6mm 2*0.24m*6mm OD Ø0.85m*6mm ID Ø0.612m*6mm	11.67 0.12 2.88 1.63	7 34 1 2	6*1.5m*6mm	54	2	2.759	16.55	129.91
10	Pad-C	St-37	0.3*3.6m*8mm	8.64	34	6*1.5m*8mm	72	5	8.28	66.24	519.98
Total									119.799 m²	944.25 m³	7412.15 Kg

Table (4) illustrates the total summation of plates when using the proposed method, it indicates the amount of input plates, required for manufacturing (17) storage tanks, with the details of dimensions and thickness for each, also total summation of the areas, volumes, and weights is mentioned. Following of the proposed method the percentage of area, volume and weight of plates used in manufacturing of job order number (111/5) that consists of (17) storage tank is calculated using the following equations:

$$\text{Utilization rate of area} = \frac{\text{scrap area}}{\text{total area of plates used (input)}} * 100 \% \\ = \frac{119.799}{1797} * 100 \% = 6.666 \%$$

$$\text{Utilization rate of volume} = \frac{\text{scrap volume}}{\text{total volume of plates used (input)}} * 100 \% = \frac{944.25}{11580} * 100 \% = 8.154 \%$$

$$\text{Utilization rate of weight} = \frac{\text{scrap weight}}{\text{total weight of plates used (Input)}} * 100 \% = \frac{7412.15}{90903} * 100 \% = 8.153 \%$$

Where; (119.799), (944.25) and (7412.15) are calculated as mentioned in Table (3) (1797), (11580) and (90903) are calculated as mentioned in Table (4)

Table 4. Total summation of plates used in the proposed state

N0	Amount plate	Dimension (m)	Thickness (mm)	Area plates	Volume plates	Weight plates
1	158	6*1.5	6	1422	8532	66976.2
2	39	6*1.5	8	351	2808	22042.8
3	2	6*2	10	24	240	1884
Σ	199			1797 m ²	11580 m ³	90903 Kg

Comparison calculation and discussion result:- To compare the current method of preparation in the company and the proposal; improvement rate calculation is conducted. The improvement rate in area, volume and weight, between the two situations can be measured using the equation illustrates below; the Table (5) shows summary results for comparison between two methods and the improvement rate in area, volume and weight.

$$\text{Improvement rate in area} = \frac{13.609 - 6.666}{13.609} * 100 \% = 51.017 \%$$

$$\text{Improvement rate in volume} = \frac{15.875 - 8.154}{15.875} * 100 \% = 48.636 \%$$

$$\text{Improvement rate in weight} = \frac{15.875 - 8.153}{15.875} * 100 \% = 48.642 \%$$

Table 5. Summary of the results comparing between two situations

	First method	Second proposed method	Improvement rate
Area	13.609 %	6.666 %	51.017 %
Volume	15.875 %	8.154 %	48.636 %
Weight	15.875 %	8.153 %	48.642 %

These results are obtained as shown in Table (5) the amount of improvement rate in reducing steel scrap generated in the process of the preparation is (51.017%) m² of the area, (48.636%) m³ of the volume and (48.642%) Kg. of the weight. These percentages represent the amount of improvement rate as an evaluation of the scrap generated that is considered as a valuable resource in the industry. The outcome has been summarized to compare the difference between the current situation and proposed method. The cost saving of the weight

scrap remaining is calculated, the result is (8,342.9 Kg). To evaluate its cost, the price for each kilogram of steel -37 is (1.5) dollar. Accordingly, the cost saved using the proposed method is equal about (12,514.35) dollar.

Conclusion

The main conclusions are:

- 1- Evaluation of solid waste toward increasing the percentage of reduced materials and cost reduction is performed focusing on steel industry.
- 2- A case study in the Heavy Engineering Equipment Company at Maharashtra is applied to compare between the improvement rate in the current situation and the after applying the proposal.

The proposed method is adopted in the preparation processes for manufacturing (17) storage tanks in selected company; results show that the amount of scrap generated is reduced with percentage of (51%) in the area, (48%) in the volume and (48%) in the weight.

- 3- The weight of scrap remaining in this case study for this job order is (8,342.9 Kg) which means that and the cost saved is about (12,514.35) dollars.

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BUSINESS INTELLIGENCE AND COVID – 19

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ABSTRACT:-Business Intelligence (BI) is trending as the organization realized the importance of data and the information management. BI is a tool which helps in collection, predictive analysis, enterprise integration, operations management and decision -making for firms operating in various fields. It proves to be a profitable Decision Support System (DSS) for tackling the various areas of issue and aim for profit maximization.

Research is being conducted to study how pandemic outbreak of COVID – 19 has impacted business intelligence which is used for integration of business. The implementation of BI tools which can be useful for operations to avoid spread of coronavirus and the impact on organization's performance in various sector. The area of research focuses on the impact of data collection from various sectors which are impacted globally due to the pandemic and how business intelligence can be a profitable tool. The study will help in analyzing the challenges for collection of data for the business in the lockdown period for providing the best service. It will help in providing solutions for using the tools effectively and management of all the data.

KEYWORDS:-predictive analysis, enterprise integration, decision support system, pandemic covid-19.

INTRODUCTION:-The World Health Organization (WHO) declared a public health emergency related to novel coronavirus or COVID -19 and on 11th March 2020 declared it as a pandemic. The virus was first reported in Wuhan, China and the outbreak was informed to WHO with sharing information on the symptoms of respiratory infections, fever, breathlessness and common cold observed around the people infected with the virus. The human-to-human transmission of virus resulted to increase in the number of cases all around the world. There have been more than 5.17 million cases of COVID-19 worldwide, leading to more than 336K deaths worldwide.

Business intelligence is used to define many things like a framework, tools, applications and various databases, which helps in the organizations overall performance management. It transforms the data into information which can be used for decision -making and converting the decisions into actions. The quick decisions necessary for the organization and to serve the purpose a computerized support is required. The outbreak of coronavirus resulted into lockdown in India and abroad leading to social distancing among people to reduce the transmission of the virus.

LITERATURE REVIEW:

- **(Anand Ramesh Gupta, 2017)** The use of business intelligence for decision -making is highlighted and the concept, techniques, tools are presented. The features and functions of business intelligence technologies are highlighted which includes reporting, analytical processing, business performance management and predictive analysis.
- **(Quoc-Viet Pham, Dinh C. Nguyen, Thien Huynh- The, Woo-Joo Hwang, Pubudu N. Pathirana)** The research paper highlights applications of artificial intelligence (AI) and big data in various areas and emphasizes their importance in responding to the COVID-19

outbreak and preventing the severe effects of the pandemic. It provides insights on ways AI and big data can improve the situation.

- **(Sohail Asghar, Simon Fong, Touqeer Hussain, January 2009)** The paper describes a model that links dimensions of BI and processes together for providing a good decision support system for disaster management. The model provides exploratory abilities on data and the linkage dimensions of BI processes.
- **(Tanaporn Panrungsri, Esther Sangiamkul, May 2017)** It presents a conceptual business intelligence model which designs and develops a data warehouse using multi-dimensional model for severity analysis. The concept is applied to heterogeneous data structures and data platform environments to improve data quality and expose better decision-making for disaster management.
- **(Shrikrushna Subhash Unhale, Quazi Bilal Ansar, Shubham Sanap, Suraj Thakhre, Prof. Dr. K. R. Biyani)** The research paper provides review on corona virus with details related to the symptoms and the impact of the pandemic. The life cycle of the coronavirus is described and its impact on the countries all around the world. The diagnosis, treatment and prevention are mentioned with a view to control the disease of spreading of the virus and appropriate measures for safety of the humans from this pandemic.

OBJECTIVE OF THE RESEARCH:

The purpose is to study the use of BI in IT and business, which is growing among various organizations. The objectives of the research are:

- To analyze the impact of coronavirus on the business
- To study the framework of business intelligence
- To scrutinize how data collection is affected globally
- To formulate strategies for managing and analyzing data
- To measure the effectiveness of businesses using BI

RESEARCH METHODOLOGY: -A secondary research is done through the study of information available on the outbreak of pandemic coronavirus or covid-19 shared by the World Health Organization, Centers for Disease Control and Prevention (CDC), various research firms and business intelligence data available in various books, articles highlighting the increasing use of BI tools during the lockdown.

IMPACT OF COVID-19:-There are various sectors which are impacted due to the outbreak of coronavirus pandemic affecting the government, retail industries, education and healthcare majorly. The World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC) are the leaders against the war with novel coronavirus, they have a set of public advices and technical guidelines which are followed across all the countries dealing with the impact of the virus.

- **Government:** Cooperation between national governments and large corporations have been taken place. The impact on the government is huge as they are responsible to stop the spread of pandemic and major decisions like partial lockdown to limit the spread of infection, ensuring healthcare system to deal with the cases and managing crisis with social distancing, wearing masks, and proper sanitization is taken care. The government needs to continuously have social distancing tracking, using drones for managing public safety, use of chat bots to connect with people and also tracking the cybercrime during panic situations.
- **Healthcare:** There are 24 hours medical services dealing with the critical cases and taking care of people infected with coronavirus in quarantine centers. The medical stores are providing services for providing required medicines, sanitizers, gloves and mask for controlling the spread of virus.

There is use need for more use of chat bots, machines for chest x-ray and temperature detection machines to keep a track on the rising cases and also providing services to the people.

- **Retail industry:** Due to the lockdown situation declared by the government in various countries there is a need for essential services which are required by the people and most of the citizens experience a shortage due to the pandemic. There are virtual queues for people who want to order essential products delivered by the retail stores and also there are contactless delivery system which is started to avoid the spread of coronavirus.
- **Education:** The decision of lockdown has closed schools, colleges and universities for social distancing to control the increasing corona positive cases. There are AI enabled bots which has increased the use of online classes for interaction with the students and all activities are majorly conducted over video calls.

TECHNIQUES DURING DISASTER SITUATION:

The data collection techniques can be used to deal with any kind of pandemic or disaster situation which is affecting various countries on the global platform.

- **Gathering the Data:** There is a need for gathering data from all available sources which can prove to be a useful tool for estimating the requirements and to come up with a solution.
- **Analyzing the data:** The data collected from the past and present database needs to be analyzed which can be further bifurcated into various categories to help the government and large companies in providing services to the customers.
- **Innovative Solution:** The lockdown and outbreak has increased the problems for various citizens across all countries. Innovative solutions for all the problems need to be identified keeping in mind the customers and provide relief to the panic created in the minds of user due to this pandemic.
- **Techniques:** There is a need for data analytics which will help to learn statistical and operational research techniques which can help in providing solutions and also ways to come up with the vaccine for dealing with the pandemic coronavirus.

BUSINESS INTELLIGENCE DURING COVID -19: Business intelligence can be used to find out ways in which business can respond to coronavirus. The spread of virus has impacted the countries and business at different rates. The governments in India and around the world have to act quickly arriving to take decisions to protect the citizens and limit the damage to economies.

- **Supply Chain Management:** There are geographic boundaries related to the supply of goods and management of inventory is difficult during the period of crisis. There is shortage of goods and services in the market as the consumer demands are increasing due to rise of panic situations in various states. BI helps the business with pre booking
- **Protecting the Employees:** The employee safety is important and the majority of companies have come up with work from home in order to restrict contact and avoid non-essential travel which is possible to a major extent.
- **Connected to Customers:** Business needs to keep customers engaged and reassure the services will be provided to ensure the long term stability and also identifying new growth opportunities during pandemic.
- **Contingency Plans:** The contingency plans for business deals with identifying plans for revenue and cost which can stabilize the cash flow for the companies through portfolio optimization, divestments and cost reduction.
- **Response Teams:** The response team is required to be formed who has knowledge of working of various departments and easily manage the working focusing on the process.

The team can be working 2 days a week so that the products can be managed along with various other activities like marketing, sales, employee wellbeing and financial planning.

SUGGESTIONS & RECOMMENDATIONS:

The suggestion and recommendations are provided which can be used by organizations to overcome the challenges for data collection which can help in taking preventive business decisions.

- BI technology plays a key role to overcome novel coronavirus by providing use of various applications which can be used to track, detect and diagnose support.
- By using the data provided by the healthcare organizations, governments, clinical labs and patients the BI tools can be used to develop vaccine or drug to fight the virus.
- Data has helped in providing promising solutions by various research firms which have predicted the ways in which the spread of infection can be prevented.
- Both the scientific and economic perspectives needs to be evaluated before large companies or government takes any kind of action.
- The data can be more optimized which will help to increase the accuracy, efficiency and reliability of data analytics.

SCOPE OF STUDY:-As the vaccination is still not available and the pandemic is still affecting the global platform there is a scope of exploring areas where the data collection and analysis can take place. Through business intelligence there is a scope of development of strategies which can analyze the data and formulate different options for earning profits by providing customer satisfaction.

CONCLUSION:-Coronavirus or COVID-19 pandemic is difficult to control and with all the available data which is shared by WHO the solution will be discovered soon. Business Intelligence has helped various businesses to access data through remote servers which eased the working for various professionals. The BI tools have also proved beneficial for online management of supply chain, logistics, healthcare and education at the global level. The operations will soon be back on track but till the pandemic still exists around the globe, the research firms can analyze the data and provide effective strategies to combat the battle against the virus.

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LIC of India, Marketing of policies through effective Personal selling

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Abstract: One of the very important 'P' in the marketing mix is Promotion. Promotion consists of various communications tools which are also known as Promotion mix. In the Promotion mix, Personal selling is a paid personal communication that seeks to inform customers and persuade them to purchase products/Services. It is a powerful two-way form of communication, where the information is imparted and gets the feedback, may be positive or negative. It is an interactive relationship between the buyer and seller. Salespersons/Agents are in direct interaction with the customers, imparting information, educating the customers, providing the consultation related to Investments. Personal Selling generates revenue for the Organisation. The purpose of this study is to understand the contribution of personal selling in the promotions of life insurance products in Mumbai Suburb (India).

Keywords: Promotion Mix, Marketing Communications, Personal Selling,

INTRODUCTION:-Life Insurance business has a huge potential and also a Need in India. There is huge untapped and under insured market in India. Most clients are with lack of adequate and appropriate information which is essential for the customers regarding the Insurance plans. Company cannot effectively promote their products without marketing communication or promotional activities. Promotion is a communication by marketers that informs, persuades, and reminds potential buyers regarding the product. It is the marketing activity, communicating marketing messages to the target market, to influence buying decisions and offer incentives to enhance sales volume of a company's product or service. Personal selling is a vital marketing communication tool in the Insurance industry. Personal Selling also has the benefits creating awareness, customer education and persuasion, and corporate image building. Promotion is now accepted by top management as an effective sales tool. The number of companies, brands has increased and competitors use promotion frequently. Insurance products require a lot of customer education, persuasion, and information in promoting plans. This study is aimed at finding out the role of personal selling in persuading, educating and informing prospects and actual customers of life insurance products at LIC of India. The study focuses on the relevance of personal selling, a role performed by sales representatives, in the promotion of life insurance at LIC of India. This study is focused on personal selling efforts with other awareness creation promotional tools in marketing of life insurance products at LIC of India.

LITERATURE REVIEW:

(Subhadra, K, 2006) LIC has 7 Zonal offices, 100 Divisional offices, 2048 branch offices and feet on street in the form of agents around 6, 28,031.

(Clow, Kenneth, 2007) Personal selling is the vital link between a Marketer and a client. An effective presentation to a business customer builds sales and creates a positive long-term relationship with the vendor.

(Mittal, Arun, 2009) Personal selling is an individual to individual selling. It carries the distinctive advantage of flexibility in terms of tailoring the sales presentation according to the need of the buyer.

(Patukale, Kshitij, 2018) ,[Critical Appraisal Of The Penetration Of Life Insurance In India With Special Reference To The Western Maharashtra Region For The Period 1999 -2010](#),

The case is related to the penetration strategy so that the policies should be available at the reach of the customers who need it.

(M, P, Lakshmanan, 2018) , marketing strategies of LIC. The case discusses about the various marketing strategies so as to persuade and also to educate the probable customers.

(Venkatesh, Shanthi, 2018) Personal selling is one to one communication and the representatives interact to understand the needs of the customers and offering the suitable solutions.

OBJECTIVES:

- To understand the effectiveness of Personal Selling in the Insurance industry.
- To find out Personal Selling helps in branding.
- To understand the factors influencing customer purchase decision for Insurance Policies.
- To find out the customer acceptance through personal selling of the LIC Insurance policies.

SCOPE OF THE STUDY:

- The research was conducted in a Simple random manner which may have affected the data collection.
- Most of the data was collected from loyal customers, regular customers of LIC of India.
- Time period is an important parameter which was around 30 days only.
- The sample size is small.
- The above study conducted in Mumbai Suburb at Bandra Kurla Complex.

RESEARCH METHODOLOGY: -Research methodology is considered as the important parameter of any project. Without a well organised Research plan it is impossible to finalise the project and reach to any conclusion. This project is based on the survey plan. The main objective of the survey was to collect appropriate data, which was important for drawing conclusion and getting results. Research methodology, not only talks about the methods but also logics behind the methods used in the context of a research study and it explain why a particular method has been used in the preferences of other methods.

RESEARCH DESIGN: -A research design provides the framework to be used as a guide in collecting and analysing data. Research design is important because of the increased complexities in the market as well as marketing approaches available to the researches. In fact, it is a tool to study buyer's behaviour, conception pattern, and brand loyalty. A research design specifies the method and procedures for conducting a particular study.

SOURCE OF DATA COLLECTION: -The data for this study has been collected through both the primary and secondary sources.

Primary sources

A close ended questionnaire having the option for suggestions has been used for primary data collection. Moreover, while getting the questionnaire filled up; related questions were also asked from the respondents.

Secondary Data: -As a secondary data source - Books, Case Studies, Online websites have been used to collect the data.

Sample unit

Professionals, Business-man, Employees: from Bandra-Kurla Complex.

Details of the sampling methodology,

- ✓ No. of questions in questionnaires for the customer: 12
- ✓ No. of questions related to LIC of India Plans: 06
- ✓ No. of people met during the research: 150
- ✓ No. of respondents during the research: 109

FINDINGS:

➤ **LIC is a well Known Brand.**

87% of respondents got to know of the Insurer through salespersons compared to other promotional tools. This is because salespersons present their insurance products sales messages to the understanding of prospects. The people are aware about the LIC of India and 63% has purchased the policies from LIC of India. Customers are also brand loyal.

32% of the respondent has rated LIC as excellent and 60% as Very Good company/ brand/service.

➤ **Personal Selling is the important tool in Promoting Insurance Policies.**

Mr. Sanket Bane, Proprietor of Smart Financial Solutions, and **Mr. Manoj Patil** Development Officer at LIC of India emphasizes on the personal meeting with the client either existing or new, so as to understand the customer needs, Offer the appropriate solutions/ plans, and build a strong healthy long term business relations.

➤ **Education and Consultation provided by Salesperson.**

Customer education and consultation is important in any sales attempt. It is recommended that the Insurer should conduct sales force training in order to convince the clients.

72% of the respondent requested and appreciated for the education and consultation provided by the Salesperson/ agents.

➤ **Personal Selling is a win- win tool of Promotion.**

The advantage of personal selling over other promotional methods is that it is a two-way form of communication. Many non-personal forms of promotion, such as a radio advertisement, are inflexible, at least in the short-term, and cannot be easily adjusted to address audience questions. Personal selling is a promotional tool that every insurance company, should focus. Personal selling also helps in increasing the level of demand for this insurance service by both new and existing clients. Personal selling reduces the risks involved in purchasing home insurance services due to its complex and technical nature. Personal selling is a significant tool for building long lasting relationship that is mutually beneficial between the insurer and the insured. **66% of the respondents are satisfied with the services provided by Sales Person / Agents.**

SUGGESTIONS/RECOMMENDATION:

- The proper use of the personal selling strategy, penetration strategy will lead to the creation of new Clients and thus help expand the market for home insurance.
- Personal selling provides opportunities for potential insurance buyers to know about new insurance products in the market. Thus, it informs and educates the Clients about new products.
- Personal selling boosts the sales and many times also promote the unplanned purchase of the Policies.
- LIC should appoint new agents who have the potentials, so as to focus on untapped customers.
- LIC of India should engage more salespersons in their awareness creation campaigns.
- Company should train and develop the salespersons with appropriate skills.
- As there is competition in the Insurance industry it is necessary to understand the customer's preferences towards a particular company.
- The Marketing Manager should make better relations with the agents and maintain the reputation of the LIC of India.

- Customer education and consultation is vital in the service industry and this requires that organizations should equip salespersons with the needful information for persuading Prospects and clients.

CONCLUSION:-From this it is found out that LIC of India is one of the leading Insurance Company. India is cultured with wide variety of festivals and it is found out that on these occasions the sales volume increases. LIC is trusted brand by the customers. Company has earned customer loyalty. The salespersons have a significant influence on the promotion of the company and policies. The study also revealed that personal selling is carried out as a competitive strategy to promote the insurer, increase its market share and exposure against competitors. Personal selling has also helped to gain good public image which contributes to strengthening the loyalty of clients; it has also contributed to increasing the customer base of the insurer constantly. Therefore it is clear that personal selling has significant effect on the sales of the company. It is therefore imperative for the company to focus more on recruiting and training salespersons to help win new clients and stay ahead of competition.

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STUDY OF IMPACT ON INDIA OF DIGITAL PAYMENTS

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Abstract:- Digital Banking is the new worldview that offers significant advantages to banks as far as expanding benefit and efficiency just as to its clients regarding simplicity of payments and admittance to the banking administrations 24*7. It is cultivated by utilizing condition of - the-workmanship innovation foundation to achieve changes in interior cycles and outside interfaces. Gone do the days when individuals used to remain in long queues of bank trust that their turn will pull out cash or to store money in banks? Presently, individuals can approach bank without remaining in long queues according to their benefit without agonizing over the financial hours. On the prior, when digital payment present, individuals hesitant to change their exchange propensities yet after demonetization, they are left with no decision to do their exchanges with digital payment. Expanding utilization of web, versatile entrance and government activity, for example, Digital India are going about as an impetus which prompts dramatic development being used of digital payment. The shopper impression of digital payment has a critical and positive effect on appropriation of digital payment. Business banks give unrivaled customer administration as one of the greatest suppliers of banking and monetary administrations in our metropolitan and country hinterland. Steadfast customer base must be made through conveying Customer Delight. Yet, the essence of the issue is that to accomplish better execution, the Indian banks, both private and public, necessities to offer support quality. This research paper highlights the usage and importance of digital payment services in India.

Keywords:- Digital Banking, Customer Delight, Demonetization, Digital Payment, Consumer Perception.

1. Introduction

As the nation moves towards a credit only climate after demonetization, the underpinning delirium and disarray have offered approach to whirlwind of enterprises. Will the emphasis on online exchanges give comfort and significant advantages or simply add to press and redundant charges? The Digital India program is a leader plan of the Government of India with a dream to change India into a digitally engaged society and information frugality. Anonymous, paperless and credit only is one of the purported functions of Digital India. To boost the move towards a credit only frugality, the Government has cooked a rash of limits and gifts on digital exchanges. In any case, will these be considerable enough and, alongside different advantages, fight the advanced peril of data fraud once the cash notes are back available for use? What are the increases and disadvantages of financial digitization? Then is a gander at what might be available for you.

What do we mean by Digital Payment?

Digital payment is a system of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to shoot and get cash. It's likewise called electronic payment. No hard plutocrat is engaged with the digital payments. All the exchanges in digital payments are finished on the web. It's a moment and profitable approach to make payments. In the event that we talk about plutocrat payments, you need to originally pull-out plutocrat from your record. At that point you use this plutocrat to pay at shops. Businessperson goes to the bank to store the plutocrat which he got from you. This cycle is tedious for you and likewise for the retailer. Be that as it may, in digital payments, the cash moves from your record to the retailer's record right down. This cycle is programmed and neither you nor the retailer is demanded to visit the bank.

What are the most innovative types of Digital Payment Styles?

NFC or MST transmission swells stage associations have cooked making exchange through NFC (Near Field Communication) and MST (Glamorous Secure Transmission) invention. Without swiping your card through POS (Point of Deals) machines, you can really make investiture to shippers through its remote communicating seductive swells. You can profit this office by downloading MST empowered operation and likewise, your telephone should uphold NFC office. Whenever it's done, posterior to enlisting your card craft, you can make contactless exchanges through your telephone on any of dealers' POS outstation.

Digital portmanteau payment system

Through this stage plutocrat is loaded in hold alls. Also, with the dispatch of e-wallets you can add plutocrat exercising motorized portmanteau operations. Still, the imperative is you can transfer asset to the same portmanteau as it were. It means that on the off chance that you have Pay TM or SBI's Buddy operation on your phone, also you can just transfer plutocrat to another person's Pay TM portmanteau or SBI's Buddy operation who's having these operations installed independently. Just in another manner round, you can not transfer plutocrat from PayTM portmanteau to SBI Buddy portmanteau operation. There are some other e-wallets available in the motorized business, for illustration, Mobiwik, Freecharge, Oxygen, Reliance Money, Paypal, Buddy, Lime, Payzapp, Pocket, Yes Payetc.

USSD law payments system

In the event that you do not have a cell phone or web office, still you can in instalments through dialing USSD (Unshaped Supplementary Service Data) law indeed from your abecedarian telephone and clinging to the specific guidance, you can really make your inaugurations done. It's GSM-grounded invention where exchanges be through dispatches. It's a stage which frames a medium between the media transmission and banking financial administrations by and large. For each banking operation, you have an alternate dialing law which you need to check from your specialist association while making the exchange of instalments.

Mobile Money Identifier

MMID is a seven-number remarkable number which is given by the bank whenever you have enrolled your movable number. An existent who needs to shoot cash and the existent who needs to get that cash ought to have MMID for the specific interbank reserves move. Notwithstanding, through MMID you can move just a limited volume inside a day. Virtually all banks are giving this office of making little inaugurations.

UPI App grounded payments platform

UPI has cooked an extraordinary element of making virtual position through which you can move cash without revealing your record number and IFS law to the collector. UPI deals with a constant premise which implies the cash is moved shortly. UPI also bolsters the other vehicle of doing reserves move. UPI office is accessible with all the banking operations like HDFC UPI, SBI UPI, ICICI UPI, AXIS UPI, and virtually the wide range of colorful private and public banks. Presently, the vast maturity of the bank are implanting their UPI include inside their protean banking operation as it were.

QR Code grounded payments system

QR law is again an alternate system of making the exchange of investiture where you just need to check the QR law of the dealer and do the exchange of inaugurations. It's as a rule

generally employed by all the motorized inaugurations operation like BHIM, other banking operations to make the exchange of inaugurations without any problem. The dark forecourt holds the data about the effects whereby filtering the law data gets shoot accordingly through the cell phone and inaugurations complete. You do not need to enter anything physically while exercising QR law office. Bharat QR law has been dispatched by the public authority to push the motorized investiture exertion in right round.

Why would you use Digital payment styles?

Digital payment ways are more profitable and is more made sure about varied with making exchanges including plutocrat pullout. This fashion for payment advances plumpness and responsibility; lessen exchange charges, and reduction the size of the dark or casual frugality. No redundant expenditure of publishing plutocrat on the grounds that during the demonetization stage RBI demanded to burn through 7935 crores to print the lately planned plutocrat. Sets away cash and time -Whereas factual plutocrat prompts sins of duty elusion, black cash and phony cash, digital cash is in peril from information holes and data fraud on the web. A month a gone, for illustration, India saw its topmost similar information break that put in peril 3.2 million charge cards. For India, the charges related with information breaks are thrusting also.

2. Objective of the Study

- 1 To find out whether India going cashless has helped our citizens
- 2 To see if India will end up being an effective credit only frugality
- 3 To assay the impact of digital payment system in India.
- 4 To understand the consequences of digital system.

3. Literature Review

Sujith T S, Julie C D (2017) the composition entitled “ Openings and Challenges of E - Payment System in India”. This disquisition aimed to identify the issues and challenges of electronic payment systems and offer some answers for ameliorate the e - payment system. E - payment system provides further openings as well as. The examination plant that, Digital revolution has handed an easy approach for digital payments. The disquisition also plant that, the reach of mobile network, Internet and electricity is likewise expanding digital payments to remote areas. This will surely increase the number of digital payments.

Mamta, Prof. Hariom Tyagi and Dr. Abhishek Shukla (2016) the composition entitled “ The Study of Electronic Payment Systems”. This disquisition aimed to identify the issues and challenges of electronic payment systems and offer some answers for ameliorate the e - payment system quality. The successful executions of electronic payment systems depend on how the security and protection confines perceived by consumers just as merchandisers are famously managed, therefore would ameliorate the request confidence in the system.

Preeti Garg and Manvi Panchal (2016) the composition entitled “ Study on Preface of Cashless Economy in India 2016 Benefits and Challenge “ s”. This paper contemplated the perspectives on individualities on donation of cashless frugality in India. The disquisition was led in Delhi area and information was gathered with the backing of organized bean and examined exercising introductory rate fashion. Responses from repliers shows that cashless frugality will help in checking dark cash, fake's fake plutocrat, battling against illegal intimidation, dwindle plutocrat related burglary, helps in perfecting fiscal development of our nation. Significant difficulties that can upset the prosecution of the strategy are digital

gouging, high ignorance rate, disposition of individualities, absence of plumpness and effectiveness in digital payment system. The disquisition plant that, the donation of cashless frugality in India can be viewed as a stage right way. It helps in development and advancement of frugality in India.

Vidya Shree DV, Yamuna N. and Nitua Shree G (2015) the composition entitled “ A Study on new Dynamics in Digital Payment System -with special reference to Paytm and Pay U Money”. The exploration paper is zeroing in on the effect of the new digital payments systems on guests and issues endured assuming any. The exploration plant that, individualities are more aware about the online payments through movable operations and there's a more expansive expansion in development rate. The exploration likewise plant that, Paytm and Pay U cash is giving simple payment structures varied with Digital payment system.

4. Research Methodology :-In order to study the impact of digitalization, secondary data from different exploration papers, reports & government data has been studied and analyzed.

5. Results and Discussion :-Indian frugality is developing quick and the proficiency pace of individualities is likewise developing still its determined grounded on number of individualities joined up with the seminaries and universities. Still, the numbers of individualities have the information on working a work area; PC, protean or any kind of working frame cannot be estimated through education rate. These days we will discover indeed a work class have great quality android cell phones still they do not have total information on working it in a superior way. Despite the fact that if a portion of individualities realize how to use it yet, they dread from exercising banking through online because of online fakes, cybercrimes, confined proficiency, oblivious of online guidelines, and so on Also crowd dwelling in country zones actually trusts on visiting banks to make any kind of exchanges as opposed to performing it online on the grounds that they accept that plausible worth of a worker is more imperative to them. On the off chance that by chance they face any delicate situation they realize whom to get yet while doing exchange online does not bound a specific existent. The public authority stepped up of connecting Aadhar number of the guests to get the shamefaced parties. Yet, multitudinous individualities lowered their checks to make them defended from paying any kind of duty to the public authority. With each new operation of rule individualities find new ways or approaches to spare themselves. In first view it's imperative to change the print of the individualities that whatever is being executed is basically for their own enhancement. It may appear to be worrisome and crazy to do moment yet it'll be productive in longer terms. It a mix of individual perceptivity and absence of financial proficiency among the individualities. To spread these data the function of banks are extremely critical and for that the representatives need to stay up with the rearmost. Another delicate that can be viewed as extraordinary handicap to transfigure paper frugality into motorized frugality is poor or no web vacuity. At the point when we talk about web vacuity still there are number of government banks where there's no web network. These issues are significantly more in the advanced elevation zones. So, without web services it's completely delicate to meet the ideal of making frugality computerized. Generally ATMs have cash still unfit to apportion the sum as it can not read the card without licit web vacuity. Because of these common issues' guests have a sense of security to directly visit the banks and play out their errands. Away from these issues it has

been seen that individualities believes that by exercising net banking, ATMs or some other - banking services they need to defy redundant weight of paying different charges. Hereafter, they essay to try not to use these services. Also, when it comes at prosecution of these services in the parochial regions' different issues like absence of foundation services, violent geography, and electric force are the normal issues plant in country India.

6. Findings of the Study

- 1.The installment framework activities taken by the Govt. also, RBI have brought about more noteworthy acknowledgment and more profound entrance of non-money installment modes.
- 2.Always improving innovation and media transmission offices have offered fillip to elective electronic installment framework.
- 3.Check as a method of installment has lost its pertinence and will stay in any event in the medium term.
- 4.Government's activities, for example, the presentation of GST, demonetization and so on is probably going to extend the expense net and expand the conventional economy.

7. Suggestions

- 1.For smooth usage of money less framework in India, the accompanying measures are suggested.
2. Government needs to get straightforwardness and productivity e -installment framework, techniques utilized by government and RBI to support credit only exchanges by authorizing installment banks, advancing portable wallets.
- 3.As a piece of „Make in India“ activity by the public authority, RuPay cards, Aadhar based installment frameworks should be given particular treatment. Government ought to pull out assistance charge on cards and advanced installments.
- 4.Measures to debilitate utilization of money, by presenting charges on withdrawal of cash past a cutoff.
- 5.A monetary education mission should be directed by government time to time to make populace mindful of advantages of electronic installments.
- 6.To improve monetary incorporation, notwithstanding business journalists, e -SevaKendras and so forth might be permitted to make miniature receipts and installment exchange utilizing Aadhar confirmation.
- 7.To quicken the reception of computerized installments, ladies should be instructed through missions. Monetary proficiency will prompt ladies strengthening. This will prompt advanced and social unrest.
- 8.In schools additionally essential financial abilities might be bestowed.
- 9.Boosts all segments for progressively embracing non -money electronic methods of installment in lieu of money. Plans, for example, Lucky Grahak Yojana and digidhanVyapar Yojana must be kept on empowering electronic methods of installment.

8.Conclusion:-The above all else issue of proficiency should be handled by the public authority and for that we need to make our schooling situation solid right from the beginning. For the senior individuals, bank personals need to assume significant job. There is a need to set up data places from where any sort of question with respect to programs, strategies, new applications, or any innovative data can be taken. Additionally, the informed young people ought to likewise assume a part by helping other people and giving their insight to the

individuals who can't play out their undertaking all alone. Another issue of cybercrimes and network safety should be handled by the actualizing and making more severe guidelines with respect to digital protection. Instruction and preparing in wording now and most recent innovation for its progression in metropolitan too rustic regions can assist the economy with being digitalized with its utilization in regular day to day existence. Banking area could likewise start in this preparation strategy by giving information and supporting individuals with less mindfulness or no information corresponding to its utilization can prompts an extreme change by reception of digital payment framework by individuals with its full information in their regular daily existence like withdrawal of money, store of money and check. Digital payment is one of the engaging frameworks in India advancing digital India began by our noteworthy Prime Minister Narendra Modi, which prompts straightforwardness of money in the nation and straightforwardly control the dark cash in India by charge payment and straightforward income of each person. Computerized installment helps India in each area by giving security and wellbeing according to money. All the means and arrangements creation by legislature of India causes Indian culture to get information and mindfulness.

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FROM CASH TO CASHLESS ECONOMY

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Abstract:-The study evaluates India's technological advancement, which has created a range of openings for consumers to enter into digital payment space. Demonetization in India has forced all consumers and companies to embrace and produce cashless digital payment platforms. The cashless frugality script involves colorful factors for its relinquishment like reach, vacuity and mindfulness. This study considers factors liable for espousing new digital payment technologies in India's different regions across colorful consumers. The study includes descriptive statistics and friction analysis (ANOVA) to identify rudiments to achieve maximum satisfaction. The exploration collects data from 250 repliers living in India, passing digital payments and online deals. The data is collected through a structured questionnaire and critically anatomized using statistical analysis. The data has been anatomized with no sectorial impulses and tracked by creating real - time suggestions. The study uses colorful suppositions after taking responses from a sample of repliers. Cranach's Nascence analysis is also used to determine the validity and trustability of the word. The study illustrates the entire shift of consumer geste from cash to a cashless frugality. A certain number of effects are shown to directly impact the speed of such a shift toward digital deals in India.

Keywords:-Digital Economy, E-Banking, E-Payments, Demonetization, Technology

I. Introduction :-“CASH,” a magical term, has been etched in every Indian citizen's minds from history, and still, it's in demand. In moment's world, every Indian client must have the choice to pay electronically, using mobile bias, laptops, and other bias, and it's essential to spice up the country's coun try as a cashless frugality through technology. The donation of plutocrat within the environment of the Indian frugality has played an important part in Indian history altogether different sectors, whether it's husbandry and confederated diligence, biotechnology, motorcars, cement, durables, e-commerce, transportation, business, banking, etc. But it's time to equip altogether these sectors with new, ultramodern technologies to introduce the word “cashless” into the image, which makes commerce briskly, easier, and more effective. “Cashless Economy” refers to the physical sluice of public exchange being replaced with the digital platforms like online deals, the preface of plastic cards, Internet banking, etc. (Praseetha et al., 2019). With this revision, the currency is not confined from use, whether it means to

Brake down the operation of cash currency by exercising the applicable procedure. The part of digital deals becomes more prominent; hence it provides an necessary result to the population for different perspectives (Alibekova et al., 2020). There's a demand to move out of the cash and enter the new cashless world. For that, there are colorful enterprises launched by the Indian government, i.e., Digital India, so that the use of cash can be reduced and concentrate on digital deals could be increased and entertained into the minds of the people. Understanding the compass and significance of Cashless India, it's the Indian government's top precedence to address the significant issues of cybercrime and online fraud so that people are alive of their goods. Banks also play a vital part because they will follow the deals, as they're responsible for all the operations, whether cash or cashless deals. There's a new position of change in the bottommost stage, which we see in making and entering payments. There has been a constant change in quotidian infrastructural exertion; hence, we can see a policy change. Everyone needs to understand that India's future is a “cashless frugality” for the weal of society (Athique, 2019). A drop in the position of cash flux, or its exposure, or

replaced by plastic notes can be brought or introduced in the future by the government that's trying to bring mindfulness among the citizens. The primary response created for introducing a cashless frugality was substantially after demonetization, which came popular. The government is also well conscious that consumers are precipitously using their smart phones to pay for goods and services, which is a step toward Digital India. For India's metamorphosis, the consumers need to be equipped with digital knowledge, which is known to be the Indian government's star element. The primary focus is on pastoral India. The technology needs to be assessed and executed to move India from cash to a cashless frugality, as there's a lack of mindfulness among peoples. The maturity of India's population is engaged in husbandry, so there's a need to borrow new measures to move India forward there. Due to the sequestration and security enterprises, people are alarmed to move from cash to cashless frugality as they find it serious. Two types of online payment are introduced in India, videlicet, wallet - based and UPI (Unified Payment Interface) - based media. As the government pushes its drive for a cashless frugality, it backs UPI - based mobile payments apps. Banks are also liable to promote online payments similar as Internet banking, mobile payments, etc. There's no need to go to the bank, the deals are done from home truly snappily and fluently (Menon & Ramakrishnan, 2019). This paper will dissect the elaboration of the banking system and its development to make India a cashless frugality with unborn digital trade trends. This study will estimate the current status of the reach, vacuity, and disbursement of cashless trade mindfulness.

II. Literature Review

“Cashless frugality” doesn't mean the complete absence of cash; it's just a medium of marketable force in which goods and services are bought and vended, and payment is made or entered electronically.

2.1. Genesis of Cashless Society :- There's been an increase in the number of payment installations styles in the digital period because of the constant rise in technological structure and policy changes. Internet of Goods (IoT) is the essential function in our society to bring citizens together by espousing an open invention approach. This exploration has shoveled those megalopolises that have come Smart Megalopolises with the help of IoT. In the long run, to come independent in information technology (IT) and artificial intelligence (AI), can be achieved with government's help, as its part is a vital part of the future. Also, the study reviews open invention and IoT literature. Hence, for the development, there should be a close relationship between relational and trust - structure capabilities, learning capabilities, and open invention capabilities (Scuotto et al., 2016). E - banking and e - payment opened the doors for cashless deals before, but it wasn't well known. The online modes of payments made it possible to keep an eye on the people who have black plutocrat, but at that time, there was a lack of mindfulness, and people weren't well clued with the technology, which wasn't successful from the government's position. This exploration analyzes India's cashless sale system's growth pattern from the time 2006. With the full advantage of technology, there's a way for the government to introduce a new system into the request for modernization and quick payments remittances. The e - banking system also ensures the optimal use of banking services for better vacuity of finances for banks and guests. The author mentioned that dispatches networks would be responsible for the new modes of payments (Maurya, 2019). The explanation for establishing a digital revolution has steadily converted more and more analogue information into digital channels. The digital revolution is serving society by allowing easy interoperations, tentative on common norms (Pearson, 2010). All requests have been filled with digital norms with telephones, music players, and cameras. There's also a need to control terrorism backing so that the plutocrat inflow can help find black plutocrat,

hoarding unaccounted means, etc. In conclusion, there's rapid-fire growth in the advancement of technology in every country's payment system, which will come completely digital. Wireless is considered to be the core factor in the current phase of digital confluence. It isn't only about mobile phones features, but the operations are moving on the pall, which makes it possible to work digitally (Teece, 2018). Information and communication technologies (ICT) has created a tremendous impact on the growth of the world frugality (Fang et al., 2016). There has been a rapid-fire expansion in the sector, changing mortal lives and making it veritably easy and suitable. The Internet made it possible and sparked the IT sector with a lot of inventions that have spread each around the world. "Internet banking" (IB) was the term introduced, which led to a reduction in the use of cash, hence making deals online (Nguyen, 2020) Confirmational Factor Analysis, Structure equation model. The study uses the Technology Acceptance Model (TAM), a proposition that models how druggies accept and use technology. In conclusion, the primary focus of this paper is on the relinquishment of Internet banking without returning to descriptive studies (Hanafizadeh et al., 2014).

2.2. Need for Cashless Deals :-According to the Indian government, the cashless policy creates further commission in the assiduity, which will lead to an increase in employment and a reduction in cash - related fraud. Now, further cash will get saved in the bank accounts of guests. There will be less hard plutocrat in their hands, which will lead them to discover their exact income so that income duty fraud can reduce significantly. It'll also reduce fraud toward cash sale and lead to foreign investors' participation in the country as this mode of payment is secure (Grimes, 2003). When this step was introduced in other countries, they were the right way going in the right direction. The supposition was that it pushed the modernization of the new payment system. Increase in the number of banks leads to reduced sale costs and a reduction in the high security of carrying cash along. This bank helps make a more manageable platform for commerce with consumers to know about the assiduity. Financial threat is also an essential point in pushing the digital channel to ameliorate the idea of a cashless frugality. Indians have used the electronic modes of payment for numerous times; still, the retail sector still relies generally on cash deals. They find it a more secure and accessible way of physical operation in the retail request (Chundu Venkata Rao, 2014). The constant invention in the banking systems, products and services helps it move toward a further coherent terrain. The part stressed in this paper is MBPS (Mobile Banking & Payment System), which is directly commensurable to digitalization. The authors tried to keep the analysis grounded on literal and contemporary literature by pressing essential gaps and agitating the challenges and openings duringe-banking perpetration (Devlin, 1995). The study easily proposes a new mobile banking system, videlicet, MBPS, multitasking smartphone software that allows colorful banking and payment deals in a single click with artificial intelligence. Also, it also determines different counteraccusations and limitations that are making unborn way delicate. The exploration is entirely theoretical; hence, no feasible thesis has been formulated.

2.3. Impact of Demonetization on Cashless India :-There is a requirement to research different reasons for the shortage of penetration of digital transactions in India and find the available attributes that require alteration to fill the Indian economy gap. The objective is to get how the journey will continue on a successful path and obtain deeper insights. The focus is on the people behind acceptance and non -acceptance of digital modes of payments, so a comprehensive examination of the varied reasons is undertaken (Gupta et al., 2012). The trend toward non -cash transactions like e -wallets and other modes of online payments features a significant impact on the Indian economy. Indeed, demonetization has played a considerable role in introducing online payments, and day -by-day, there's an influence on the expansion rates in payment volumes. There are various challenges faced to implement digital

transactions in India and the way they will be overcome. It has been seen that there's progress within the digitalization within the current scenario of the Indian economy. The focus is totally on the agricultural areas as there are people that got to acquire the new facilities to maneuver further and contribute toward the Indian economy (Kumar & Puttanna, 2018). The introduction of the word "cashless economy" happened after the demonetization of 500 - and 1000-rupee notes in India after November 2016. A quick review was administered from media reports on the history of demonetization in India compared with other emerging countries. They recorded that around 80% of the cash transactions are supported physical flow, which opens the doors for problems like corruption, black money, and terrorism funding. These are cashless problems, which means minimal use of cash and the rest of operations are through different electronic modes of transactions (Adil & Hatekar, 2020). The dream of a cashless India is embraced by all people. There is both the attitude, i.e., benefits and challenges toward implementing it, as in both cases, India might face difficulties. The rationale for establishing a cashless economy started after India's demonetization, in terms of origin and impact over the subsequent year after November 2016. There is a correct involvement required from every individual to stay the specified objectives included within the plan. After that initiative, tax payment collection increased as there was no thanks to shake it. The whole thing was that specialize in promoting online modes of payments for the Indian economy's successful flow. The process has started and there'll be more opportunities to realize Digital India's goal (Khurana, 2017).

2.4. Impact of Fraud Detection and Financial Inclusion :- There would be a big impact on society in implementing the steps toward India's economic process. There is a requirement to specialise in the consequences that might make India have a high market price. It shows there'll be both positives and negative impacts in moving from cash to a cashless economy (Yucha et al., 2020). There is a requirement to vary the economic system in today's world, where the most focus is on Digital India. In recent times, technology has been the good enabler within the financial industry in coitus interruptus masses from rock bottom of the pyramid. Moving further with the advent of modern technologies like AI, Blockchain, Internet banking, and smartphones helped the whole financial ecosystem (Carlsson, 2004). It paved the way for a successful banking system, not only in India, but globally. The new term coined by the industry experts is "Fintech." The word itself represents the amalgamation of two words – finance and technology. Every financial company viewed it as a superb opportunity to derive all the positive outcomes. Internet availability and data facility became a facilitator for fintech, whereas, within the Indian context, Digital India, e-governance, demonetization pushed for the adoption of fintech solutions to enhance the Indian Economy in the context of Digital India. India has witnessed an outsized scale of technology-based tools supported by rapid climb in mobile and Internet users in urban and rural areas (Hernández-Muñoz et al., 2011). For the possible financial inclusion, literacy and credit counseling can convince the masses of the usefulness of monetary services, which can have a long-lasting impact on people's lives in pulling people out of utmost poverty (Liao et al., 2019). Moving toward digitalization and cashless economy from cash also needs examination of the current IT infrastructure and AI for security reasons and looks at frauds toward digital transactions. The initial step in moving from traditional to modern economy is for banks to have a reliable and smart mechanism to fight cybercrime. We need to accept a stable banking system for a new transformation in the banking sector; it is necessary to control frauds to introduce digital transactions. So, for the betterment of the Indian economy, strict fraud regulations should police the system. This focus is on moving into Digital India through different platforms, so there is a need to ensure addressing crime security risks by introducing Artificial Intelligence into the system.

2.5. Adoption of Mobile and Plastic Money:-Mobile phone penetration in India is reaching a new phase with falling prices of all smart phones resulting in mobile access to the lower income strata. Hence, the telecom companies' insufficient data and call charges made it even the right choice for rural and urban India. In rural India, mobile phones have opened financial services opportunities in digital money and mobile wallets, leading to financial inclusion. This paper helps understand the telecom industry's current trend toward mobile money or digital payments in the Indian market for the upcoming development in the "cashless economy." This paper also helps the industry and government understand the system and the challenges associated with digital payment deployment. Mobile money will give different insights into how mobile services can be implemented by the rural population at the bottom of the pyramid. It needs to be included in the country's development through financial inclusion by deploying mobile payments. Commerce is gaining strength with time and helps develop global business attraction and socio-economic development. The technology has not only expanded India and in neighboring countries as well. We observed that digital cash usage is bringing substantial satisfaction among the youth and groups of people aged between 25 and 35 as they deemed it safe and free from fraud. According to the research, there has been a positive trend to adopt e-commerce in business, generally for MSME. The significant shareholding is managed by MSME who are taking an interest in it. Still, the older generation does not find it suitable as they see it is not free from cybercrimes, and they do not want to take risks. These findings help contribute to designing strategies for the development of online system channels in every sector.

3. Scope and Objective of Research:-With research and development (R&D), there has been a significant increase in the technological adoption in both rural and urban India. This paper seeks to critically evaluate the factors affecting the consumers to move from one platform to another. The study's objective is to determine the consumer psychology and demographic characteristics to follow up on digital payment mode. The research objectives are as follows:

3.1. Primary Objectives-To study the evolution of the banking system and its development in making India a cashless economy with future digital transaction trends. The study also considers the government's various steps in promoting technological advancement to better the economy. The paper analyzes cashless transaction awareness and the current status regarding reach, availability, and disbursement.

3.2. Secondary Objectives-Some of the secondary objectives are to interpret the factors guiding the citizen to take a step toward a cashless economy in a shorter period, focusing on the socio-economic impact of cashless transactions and online modes of payments on society. Secondly, to assess the Indian government's preparedness toward implementing the cashless economy after GST introduction and demonetization and how to manage the transactions taking place all around the country. With the above objectives, the following hypothesis is formulated:

H1: There is no significant difference in respondents' perception of various factors of digital payments based on gender.

Similarly, H2 is based on the age group, H3 on educational qualification, H4 on profession, H5 on marital status, and H6 on the annual income. and online modes of payments on society. Secondly, to assess the Indian government's preparedness toward enforcing the cashless frugality after GST preface and demonetization and how to manage the deals taking place each around the country. With the below objects, the following thesis is formulated

H1 There's no significant difference in repliers' perception of colorful factors of digital payments grounded on gender.

Also, H2 is grounded on the age group, H3 on educational qualification, H4 on profession, H5 on connubial status, and H6 on the periodic income.

4. Research Methodology

4.1. Research Design :-The examination is wholly dependent on logical and descriptive statistics. The exploration uses primary and secondary data. The questionnaire is of a close - concluded type distributed to a sample of 250 Indian citizens. The information was collected from repliers and examined by statistical software. This questionnaire is erected on the primary data. Secondary sources are also inversely taken into consideration in the form of literature and papers. Descriptive statistics is applied and enforced using Mean & SD (Standard Divagation), with deducible stats, including ANOVA.

4.2. Quantitative Exploration :-A quantitative approach is needed to gather information on the experience and perspectives of Indian consumers on accepting a change toward a new world, which impacts their diurnal lives. This study was wholly deduced from the repliers' opinions and the secondary sources of information. The statistical tools include ANOVA. Cronbach's Nascence was used to test the validity and trustability of the statistics.

4.3. Sources of Data :-The applicable information consists of a questionnaire from which data will be collected on specific parameters; on the other hand, a small volume of data consists of papers, journals and websites. The exploration is carried out with consumers from different parts from colorful Indian countries to collect the information on technology demanded to move from cash to a cashless frugality. The target followership includes different generations, conforming of youthful people, middle - age people, and aged people of varying income group parts. In this country, everyone needs to know the advancements in espousing new technologies. Likewise, there's a need to reduce the use of cash and bring mindfulness of Digital India. The consumers are the most critical factor in conducting exploration. The analyses have to be made because the factual data can only be collected and anatomized from real consumers.

5. Research Findings and Analysis Survey

5.1. Chancing out Descriptive Statistics Frequentness Profile of Repliers

From the data, we can see that utmost repliers are manly (61.20), utmost are sch Repliers were undergraduates and postgraduates. Further than 80 of the repliers were progressed 18 to 38. Their periodic income is over toRs.2.5 Lacs (46.80), 2.5 – 5 Lacs (10.40), 5 – 7.5 Lacs (10.00), 7.5 – 10 Lacs (14.00), and 10 Lac and over (18.80). The ideal profile of a digital stoner is sophisticated, employed, with a decent income. Research also shows the result of Cronbach's Nascence trustability analysis. This test measures uniformity between the review and scales. The Cronbach's Nascence value of 1.0 indicated 100 percent validity and trustability with a number of compliances of 250. Generally, a standing of 0.7 is accepted, and the data treated as dependable. In this case, we can see the score is 0.955 for showing interest in the repliers' digital platform. So, the score was above 0.90, which is considered stylish for study as the data shows how dependable it is. We can see from the observation that the mean varies between 3 and 5; it shows that the defendants have an auspicious approach toward moving from cash to cashless frugality, that is, they conclude to agree with the questionnaire's parameters. Then, the mean can prove to be an effective tool when comparing different sets of data. The standard divagation describes the notch at which the mean is

opposing the factual mean showing the shape of a distribution. This case tells us how continuous our sample mean is to the general occupants' truly mean.

5.2. Thesis Testing ANOVA Calculation

5.2.1. Thesis 1 :-ANOVA shows that manly and womanish repliers display significant differences for the ascendance of digital payment approach/ digital hold alls. The maturity of factors play a vital part except for brand fi delity of digital mode, secured sale, time - saving through digital payment approach, backing to a specific for the accession of goods, and commerce with holdalls. Hence, we reject H1. It indicates that both manly and womanish client also graspe -money mode. The significance value is lower than 0.05 for the maturity; hence, the gender is statistically significant.

Table 1 Calculation of ANOVA (Gender)

Variables	Sum of Squares	df	Mean Square	F	Sig.
Mobile Payment Wallet/Digital Payment Used.	6.081	1	6.081	4.714	0.031*
Frequency of Use Digital Payment to Make Online Payment for Bills and Purchases.	11.220	1	11.220	9.030	0.003*
Brand Loyalty of Digital Payment Mode.	0.412	1	0.412	0.386	0.535
Convenience in Use of Digital Payment Mode.	5.058	1	5.058	4.198	0.042*
Secured Transaction.	1.844	1	1.844	1.705	0.193
Time Saving Through Digital Payment Mode.	2.788	1	2.788	2.304	0.130
Acceptance Wallet/Digital Payment Mode.	4.827	1	4.827	3.869	0.050*
Price of Using Digital Payment Mode (Service Charges etc.)	5.417	1	5.417	4.220	0.041*
Mobile Wallets are Capable of Providing Benefits to Individual for Purchase of Product.	1.448	1	1.448	1.108	0.293
Using the Online Payments Improves the Quality of my Decision Making for Buying Products.	12.382	1	12.382	10.032	0.002*
Believe Mobile Wallets are Useful in Buying Products than the Traditional Methods.	5.407	1	5.407	4.340	0.038*
Think that Using Online Platform can Offer me a Wider Range of Banking Services and Payment Options.	5.378	1	5.378	4.513	0.035*
Interacting with Mobile Wallet is Helpful.	1.397	1	1.397	1.149	0.285
Trust the Service Providers of Mobile Wallet.	5.497	1	5.497	4.908	0.028*

Note: * indicates significant at 5% level of significance based on t-statistics.

5.2.2. Hypothesis 2 :-ANOVA shows that various age group respondents display significant differences for the predominance of digital payment approach/digital wallets. The majority of factors play a vital role, except using online payments, to trigger purchasing products. Hence, we reject H2. It indicates that different age consumers perceive the acceptance of dig ital payment approach/digital wallets. The generation of consumers generally is to use digital payment modes. The significance value is less than 0.05 for the majority; hence, the age group is statistically significant.

Table 2: Computation of ANOVA (Age Group)

Variables	Sum of Squares	df	Mean Square	F	Sig.
Mobile Payment Wallet/Digital Payment Used.	48.928	4	12.232	10.816	0.000*
Frequency of Use Digital Payment to Make Online Payment for Bills and Purchases.	57.314	4	14.328	13.395	0.000*
Brand Loyalty of Digital Payment Mode.	28.341	4	7.085	7.347	0.000*
Convenience in Use of Digital Payment Mode.	57.396	4	14.349	14.264	0.000*
Secured Transaction.	27.739	4	6.935	7.011	0.000*
Time Saving Through Digital Payment Mode.	56.471	4	14.118	14.038	0.000*
Acceptance Wallet/Digital Payment Mode.	42.419	4	10.605	9.558	0.000*
Price of Using Digital Payment Mode (Service Charges etc.)	12.623	4	3.156	2.485	0.044*
Mobile Wallets are Capable of Providing Benefits to Individual for Purchase of Product.	30.930	4	7.732	6.432	0.000*
Using the Online Payments Improves the Quality of my Decision Making for Buying Products.	11.320	4	2.830	2.257	0.064
Believe Mobile Wallets are Useful in Buying Products than the Traditional Methods.	30.533	4	7.633	6.588	0.000*
Think that Using Online Platform can Offer me a Wider Range of Banking Services and Payment Options.	33.736	4	8.434	7.734	0.000*
Interacting with Mobile Wallet is Helpful.	28.403	4	7.101	6.334	0.000*
Trust the Service Providers of Mobile Wallet.	23.491	4	5.873	5.539	0.000*

Note: * indicates significant at 5% level of significance based on t-statistics.

Note: * indicates significant at 5% level of significance based on t-statistics.

5.2.3. Hypothesis 3 :-ANOVA shows that respondents display significant differences for the predominance of features of digital payment approach/digital wallets based on their education. The majority of factors play a vital role, except using online payments, in the motivation for ordering products. Hence, we reject H3. It indicates that education plays a special role in the acceptance of digital payment approach/digital wallets. The knowledge of consumers, hence the educational qualification is statistically significant.

Table 3: Computation of ANOVA (Educational Qualification)

Variables	Sum of Squares	df	Mean Square	F	Sig.
Mobile Payment Wallet/Digital Payment Used.	59.933	4	14.983	13.797	0.000*
Frequency of Use Digital Payment to Make Online Payment for Bills and Purchases.	43.775	4	10.944	9.729	0.000*
Brand Loyalty of Digital Payment Mode.	23.512	4	5.878	5.973	0.000*
Convenience in Use of Digital Payment Mode.	54.847	4	13.712	13.491	0.000*
Secured Transaction.	31.190	4	7.798	7.998	0.000*
Time Saving Through Digital Payment Mode.	53.111	4	13.278	13.025	0.000*
Acceptance Wallet/Digital Payment Mode.	29.886	4	7.472	6.437	0.000*
Price of Using Digital Payment Mode (Service Charges etc.)	13.171	4	3.293	2.598	0.037*
Mobile Wallets are Capable of Providing Benefits to Individual for Purchase of Product.	23.448	4	5.862	4.755	0.001*
Using the Online Payments Improves the Quality of my Decision Making for Buying Products.	11.426	4	2.856	2.279	0.061
Believe Mobile Wallets are Useful in Buying Products than the Traditional Methods.	25.189	4	6.297	5.335	0.000*

VI. Conclusion: The researcher can conclude the said topic by throwing light on factors that are affecting the consumers that is their mindset for going cash to cashless i.e. using plastic money instead of cash. It shows that there is a great shift i.e. a larger population is going for cashless transactions so we can say that it is moving towards cash to cashless economy.

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Animal Classification using Deep Learning Architecture

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Abstract: In this study we have solved animal classification problem using Deep learning architecture. We have used SSD Mobile Net V2 model. We have prepared secondary dataset for solving classification problem. This dataset has cow and non cow class. The cow class has 850 images of different Indian cow breeds while the noncow class includes 838 images of cats, dogs and goats. The trained model on this dataset not only detects the object present in the given image but also identifies the class of the detected animal. We have got the accuracy of the trained model as 90.69%. This trained model could be useful in the animal husbandry sector, zoo, pet shops etc. where the animal classification is important. We hope this study will help researchers to build more deep learning models to solve animal classification problems.

Keywords:- CNN, Deep Learning, Object detection.

Introduction:- We, the humans have a strong visual sense and object classification abilities. When we classify diverse things, we use our visual pathways to first choose information, and then our neurological systems use this information to make right decisions without the need for lengthy instruction. Computer system can also mimic this ability to detect and classify the object just like humans by using Artificial Intelligence (AI) technology. Deep Learning (DL) is the branch of AI which deals with this task. Due to state-of-the-art findings gained in the areas of image classification, object recognition, and natural language processing, DL technology has become a buzzword nowadays [11].

One of the most challenging area of computer vision is object classification [5]. Humans can distinguish a wide range of object in the given image with little effort; however, computer vision systems struggle with this job. CAD-like object models, appearance-based methods, feature-based methods, and genetic algorithms are just a few of the numerous approaches to the problem that have been applied throughout the decades. These traditional object detection techniques are good in some fields, but these methods are unsuitable for classifying the objects with multiple classes. Convolutional Neural Networks (CNNs) are currently the leading methods for this problem. Even without human interaction, CNNs can learn and train from data on their own. CNN just needs some little preprocessing to solve image classification problem. They develop and alter their own image filters, which must be properly designed in order to work with most algorithms and models. To allow the CNN to fulfil these activities, CNN frameworks contain a series of layers that perform certain functions. Because CNNs are self-teaching models, their efficacy grows as additional data in the form of annotated is provided to them. In the present study the animal classification problem is solved by using one of the most popular CNN architecture called SSD MobileNet V2 model. To solve animal classification problem we have selected Indian cow. The trained model on our prepared secondary dataset will be able to classify the Indian cows. There is no separate dataset available on Indian cows, using which we can train the CNN model to classify the Indian cows.

Related work: -Many image classification problems have solved using deep learning techniques [3]. Using SSD architecture with Mobile Net can solve the animal classification problems in real time environment [2]. The comparative analysis of different CNN architectures like LeNet, AlexNet, VGGNet and ResNet with YOLO algorithm shows the good accuracy value [8]. The CNN architecture shows good accuracy for image classification

problems as compare to other classifiers like SVM, LDA, LBPH and PCA [5]. The CNN is not only used to detect object and identify the class of the object but it could be used to identify the action of human. The Mobile Net with SSD model could be the good option for this, it identifies the actions like walking, sitting down, falling back, waving hands, etc. [9]. To monitor the wild animals in the wild areas this deep learning algorithms can also play an important role [5]. The Camera-trap dataset is used to train the deep CNN model to classify the animals in the wild area, the proposed model shows good accuracy for classification result even in nighttime [1]. The deep learning approach is more beneficial to the animal as compared to traditional methods where the identifications are carried out by using ear tattooing, branding, ear notching etc. these methods could harm the animal permanently. Deep learning approaches help to identify the cattle in the farm sector, by applying CNN and LSTM on video data individual cow can be monitored [10]. It is not only just the image data that helps the CNN models to give the results, the voice data can also use to get the results. By monitoring the voices of the cattle the owner can determine the status of the cattle using DL speech classification model. The model involved in this method differentiate the cow voice and the other noises [7].

Experiment and Result: In the present study we have developed the secondary dataset based on Indian cow breeds. The images of Indian cows are taken from Internet; these images consist of different Indian cow breeds belong to different regions of India. The main aim of preparing this dataset is, there is no Indian cow based dataset freely available to solve Indian cow classification problem. There are some datasets available on the foreign breed cows. But the trained model on these datasets can give poor results on Indian cows as these breeds have different body structures. We have introduced two classes in the dataset, one is cow class and other is non_cow class. The non_cow class contains the images of cats, dogs and goats. So the trained model on this dataset can classify the detected object in the belonging category. All images are annotated by using Labeling tool. The dataset is divided into two parts Train and Test. The bifurcation of the images in these parts are shown in the following table.

Classes	No. of images Used		Total
	Training	Testing	
cow	650	200	850
non_cow	Cat: 214	Cat: 100	314
	Dog: 204	Dog: 75	279
	Goat: 195	Goat: 50	245
Total Images	1263	425	1688

Table 1: Count of images used in classification Dataset

SSD Model: The concept of default boxes (anchors) lies at the heart of SSD. There are 8,732 default boxes on SSD [6]. The model's purpose is to determine which of the default boxes to be used for a given image, further forecast offsets from those default boxes to arrive at the last prediction. We know that when we add more convolutional layers, the feature map's resolution decreases, and the receptive field of each cell in the feature map increases. As a result, earlier layers with a smaller receptive field are better adapted to identify small objects, whereas later layers with a bigger receptive field are better suited to detect larger objects. The architecture SSD is made up of three primary components: Base network, Extra feature layers and Prediction layers.

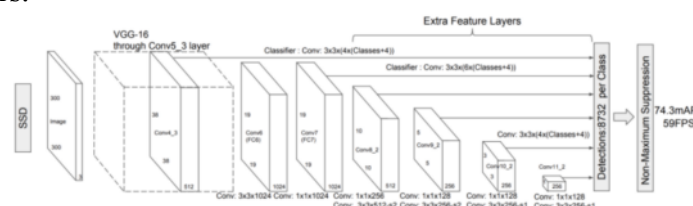


Figure 1: SSD architecture

The earliest layers of any typical image classification network are known as the base network, pre trained on our secondary dataset. We have used VGG16. Convolutional layers are used to implement the completely linked layers at the end. The prediction layers are an important part of SSD. Several feature maps representing several scales are employed instead of simply one for predicting classification scores and bounding box coordinates.

MobileNet V2:- This is the enhanced version of MobileNetV1 model. MobileNets are low-latency, low-power models that have been parameterized to match the resource restrictions of various use cases. It's a powerful feature extractor for detecting and segmenting objects. For example, when used in conjunction with Single Shot Detector Lite, MobileNetV2 is around 35% quicker and has the same accuracy as MobileNetV1. The MobileNetV2's bottlenecks encode the model's ability to transform from lower-level concepts like pixels to higher-level descriptors like image categories, while the inner layer encapsulates the model's ability to transform from lower-level concepts like pixels to higher-level descriptors like image categories. Shortcuts provide faster training and improved accuracy with standard residual connections. A bottleneck depth-separable convolution with residuals is the fundamental building piece. MobileNetV2's architecture includes a fully convolutional layer with 32 filters, followed by 19 residual bottleneck layers. The core network (width multiplier 1, 224 x 224) employs 3.4 million parameters and has a computational cost of 300 million multiply-adds. The model size varies between 1.7M and 6.9M parameters, and the network computational cost ranges from 7 multiply-adds to 585M MAdds [4].

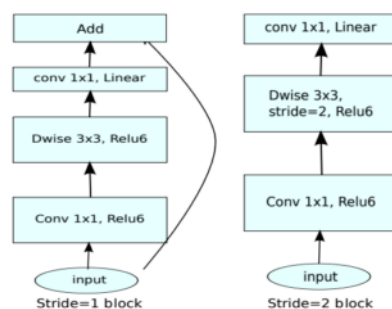


Figure 2: MobileNet V2 architecture

For our experiment we have used SSD MobileNet V2 together to solve animal classification problem. Simple block diagram of the experiment is shown below.



Figure 3: Simple block diagram of classification model

The SSD MobileNet V2 model is trained on the prepared secondary Indian cow dataset on Google Colab platform till 15007 steps. With the help of Jupyter Notebook we have tested the accuracy of the trained model. This trained model make boundary box around the detected object/s and predicts the class of that object with confidence value. Following figures show the input images given to the model and processed output images with the confidence value for both classes i.e. cow and non-cow.



Figure 4: Input images (a and c) & Output images (b and d) for cow class



Figure 5: Input images (a, b and c) & Output images (e, f and g) for non_cow class
If the trained model is given an image with multiple objects, it predicts the classes of these detected objects in the image.

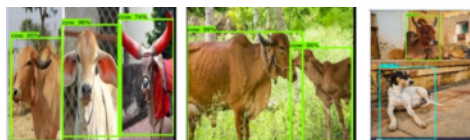


Figure 6: Images with multiple objects

Sometimes the model fails to detect the correct class of the detected objects. This could happen because the model finds some similarity between the detected objects of different classes. The solution to this problem would be that the dataset should be updated with more images of the animals of these classes. The number of training steps should be increased, even more data augmentations operations could be helpful.

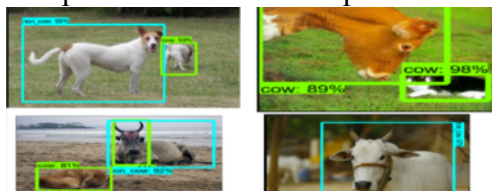


Figure 7: Wrong predication by model

We have observed and prepared the graph of training steps vs loss values. As we increased the training steps the loss value gets reduced. On the step number zero the loss value was 15 and on step number 15007 the loss value reaches to 0.05. The following graph shows the training steps vs loss values.

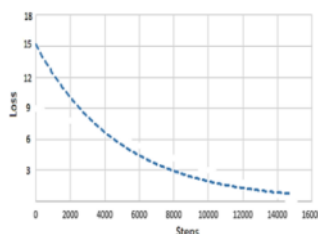


Figure 8: Graph of training steps vs. Loss values

We have prepared a model accuracy graph, in which we evaluated the model after every 1,000 training steps and recorded the accuracy value. The model's accuracy was 45 percent on the step number 1,000, and it improved as the number of training steps grew. The accuracy hits 60.45% on the 5000th step. It achieves 79.85 percent on step number 10,000. The model's accuracy on step 15,007 is 90.69 percent, thus we ended training at this point. We've also calculated accuracy by class wise. The accuracy for the cow class is 88.42 percent, while the accuracy for the non_cow class is 97.05 percent.

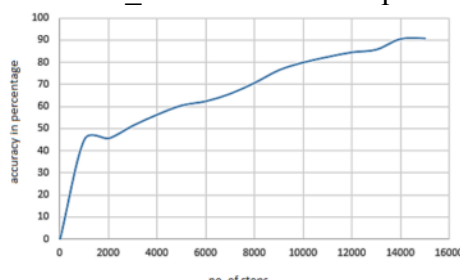


Figure 9: Number of steps vs. accuracy value

Conclusion: In the given study we have prepared the secondary dataset based on Indian cows. This dataset could be used to classify the Indian cows. In the present study we have solved the animal classification problem by using this dataset with the help of SSD MobileNet V2 model. We got the accuracy of 90.69 %. The trained model classify the animal detected in the image either as a cow or non_cow, as these two classes are involved in the dataset. This trained model could be useful to the farm sectors where the animal classification is important.

In the future work, the dataset would be updated according to the breeds of Indian cows. So that the trained model on this dataset will be able to tell the breed type of the Indian cow. The dataset could be updated with the Indian endangered animal species to classify them with the help of deep learning methods.

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The Communal economic outlook of catastrophe management in Uttarakhand

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Abstract

There is major relation between a human and ecological system which creates essential bonding with each other but since few years, it might be seen by decreasing in the prosperity of forest diminish in biodiversity, populace outburst which critically pressurized directly on Agri based sources, specifically on the resources which are related with agricultural aspects. There is a highly destructed situation due to human personals differ worst losses in kind of lives, livelihood and properties. This study emphasized biodiversity, susceptibility, rehabilitation, society and mitigation. The geography of Uttarakhand is very much unequal in the form of ecological climate, natural sources, relief and livelihood especially the agriculture and tourism sector of MSME in that particular area and natural calamitic senses. The use of scientific facts and dates in a sequence is to indicate the effects of natural hazards on the community or populace. The standard of socio-economic growth and development take part in an essential role in disaster/catastrophic management, rescue and relief. There are some approaches to take concise the plans and policies which are defined as prevention, preparedness and mitigation. The programs and workshops related to awareness are managed in a particular way, especially community-based awareness programs and all programs are in the way of the community-based economic outlook.

Keywords:-Disaster, biodiversity, susceptibility, rejoinders populace, mitigation and management.

Introduction:-As per the study, disaster is a consequential occurring which is directly hit to the local population and create unusual circumstances which disturb all living standard or livelihood. A disaster is an event considered in scenario and space, which is a localization or its other kinds entirely physical disturbances and command unusual condition. Uttarakhand has suffered from various types of catastrophes every year in the season of monsoon. There are worst situations in that particular states and create large economic disturbances and social unused circumstances. The local habitats suffer from various types of uncertain situations which are derived through different hazards. The local population has suffered from large social and economic difficulties. There are five subcategories of disaster as geographical, metrological, hydrological, climatological and biological.

Catastrophic management: - Catastrophic management is a process with the authorized power of interacting with and away from various hazards. It involves preparation for catastrophes or hazards before occurring. It is a managing procedure of unexpected situations that provides some plans and actions to prevent, prepare and manages/mitigate. It makes helpful in all hazardous situations, various government & nongovernment and NGO's regularly work for managing these situations. Disaster management plays a specific role in the worst conditions to minimize the losses and prevent humans. It is a major eventually

coordinated rejoinder to demonize its impacts. Disaster management planning and its phases:- There are five phases of management planning as

- Disaster phase- on the time of disaster/during the disaster
- Response phase- the action that rapidly undertakes happenings.
- Recovery phase- The rehabilitation phase is provided to the community in this phase
- Risk reduction/mitigation- The population have backed to pre calamitic standard
- Preparedness- it includes the development of awareness among the populace or local commodity on a regular aspect of catastrophes. It involves education system, information, knowledge regarding warnings signals of hazards.

Let us focus on the current disaster management system than the current structure exposed out the catastrophes related concerns at the upper centre. Middle and local level so important features work irrespectively of circulars of the Ministry of HRD. The difficulties are more n more in hazard management in Uttarakhand such as first aid hospitality, rescue and relief operations, medical facilities and other evacuations regarding prevention and management. Some essential comments are notified:-

- Powerful political authority to determine to deal with hazardous circumstances.
- The regular invention, implementation of new and antique methods and technical facts and innovation to resolve these problems and handles.
- Sufficient reserve funds are being a vailable for conducting various practices, mock drills and workshops to maintain regularity in that particular area.
- Applying the most sensitive techniques that GIS and remote sensing to evaluate climate and warnings for upcoming time.

The current study specifically focused on the common nation and extreme afters that happened in nature and climate with disrupted by populace development and growth that extremely claimed for natural hazards and variables.

Sensitivity of work:- It is clear that the rapid demission of forest and culture-oriented uneasy circumstances related to the climate and population. The perfect comfortless comes from a suitable and relaxing natural environment. There is a big reason for this problem is human interference in climate and the environment.

The objective of this study is:-

- From what way various catastrophes make havoc and disturbances in redeveloping state.
- Slandered of planning to be a focus on natural hazards and regular intercourse and administrable stakeholder in the time of hazards.
- Categorize the most susceptible group and specification of highly affected and sensitive areas in the entire state.
- Measurement of organizational policies and structure to analyze the operations during catastrophes.

- Societal or communal participation and likely understood regarding natural hazards.

Methodology of research work: - This study focused on the sources of statistics from various published works and events. All statistics and intercourse regarding hazards and catastrophes are present and focused in particular journals and books and reports. The populace thinking and report essentially give essence to make creative thinking views that are specifically helpful for research. The NDMA majorly works related to natural disasters and found related statistics with specific results. Susceptibility designing by GPS, Remote sensing and GIS tools is essentially useful to make a perspective view for any research study.

Vulnerability of Uttarakhand State: - Uttarakhand is highly sensitive to climate. The state has huge difficulties related to natural catastrophes such as flash floods, heavy rainfall, cloudbursts, earthquake, landslides, droughts, wildfires etc. All are directly hit to local habitats or communities. Heavy cloudburst makes highly hazardous conditions and its outcomes of losses of life and damages of properties in the state. The major issue is the economic losses of Uttarakhand majorly effect on the agriculture sectors. The continuous changes in climate make hazardous circumstances. The rapid change in climate can hit hydro-ecological alternation water flow changing, snow cover and evaporation. So Uttarakhand falls in a very serious situation every year. Recent researches show that considerable effect on glaciers means “de-glaciation”. It will directly affect natural water resources. The glaciers are in the decreasing or melting position, which means moved back every year. It is a huge futuristic problem.

Disaster Management and its interference: - It is explained as it is an authority of dealing with and keeping away from various types of dangers. Disaster management involves the process of preparation before it happens and it is easily explained as the process of managing unpredictable risks and circumstances and provides the most effective planning for prevention and make easy all hazardous conditions. Various governments or non-government organizations, authorities and NGO's work under the ministry of HRD (Ministry of Home Affairs, New Delhi). Disaster management plays a specific role in hazards or catastrophes for demising the losses and save lives. It's a well-operated or coordinated response to minimize its inputs and the futuristic outcomes of it are rescue relief, preventing, relocating and rehabilitation of areas.

Result and conclusion: - It is clear that the natural catastrophes trigger directly to Uttarakhand state. It needs to be categorized and oriented within a specific procedure of vitalities being given by natural catastrophes. Natural calamities commonly persuaded by an event which reasoned by numerous losses related to human beings but it also aware to the populace or local commodities regarding the natural disaster incidents. It has been focused on the view that pre-plans easily be powerful so that the natural hazards cannot make convert into maximum losses pandemic events. These incidents provide the rethinking over the policies frameworks for important. All these practices will encourage to rebuild improved knowledge and skills. On the behalf of a recent study, we can specifically point out regarding highly sensible occurrence or presence of natural catastrophes and their structure. The logical and communal point of view can be holding on to that specific micro-region related to being taking counsel from planning. The compressive proceedings have an essential effect on to local populace to be included in this catastrophe managing procedure. Fundamental freedom

and interactions give the base to planners and stakeholders to authenticate the team so that the essential plans are achieved. The repositions of base products and sources are empowering locals to hostilities with catastrophes essentially. Effectually power planning and building up huge campaigns to maintain disclosure with the populace that all are in early meetings with difficulties happening in a particular region. Well planned and design of communal and financial counters useful to planners and stakeholders for rescue, relief and rehabilitation works. The GIS systems and remote sensing system can change the screen to give occurring regarding the environment and current weather updates and warnings reports to the practicionors and senior scientists in the weather for crusting system. It is essential to disclose all related facts and statistics specifically in this field to manage.

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Study and Comparison of different Sentimental Analysis Techniques

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Abstract:-Nowadays customers expressed their feelings and opinion about any product they purchase through feedback and emoji's. These feedback expressed can be positive, negative or neutral. Identifying these feedbacks becomes very important to understand the needs and demand of the customer and to determine the rating of the product or how well that product is doing in the market. Sentiment Analysis, often known as Opinion Mining, is a branch of NLP that seeks to extract attitudes, assessments, thoughts, and feelings from text. Sentiment Analysis is a sophisticated technique that allows users to extract the necessary information as well as aggregate the reviews' collective sentiments. In recent years, several techniques for achieving this task have come to the fore. By analyzing diverse methodology, we study few techniques utilized for Sentiment Analysis in this paper.

Keywords:-Sentimental Analysis, NLP, Deep Learning, LSTM

1. Introduction:

Natural language processing has gained traction in recent years, with researchers attempting to use natural language as a means of talking with computers on a regular basis. Sentiment analysis has thrived within the umbrella of Natural Language Processing [3]. Natural language communication is complicated by the fact that expression differs from community to community and individual to person. Natural language's power, when harnessed, may reveal endless insights into people's thinking and provide us with a large amount of data for the research. Making computers and systems understand natural languages is the most difficult problem that any computer scientist tackles. The endeavour to make computer systems understand natural languages has made significant progress, and the fourth generation programming languages have gotten the closest to natural language expressions. All natural language statements contain a grammatical structure, words with different meanings depending on context, and an expression context. The structure of grammar differs from language to language, making comprehending natural language statements one of the most difficult tasks [3]. Natural language expressions can also differ from person to person.

2. Sentimental Analysis and its techniques:

Sentiment analysis is a type of text classification in which texts are classified according to the sentiment orientation of the opinions contained within them [1]. As a result, it is an essential component of Natural Language Processing. The interaction of human and computer languages is the focus of NLP, a branch of computer science and artificial intelligence. Various different sentimental analysis tools and techniques exist to predict the polarity of the text which can be either positive, negative or neutral. Few of the popular techniques are being discussed in this paper which are Naive Bayes, Deep Learning LSTM, and Pre-Trained Rule-Based VADER Models.

a) Naive Bayes:

The Naive Bayes classifier makes predictions based on prior knowledge of circumstances that may be associated using probabilities. To put it another way, it calculates the outcome based on the conditional probability of each lexical characteristic occurring in either positive or negative text in the training data [8]. The Naive Bayes model employs elements that are relatively simple to comprehend. Because the computation required for training is quick, it allows large-scale Sentiment Analysis operations. It does, however, have some severe flaws. Because it is a probabilistic classifier that relies heavily on priors, the training data must be comprehensive and representative. Poor inference on unseen data or out-of-vocabulary texts

is caused by a lack of good training data. It can also be harmed if the data is skewed or unbalanced. It also implies that features are independent of one another, which means that the DTM's lexical characteristics contribute equally across all phrases, regardless of their relative position in the text. The Naive Bayes Classifier uses the Bayes theorem to predict membership probabilities for each class, such as the probability that a particular record or data point belongs to that class. The most likely class is the one with the greatest chance of occurring. Another name for this is Maximum A Posteriori (MAP). The MAP is for a hypothesis with two occurrences A and B.

MAP (A)

$= \max (P (A | B))$

$= \max (P (B | A) * P (A)) / P (B)$

$= \max (P (B | A) * P (A))$

The likelihood of evidence is denoted by the letter P (B). It's used to make the outcome more consistent. If it is deleted, it has no effect on the outcome. The Naive Bayes Classifier assumes that all of the features are unrelated. The presence or absence of one trait has no influence on the presence or absence of others.

b) VADER:

A rule-based approach is utilised to obtain an opinion, which is formed by tokenizing each sentence in each document and then checking each token, or word, for its presence. VADER (Valence Aware Dictionary and Sentiment Reasoner) is a lexicon and rule-based sentiment analysis tool that is tuned in to social media sentiments. VADER employs a mix of techniques. A sentiment lexicon is a collection of lexical features (e.g., words) that are classified as positive or negative depending on their semantic orientation. VADER not only displays the Positivity and Negativity scores, but also the degree to which a sentiment is good or bad. Both the above mentioned libraries produce comparable results, although VADER picks up more of the negative tone from the sentences that Text Blob did not. Both libraries have a lot of features. VADER tends to do better with slang, emoticons, and other non-traditional language, whereas Text Blob excels with more formal language. VADER is a sentiment intensity tool added in 2014 to NLTK. VADER is a lexicon and rule-based sentiment analysis tool that is tuned in to social media sentiments. It is used to analyse the sentiment of text that has both positive and negative polarities. When compared to Machine Learning models, VADER uses fewer resources because it does not require large amounts of data preparation. VADER has proven quite successful because VADER doesn't just give us the positive and negative value of a sentiment but also informs us how positive or negative it is. The output of Vader is compound statistic score that adds up all of the lexical ratings that have been normalized between -1 (the most strong negative) and +1 (the most extreme positive).

- 1) The Sentences with positive sentiments will have compound score greater than or equal to 0.05.
- 2) The Sentences with neutral sentiments will have a compound score value less greater than -0.05 and less than 0.05 [5].
- 3) The sentences with negative sentiments will have compound score less than or equal to -0.05.

Sentiment Type	Compound Score
Positive	≥ 0.05
Negative	≤ -0.05
Neutral	> -0.05 and < 0.05

Sentiment Metric score

c) Deep Learning LSTM:

Deep Learning makes it possible to process data in a much more complex way. The LSTM, or Long Short-Term Memory model, is a form of Recurrent Neural Network (RNN) that is used to handle temporal data. We employ this neural network design because we believe the order of characteristics (words) in a sentence is important. Deep Learning is computationally costly, and it struggles with high-dimensional, sparse vectors (bad performance and slow convergence). We must encode features extracted from the original text as dense vectors when using them in model training. One method is to turn each text into a series of integers, each of which corresponds to a word in the lexicon [5]. We can take it a step further by utilizing Word Embeddings to map words with comparable usage/meaning to similar real number vectors (rather than an index). The model will mistake the index number of the words as having relevance if Word Embeddings are not used. Word Embeddings place all words in a multi-dimensional vector space, allowing distance to be used to measure their similarity. Open source pre-trained models (such as Word2vec, GloVe, or fastText) or bespoke neural network (unsupervised learning) models are used to generate Word Embeddings. Custom Word Embeddings can be trained alone or in tandem with the neural network model of the task at hand (as an addition layer). This is the technique we employ because it results in embeddings that are tailored to the data context as well as the goal. Using Word Embeddings provides vectors with fewer (hundreds) dimensions while capturing semantic similarities, as opposed to a sparse (hundreds of thousands of dimension) document-term matrix. Word Embeddings is regarded as one of Deep Learning's most important discoveries for difficult NLP challenges.

Algorithm model developed using LSTM don't not simply just considered bag of words but it also gives importance to sequence of words in the sentence [6]. For example consider the sentence "*The movie was really good*". In this sentence if we just consider the bag of words the sentiment turn out to be positive which is true in case of this sentence but otherwise if we consider another sentence such as "The movie is not really bad". Now if we here just consider the bag of words then the sentiment turns out to be negative which is actually wrong in this case. But here if we consider the position of the word "not" with respect to the word "bad" then we can predict the sentiments more accurately. So deep learning models make use of position of the words rather than simply bag of words to predict the sentiments of the sentence and thereby improving the accuracy level.

4. Conclusion:

Predicting the polarity of text or review given by customer about a particular product is very important to understand the popularity of that product among customers. All the above mentioned techniques for sentimental analysis is helpful in predicting the polarity of the reviews given by customers. But each technique has its own usefulness when predicting the polarity of text given as input [4]. Rule-Based solutions such as VADER may be the best option if speed is more important than accuracy. With sufficient training data, a Naive Bayes model may be the best option because it is simple to set up. If accuracy is more important than model interpretability, deep learning may be the best option. This technique provides better accuracy because it considers the sequence of words while detecting the polarity of any text compared to other techniques which does not take sequence of words into consideration. So deep learning approach will be best suited for sentimental analysis.

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A Study on consumer perception towards online on demand home cleaning services with reference to Urban Company in Navi Mumbai

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ABSTRACT:-Nowadays, technology is affecting every business globally and the service industry is not an exception to this. Due to ever changing technology, the way service industry is delivering services has changed significantly. Online on demand home service industry is a new type of business model which leads to start-ups of various on demand service providers. Smart phones and mobile application development have drastically increased the booking of online on demand home services. Of these home services, home cleaning is one of the most frequently used and required services for most of the consumers. For this study, the data has been gathered from the Navi Mumbai residents with the help of convenient sampling method. This research paper is aimed to find out the factors that impact the users to avail online on demand home cleaning service and to study the level of satisfaction towards Urban Company in Navi Mumbai. This paper will help the service providers to know the consumers' perception as well as their satisfaction level towards the online service offered by businesses like Urban Company and further to create better strategies to deliver better service and boost satisfaction level. The study shows that people have positive perception towards use of this service and they are quite satisfied about its performance.

Keywords:-Online, on demand home cleaning service, consumer perception, consumer satisfaction, Urban Company.

INTRODUCTION:-The concept of on demand home services is to provide a variety of services to customers at their doorstep on demand. Nuclear families, high income and stress at work have contributed a lot to this on demand service industry. The impact of on demand industry has changed our lives by leaps and bounds. It is trying its best to satisfy customer by providing instant solution to their problems. Numerous online portals have accelerated potential business of service providers and they are also very convenient for customers. Online activities have got significant boost due to this. Thanks for the cutting edge technology provided by smart phones at our finger tips. In India, online on demand home cleaning services is a comparatively new concept in service sector. The hospitality industry is experiencing metamorphic changes. Customer satisfaction is implicit characteristic of service industry. As a part of service industry, online on demand home cleaning service has tried to satisfy the expectation of consumers. Customer expectation is assessed through perception and feelings of customers' towards product or service. Customer satisfaction is evaluated by studying his behaviour after consumption of the product or service. The quality of service and customer satisfaction depends on the performance of product or service rendered and its feedback should match customer expectation. Fulfilment of customer expectation is crucial to perceived quality and satisfaction. Urban Company works as an aggregator that connects customers to different service professionals. To satisfy customers by providing quality service is the main objective of Urban Company. Urban company provides services like salon, home appliance repair, home painting, home cleaning, pest control, electricians, plumbers, carpenters etc. Urban Company's professional cleaning aims at offering superior home cleaning. The company's ad campaign highlights and makes the consumers aware of how Urban Company Professional Cleaning is superior to their regular method of cleaning via maids. Urban Clap has a great social media presence and is present on all 4 major digital platforms, i.e., Facebook, Instagram, Twitter and YouTube. The purpose of this Research Paper is to understand the perception of customers towards online on demand home cleaning

service provided by Urban Company.

OBJECTIVES OF THE STUDY:

1. To know various types of home cleaning services those are preferred by the customers in Navi Mumbai.
2. To analyse overall satisfaction level of customers towards services provided by Urban Company in Navi Mumbai.
3. To understand the customer perception about the online on demand home cleaning services with reference to Urban Clap in Navi Mumbai.

SAMPLING:-This study is based on primary data and secondary data. The required data has been collected from 100 respondents of Navi Mumbai through the structured questionnaire and discussion. Secondary data have been collected through official website of Urban Company.

REVIEW OF LITERATURE:

Ms. Prachi S. Tambe et al. (2020) – This paper throws light on the need of online platform for household services. With this system, you can book and get your domestic work done by skilful service professionals. The basic purpose of online system for household service is to get required services at the required place of consumer to reduce burden for services like home cleaning, plumbing, electronic goods repairs etc.

Heemika Sharma (2020) – In this paper, the author explained Urban clap company's service quality with the help of SERQUAL model. For this information is collected through survey from 103 respondents who used the services of the company. The author concluded that consumers' have more expectation from company than actually they received the service.

Mr Shrikrishna Sunildatt Narvekar et al. (2019) – This paper explained about the websites which provides on-demand services. These websites are useful to both service professionals as well as those people who need different home services. Service provider can earn money by providing services when they are free. In this paper, researchers proposed a model of website.

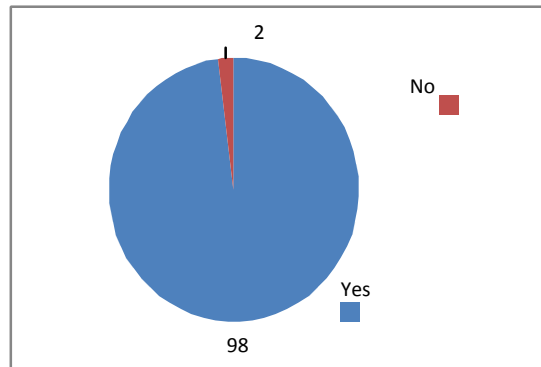
Chetan Panse et al. (2019) – This article explained the aggregation model and how it is functioning. The author also explained about the unorganised sector. There are many companies which are trying to organise the unorganised sector to provide standardised services to customers. Technology plays important role in providing different services to customers as per their requirement and satisfy them. It is important to these companies to balance the supply and the demand of different services. The previous study can definitely lead to the observations that by getting quality online on demand home cleaning services at doorstep will be magic path for easy and comfortable life in this hectic schedule.

RESULTS AND DISCUSSIONS:

1. Are you aware about online on demand home cleaning services?

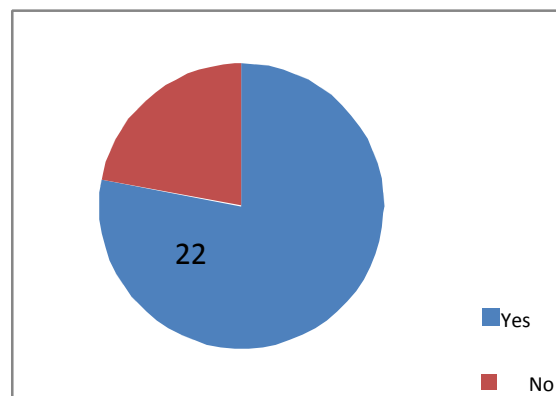
Yes	No
98	2

From the above table it is clear that almost 98% of respondents are aware about online on demand home cleaning services.



2. Have you ever used any home cleaning service from Urban Company?

Yes	No
78	22

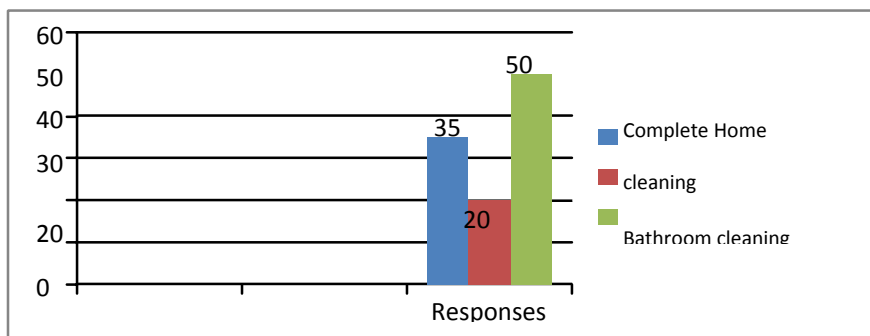


Above table indicates that 78% of people have used home cleaning service from Urban Company.

3. Which services did you avail?

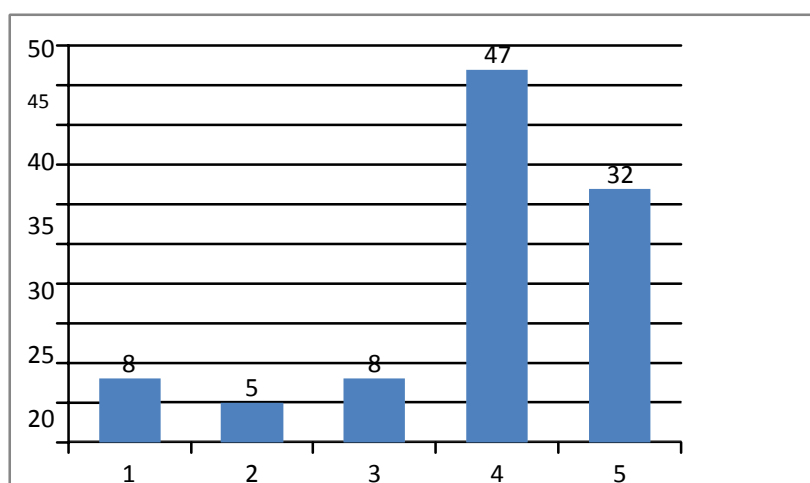
Services	Responses
Complete Home cleaning	35
Bathroom cleaning	20
Sofa/Carpet/Mattress cleaning	50

This table infers that maximum people have availed Sofa/Carpet/Mattress cleaning service (50%) followed by complete home cleaning service (35%).



4. Service provider was helpful and courteous.

Scale	1	2	3	4	5
Responses	8	5	8	47	32



CONCLUSION:-Urban Company is strongly favoured by consumers and its app becoming essential for metropolitan cities like Navi Mumbai. Various categories of services offered under home cleaning service by Urban Company. Punctuality, mannerism and courteous, skilled service professionals and easily accessible from anywhere and anytime are the features which are positively changing customer perception. Customers are overall very satisfied about quality of service provided by Urban Company. Still majority of people are experiencing inconsistency about service quality. For better service experience to consumers and their retention, Urban Company must focus on consistency of quality in repeated use of service.

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POWER QUALITY IN RENEWABLE ENERGY MICROGRIDS APPLICATIONS WITH ENERGY STORAGE TECHNOLOGIES: ISSUES, CHALLENGES AND MITIGATIONS

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Abstract:-These days, the electric power circulation framework is going through a change. The new substance of the electrical network of things to come is made out of computerized innovations, sustainable sources and astute lattices of conveyed age. As we move towards the electrical framework of things to come, micro grids and appropriated age frameworks become more significant, since they can bind together limited scope and adaptable age to clean energy and keen controls. The micro grids assume a significant part in checking electrical matrices more powerful despite aggravations, expanding their versatility. Albeit the micro grid idea go on in conversation in specialized circles, it very well may be characterized as a conglomeration of electrical components in low age voltage, stockpiling and loads (clients) which are assembled in a specific limited topographical region. The issues of a micro grid coordinated with energy stockpiling innovations has acquired expanding interest and prevalence worldwide as these advances give the dependability and accessibility that are expected for legitimate activity in the framework. Real examinations show that the execution of energy stockpiling advancements in a micro grid further develops drifters, limit, increments momentary power and permits the presentation of environmentally friendly power frameworks. Be that as it may, there are as yet specific strange issues in power quality terms. This article obviously depicts those issues created by every capacity innovation energy micro grids applications. Every one of the thoughts in this audit contribute altogether to the developing exertion towards fostering a financially savvy and effective energy stockpiling innovation model with a long-life cycle for practical execution in microgrids.

Keywords:-Distributed generation micro grids energy storage systems power quality renewable energy sources

1. Introduction :-Energy stockpiling frameworks (ESS) and their microgrids application assume a vital part in the power business since they alleviate the issue of irregularity of environmentally friendly power sources (RES) [1, 2, 3, 4] while further developing soundness of the microgrid performing helper administrations, for example, the lessening popular at top hours, insurance against power outages and control of force quality [5, 6, 7]. ESS likewise help environmentally friendly power combination by dealing with the energy balance during an energy emergency, consequently framework steadiness significantly affects the generally electrical framework by putting away energy during off-top hours at decreased cost [8, 9, 10, 11, 12, 13, 14, 15]. Furthermore, ESS can be applied for instances of energy exchange [16], decline sought after at top hours [17], load stream [18], turning save [19], voltage backing and guideline [20], dark beginning [20, 21], recurrence guideline [7], power quality [22, 23], power dependability [24], changes in RES [25, 26], transmission and dispersion frameworks modernization [27], electrical clog relief [28], and off-lattice administrations [25, 28]. To that end ESS have become generally utilized arrangements [29, 30, 31]. Indeed, to improve the ESS limits expected by microgrid, a half breed arrangement is regularly embraced [32]. Notwithstanding, there are still difficulties in the ESS execution for microgrid applications, for example, the sufficient administration of these advancements, power gadgets, energy change instruments, dependability and a few issues with the power quality got from the discontinuity of RES which influence the framework recurrence. Microgrid is characterized, as per the US Department of Energy, collectively of burdens, miniature sources and conveyed energy assets with obviously characterized electrical cutoff

points fit for being independent and working independently from the appropriation matrix to guarantee the congruity of the power supply with a high dependability factor [33]. Another microgrid idea, as indicated by the Consortium for Electrical Reliability Technology Solutions (CERTS), is that of a substance comprising of circulated energy assets, as well as controllable electrical and warm loads. These heaps are associated with the upstream network for power age through photovoltaic boards, wind plants, energy units, diesel generators and miniature turbines with ESS [34] as found in Figure 1. Basically, a microgrid is a small form of the reasonable energy model that can be utilized to produce, circulate and control bi-directional energy stream inside its working cutoff points in an organized, astute and proficient way, with an attention on sustainable power sources joining. Microgrids can be associated and separated from the fundamental matrix to permit it to work in both "framework associated mode" [35] and "island mode" [36]. Microgrid should have adaptable qualities in its activity in the two methods of activity to work on the effectiveness and security of the network [37]. When the microgrid work in "associated matrix mode" can keep a steady framework recurrence by trading power with the fundamental network. Be that as it may, in "island mode", the microgrids are planned as off-matrix frameworks [38] where essential recurrence control is basic. All things considered, "island mode" is the most unmistakable component of a microgrid, which is empowered using switches at the point normal coupling (PCC), which permits the microgrid to separate from the lattice if there should be an occurrence of upstream aggravations or voltage changes [39].

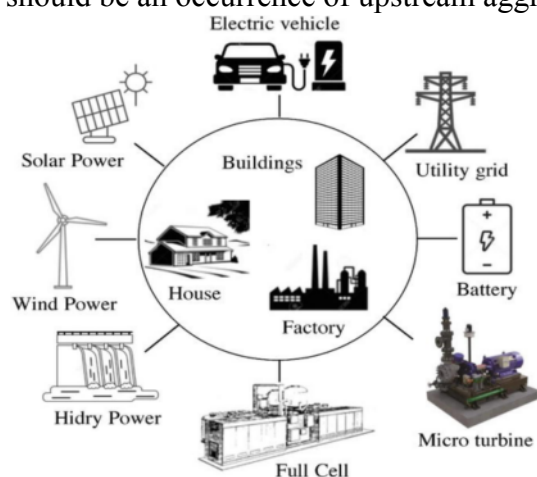


Figure 1.MG typical structure.

2.2 DC-microgrid:-The greater part of the generators that make up a microgrid produce DC power, which should be changed over to AC ability to oblige the principle matrix. For which, it is expected to play out the DC transformation toward the finish of the framework since some hardware requires AC ability to work. Be that as it may, changing over DC/AC/DC power into an AC -microgrid diminishes effectiveness and causes power misfortunes. This can be cured by involving high voltage DC activity as a benchmark, as the DC -microgrid is intended to resolve this issue. Figure 3 shows the design of a DC -microgrid. Not at all like an AC-microgrid, has the DC-microgrid offered impressive energy reserve funds by diminishing the quantity of converters in a solitary transformation process utilizing a solitary converter. The creators in [41] expressed that DC -microgrid are more appropriate for dissemination frameworks in neighborhoods than AC conveyed networks causing not many power quality issues. Perhaps the greatest benefit of DC -microgrid is that they take care of some control issues in the microgrid, making DG timing as of now excessive and guaranteeing that the controls are profoundly subject to the DC transport voltage. Moreover, the essential control is impressively less difficult because of the shortfall of responsive power stream the board. Additionally, numerous advanced gadgets are DC controlled and don't have power hardware

that create music. Subsequently, the degree of change in DC -microgrid is low since it avoids the CA stage in the process [42]. As an end to this part, the activity of a DC -microgrid is smoother than AC-microgrid since stage and recurrence observing are not considered [43].

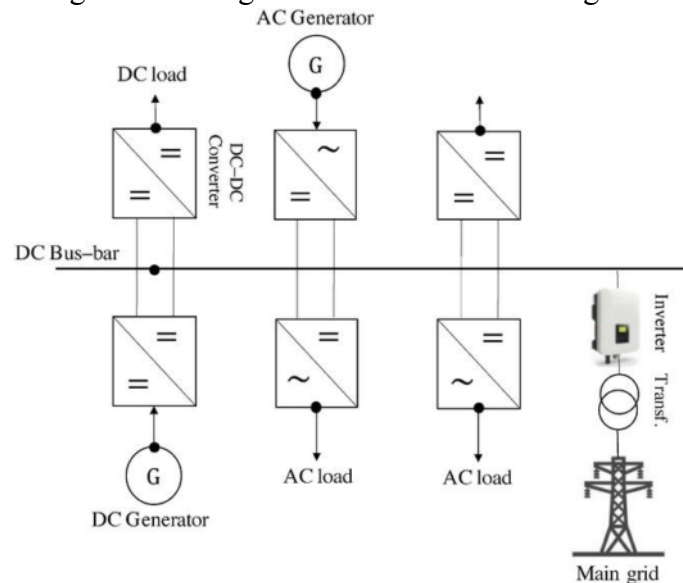


Figure 3.DC-microgrid typical structure.

3. ESS advances in microgrid applications :-ESS are delegated: mechanical, electrochemical, electrical, warm, and mixture. Besides, these frameworks can be ordered by the arrangement interaction and the materials utilized, for example, batteries [47], packed air [48], flywheels [49], super -capacitors [50], superconducting attractive energy stockpiling (SMES) [51], power devices [52] and mixture stockpiling [53, 54, 55], which, the last option , are the most generally applied in miniature lattices. These frameworks will be talked about in more detail beneath.

3.1 Batteries :-Batteries store energy in an electrochemical structure, and are accessible in various sizes and limits going from 100 W to a few MW. Batteries by and large assessed effectiveness is in the scope of 58 -85%, contingent upon the working cycle and the sort of electrochemistry inside the batteries. Lead -corrosive, Ni-Fe, Ni-Cd, Ni-M hydride, and Li -particle batteries are the five fundamental sorts of energy stockpiling in light of batteries for microgrid applications. Figure 5 shows, schematically, a consistent expansion in the energy thickness of batteries throughout the long term. Lead -corrosive battery is the most mechanically full grown and least expense energy stockpiling gadget of all suitable battery innovations. Be that as it may, the restricted charge cycle limit of these batteries ordinarily brings about an unsuitable situation in framework financial matters. Then again, Ni -Cd and Ni-M hydride batteries offer possible benefits over lead -corrosive batteries as they are harmless to the ecosystem and give a day to day existence cycle identical to that of lead -corrosive batteries, and an expansion in its ability (somewhere in the range of 25 and 40%). Concerning the Li -particle battery, it has the most noteworthy energy thickness, yet its expense is exceptionally high [56]. From a techno -financial angle, Ni -M hydride battery is possibly the most skilled innovation as far as: yield power, voltage profile and charge-release qualities, while the lead -corrosive battery ends up being the most efficient for environmentally friendly power applications contrasted with Ni -Cd, Ni-M hydride, and Li -particle batteries. In everyday terms, because of their long assistance life and somewhat low expenses, yet with a sluggish reaction, these sorts of batteries are great for applications with low obligation cycles.

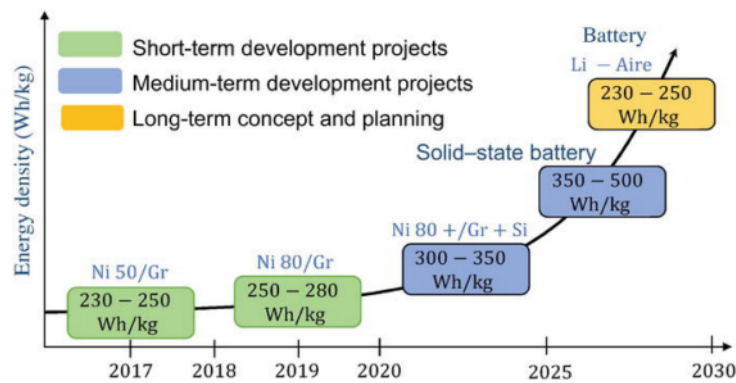
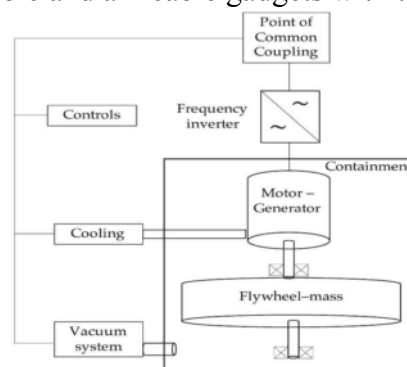


Figure 5. Increased energy density of batteries.

3.2 Flywheels :- A flywheel stores electrical energy as dynamic energy and can change over the active energy, back, to electrical energy when required. The energy put away in the flywheels is generally removed from an electrical source from the matrix or from some other wellspring of electrical energy. Whenever the flywheel is sped up it stores energy and decelerates when release, to convey the collected energy. The pivoting flywheel is driven by an electric machine (electric engine generator) that plays out the trading of electric energy to active energy as well as the other way around. The flywheel and the electric machine have a typical hub of revolution, so the control of the electric machine makes it conceivable to control the flywheel. This flywheel comprises of a huge pivoting chamber (circle) that is upheld on a stator by attractive levitation orientation [57] as found in Figure 6. It is partitioned into two classifications: low speed, or at least, from 6×10^3 to $\times 10^5$ rpm (high dormancy and low speed) with a blended gearbox which gives a jolt of energy to present moment (10-30 s) and which are the most famous in the business [58]. The fast, or at least, $\times 10^5$ (low latency and rapid) that utilization an attractive gearbox which are utilized in the avionic business [59]. Thusly, as the revolution speed of the flywheel rotor builds, the put away energy additionally increments relatively concerning the precise force. This put away energy can be utilized to rotor force decelerate (release mode) by returning the dynamic energy to the electric engine, which goes about as a generator. The ostensible power can reach 52 MW, with capacity limits in the scope of 3 – 148 kWh. These flywheels present a self-release of between 2.8 – 21.9% each hour, with efficiencies of 88 to 96%. They have 20,000 charge and release cycles. Reaction time is milliseconds and release time is seconds to something like 60 minutes. Fast charging of a framework happens in under 15 minutes [60]. Contrasted with batteries, flywheels can perform better when a lack of abrupt energy happens in the power age from RES (sun oriented or wind) [61]. A vital viewpoint to consider in the execution of this sort of innovation is its low support cost (\$22 dollars/kWh-year) albeit the obtaining cost is by and large high (\$5000 dollars/kWh). Considering the abovementioned, the flywheels become dependable and amicable gadgets with the CO₂ outflows decrease.



4. Power quality alleviation gadgets, techniques, and control systems in microgrid applications:

Power quality assumes an undeniably significant part in both energy organic market. With the support of privately owned businesses in the conveyance frameworks, it is normal that the power quality will be the main consideration for buyers. Because of the expanding utilization of exchanging gadgets, power quality is probably going to disintegrate. Thus, the present circumstance has drawn the consideration of analysts to distinguish and propose alleviation systems for power quality issues to work on the microgrid execution.

4.1 Electronic regulators: -Various investigations uncover that exceptional control advances have been taken on to diminish the adverse consequences brought about by the fundamental network associated with DG, verifiably further developing parts of force quality. Photovoltaic frameworks with voltage checking regulators have been laid out in view of different control hypotheses, accomplishing a huge improvement in the progress interaction during the association of the photovoltaic frameworks that make up the microgrid [133]. Additionally, in the breeze energy region, fluffy rationale based regulators have been intended to control the inverter and PMSG (super durable magnet simultaneous generator) activity, nonetheless, this could cause motions close to the working point [134]. The savvy arrangement idea has been acquainted with moderate the lattice side converter voltage swell and work on specific parts of force quality as well as the effectiveness of the matrix associated with a photovoltaic framework for microgrid application [135]. At last, the test proposition of an attractive transition control applied to a variable reactor coordinated to a power quality regulator has created great outcomes which approve the regulator's ability by moderating a huge level of symphonious infiltration.

4.2 Dynamic voltage restorers (DVR) :-A DVR is utilized to alleviate power quality issues in microgrids, basically voltage droops and swell, hence further developing the power nature of microgrids containing PV and batteries [136]. Be that as it may, there are still a few limits as far as LVRT. Along these lines, in [137] they utilize an enhancement procedure to work on the presentation of the DVR and in this manner take care of the issue of voltage lists in microgrids utilizing fluffy rationale. The adequacy of this technique decreased the VUF to less than 1%, while the current and voltage THD was diminished to under 5%, as demonstrated in the current framework codes. In general, DVR is perhaps the best gadget to moderate power quality issues when the microgrid is associated with the principle network. At long last, the same circuit of the DVR is displayed in Figure 11.

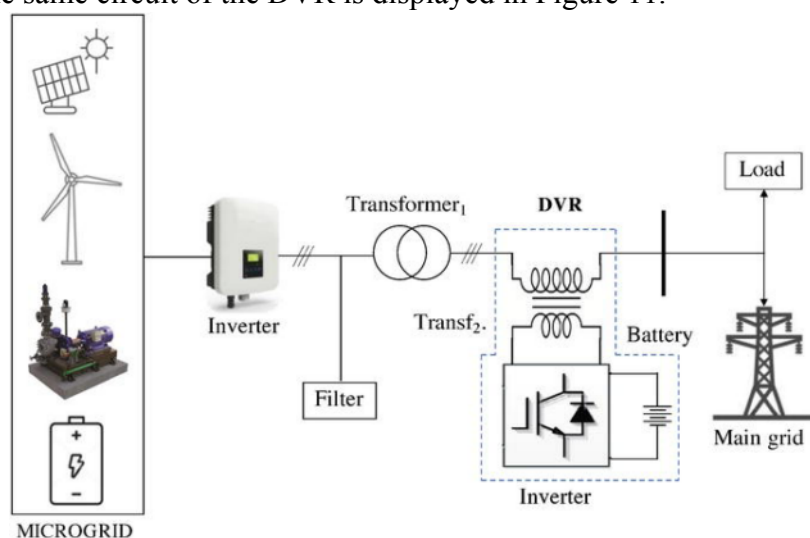


Figure 11.DVR – integrated microgrid system to mitigate power quality issues.

4.3 STATCOM and SVC :-STATCOM and SVC are different gadgets used to tackle power quality issues. These two gadgets, displayed in Figure 12, are adaptable AC transmission

framework gadgets and have been broadly utilized as of late to tackle many power quality issues predominantly because of RES incorporation, like LVRT, to defeat voltage enlarge in PV frameworks [138] and wind frameworks [139]. The creators looked at the adequacy of SVC and STATCOM in tending to voltage list issues and observed that STATCOM offers more to the transient edge contrasted with SVC. In [140], STATCOM was utilized to alleviate voltage vacillations at high entrance DER for microgrid applications. Besides, STATCOM was utilized to moderate voltage vacillation and make up for responsive power in microgrids in [141].

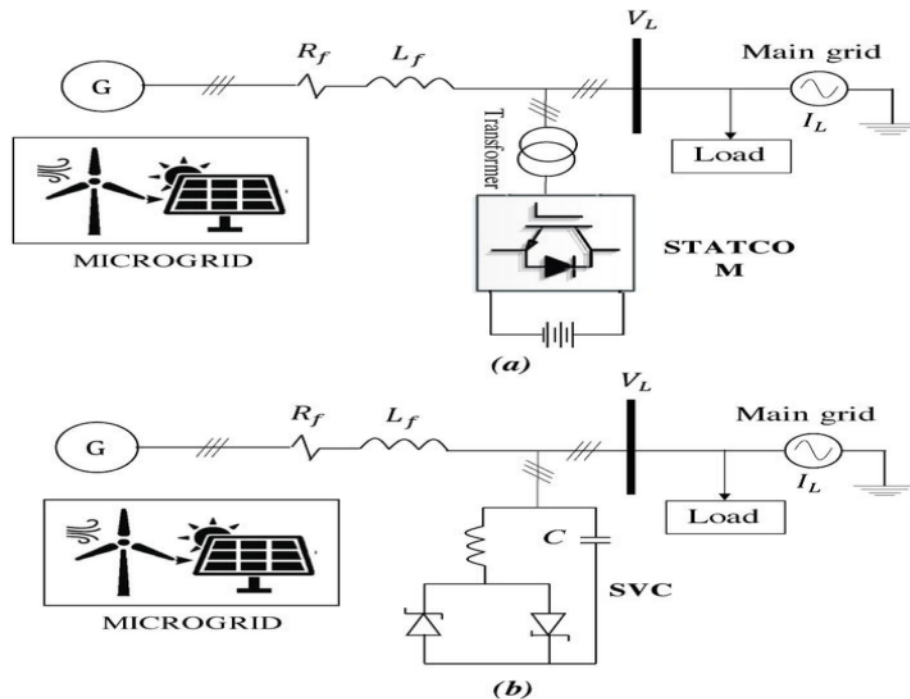


Figure 12. Typical configuration of: (a) STATCOM and (b) SVC used for power quality mitigation in microgrid systems.

One more review exhibited the capacity of STATCOMs to lessen power change in microgrids and increment voltage guideline and power variable of the framework. With respect to alleviation of music and THD in microgrids that utilization various RES like breeze turbines, diesel generators, energy units, microturbines and photovoltaic frameworks, the STATCOM diminished the music as indicated by the IEEE 1547 [142] guidelines. From the past investigations, it is inferred that STATCOM has a high capacity to alleviate voltage change and further develop the voltage profile in microgrids while moderating voltage lists/swell less significantly. The SVC was utilized in microgrids to further develop the power nature of the matrix and to build the effectiveness of the framework during voltage list. The creators in [143] involved it for a similar reason in a microgrid working in island mode where it showed great execution. Nonetheless, during extreme brownout occasions, the SVC performs more terrible than the DVR and STATCOM.

5. Conclusion :-As a matter of fact, ESS and the accessibility of moderation strategies are elective answers for the expected utilization of RES for microgrid applications. Numerous specialists are associated with the improvement of ESSs and their microgrid applications to deal with the energy balance by putting away it during off-top hours at decreased cost. Consequently, an ideal ESS model is the way in to a fruitful stockpiling future. In any case, productive improvement of ESSs for microgrid applications is a test in power quality terms. Various examinations and surveys about ESS are restricted to investigating the sorts, attributes, setups as well as the functional benefits and impediments, yet very little is

addressed to the issue of further developing the power quality into microgrids through the ESS. Consequently, the critical commitment of this study has been the comprehensive examination of the ESS real estate for microgrid applications as well as the issues and difficulties they face in satisfying power quality guidelines. This audit proposes a few specialized and functional ideas:

- Progressed research is expected to work on the capacities of ESSs for microgrid applications as far as materials, size, cost and effectiveness thinking about the satisfactory usefulness of the framework and its acknowledgment on the lookout.
- A high level power gadgets framework related to ESSs could assist with defeating exchanging difficulties and power quality issues into microgrids, resolving issues like overheating, consonant bending, and charge -release for productive activity of the framework.
- Improvement of proper methods for the ESS ideal estimating and consequently guarantee effective activity as far as: energy exchange, energy reinforcement, energy interest at top hours and voltage support.
- Progressed research is expected on the mix of ESSs for microgrid applications, resolving the issue of intricacy in synchronization, working on the presentation of mix or activity in "island" mode.

These ideas would be prominent commitments towards the development of ESSs, which are relied upon to overwhelm the power market later on. Also, from this survey, a few significant and explicit suggestions applicable to control quality alleviation issues and procedures are summed up beneath for additional improvement:

Further examinations ought to consider more RES to adjust to microgrids, for example, hydropower, biomass and geothermal, alongside non -RES, for example, diesel generator to show the impacts of a wide assortment of sources on energy quality.

- Gadgets, for example, DVR and UPQC should utilize a quick and precise strategy to distinguish power quality issues in microgrids.
- Later on, summed up approval and benchmarking techniques can be applied for relief of force quality in microgrids utilizing advancement strategies that consider unsure climatic circumstances.
- Global framework administ rators ought to take on a solitary or consistent breaking point for every reconciliation necessity to decrease contrasts between current specialized prerequisites and in this way blend power quality prerequisites in microgrids.

The above suggestions might be the main commitments towards further developing the power quality in microgrids, particularly with inexhaustible age sources, which are relied upon to overwhelm the energy market sooner rather than later. Future examinations in view of the aftereffects of this audit may likewise assist with tending to current disadvantages of microgrids in growing new principles and forestalling new power quality issues.

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Financial Distress of Bhutanese Commercial Banks

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Abstract:-Financial Institutions play very important role in the early period of economic development as well as in the modern world of the economy. It is always said that how financial institution is providing the service to individuals, businesses and corporate sector of the country, but it is always questionable that what is the financial situation of such Financial Institutions? In order to identify the financial situation of each bank or institution of the country, the researcher tried to evaluate the financial distress of Bhutanese commercial banks. For this Altman Z -score model for the period of 11 years from 2010 to 2020 was applied. There are many other models developed by different experts but this model was developed by Altman, for the manufacturing and non-manufacturing (service sector). Since our study is on non-manufacturing companies and it is more appropriate for the researcher to apply the above model. Through our study, researcher drew the conclusion that it gives the effective z-value of each bank and identify financial distress of the banks. TB and BoB are changing their positive situation from initial stage but later on, they got deteriorated and tended to bankruptcy. On the other hand, DPNB is progressing and was in safe zone. BNB is neutral but in the risky zone for the bankruptcy. It is important for the management of all the banks to look into financial situation of their respective banks and take appropriate action to arrive at safe zone. They can also find the other alternatives by looking at the loopholes of each of the variables of the banks and make some strategies for further financial improvement of the banks.

Key Words: BoB, BNB, TB, DPNB, Altman Z score, FDI, RMA, UTB, ADB

1.1 Introduction of Commercial Banks :-Commercial Banks of Bhutan play an important role by supporting the customers and credit takers; it promotes savings and collects deposits from the customers. They provide credit facilities in the form of overdraft amenities to the credit seekers of short-term financing. The banks also provide several types of loans and advances. Such loans and advances could be in the form of personal/home/education, and loans against mortgages. Some of the major loans are given to promote business and agriculture activities in the country. Bhutan, being a tiny land-locked developing country in the world, is presently involved in upgrading its economy as compared to three decades ago. Nevertheless, Bhutan is attempting to make its best efforts to improve the process of economic development along with GNH policies (Gross National Happiness). It is being done with a view to have the efficient services and to fulfill the aims and objectives (including Gross National Happiness -GNH) of the country. In keeping this concept of happiness, Bhutan is required to modernize its banking system; it needs to have rules and regulations for all the necessary financial institutions to be in conformity with international financial (banking) policies and standards which need to be adopted in a systematic manner. Bhutan is endowed with five commercial banks. All the banks are under the direct control of RMA. Banks like Bank of Bhutan, Bhutan National Bank, and Bhutan Development Bank are public sector banks while the other two banks are private banks; and these are Tashi Bank and Druk Punjab National Bank.

1.1.1 Bank of Bhutan :-First of all, Bank of Bhutan was created in Bhutan. In the month of May, 1968, it was established under the Royal Charter of Bhutan. State Bank of India, Chartered Bank of Australia, and China have a share in the establishment of this bank. It has

twenty-five percent equity shares of the bank. In 1970, these shares of BoB were passed on to the State Bank of India. Till 1982, BoB acted/operated as the central bank of Bhutan. However, RMA was established in the same year (1982) and functioned as the central bank of Bhutan. Later BoB served as the retail banking agent for the RMA and continues to function as the only banking institution in the country till 1997. It was also the only bank that worked directly under RMA till 1997. It got itself listed as a public sector commercial bank as per the requirements of the Companies Act -2000. It is considered to be the largest commercial bank in Bhutan with forty-seven (47) branches instituted in all the major towns of every Dzongkhag. In 2007, the Druk Holding Investment Limited was established and took control over all the public sector companies including bank of Bhutan. The equity ownership of the bank is shared between Druk Holding Investment and the State Bank of India in the ratio of 80:20 respectively. However, BoB too was taken over by DHI in 2007, when it took control of all public sector companies of the country. BoB provides multiple financial services like loans, deposits, trade finance, money market and all the financial transactions besides providing huge loans for the purchase of capital assets including agriculture projects in south-central region of Bhutan. BoB attempts to render its services for the convenience of its clients by issuing VISA and MasterCard, Credit and Debit Cards and Mobile & Agency Banking services.

1.1.2 Bhutan National Bank :-In 1980 Unit Trust of Bhutan (UTB) was set up. Its initial capital was of Nu. 2.5 million, it was funded by the Royal Insurance Corporation of Bhutan (RICB). Consequently, it served as a subsidiary of RICB. It was converted into a bank known as Bhutan National Bank. The bank like all the banks, aims to encourage the general public to develop saving habits and channel the money productively. In 1995 with the help of the Asian Development Bank (ADB) the Unit Trust of Bhutan (UTB) was converted into a commercial bank with a new name as Bhutan National Bank. It became the second commercial bank after Bank of Bhutan. It is still considered as the first bank which is fully computerized financial institution in the country. It was done by launching the banking software called micro-banker in 1996 and later it upgraded with new software called 'Flexcube'.

1.1.3 Druk Punjab National Bank :-Foreign Direct Investment (FDI) route was adopted to create Druk Punjab National Bank. It was launched in January 2010. Its first branch was established in Thimphu, the capital city of Bhutan. The bank was set up with the initial capital of Nu. 300 million; out of which 51 percent of this initial capital was contributed by Punjab National Bank, an Indian Commercial Bank. 30 percent of the initial capital of this bank was raised through public issue. Remaining initial capital was contributed by Bhutanese promoters. In this manner, Punjab National Bank of India is the holding company and Druk Punjab National Bank acts as its subsidiary bank.

Presently, the total capital is raised to Nu. 450 Million. Out of which the share of Punjab National Bank continues to be 51 percent. The bank is serving the nation over its eight branches in Thimphu, Phuentsholing, Wangdue, Gelephu, Paro, Trongsa, Samtse and Bumthang. It has a network of thirty ATMs.

1.1.4 Tashi Bank :-The central bank of the country (RMA), under the Financial Institutions Act of Bhutan, 1992, gave Banking license to the Tashi Bank to operate as a commercial bank in the country. Tashi Bank was created as a commercial bank with an initial total paid-up capital of the bank was Nu. 300 Million. It started its operations with effect from March 2010. The objective of introducing such a bank is "to meet the growing demand for the banking services of the general public and to provide interrelated competition in the financial sector in Bhutan". It was formed as a public Limited company with prominent promoters holding 60% of its equity share capital and 40% of it was floated for public subscription.

Of late, banks operating in Bhutan have faced many problems. Some, of these problems highlighted by Business Bhutan (a news publication company) are the poor liquidity of commercial banks (excluding Bank of Bhutan) and the inefficient credit -deposit ratio of the banks.

1.1.5 Bankruptcy :-Bankruptcy (insolvency) is a situation of failure in running the business entity on profitable and sustainable basis to achieve its managerial goals. The situation of business failure can be caused by financial failure or economic failure. Financial failure means that business entity is unable to defray the liabilities of the company on maturity even though the total assets exceed the total amount of liabilities. Economic failure means that business enterprise is unable to cover the input cost of its product and services.

The bankruptcy can be caused by internal and/or external factors. Internal factors consist of financial factors and managerial decisions. External factors arise because of stiff competition; economic condition; demand of product; and fluctuations in the supply/availability of inputs.

1.1.6 Problem Statement :-Financial Institution plays very important role in fulfilling the individual objectives, like for Individual person, corporate and business which are collectively contribute for economic development of the country. It provides financial assist to all the business and corporate sectors of the country. Many expertise says that financial institution is nerve center of the business economy. The financial institutions of Bhutan have played vital functions in bringing changes of individual, business and corporate sectors with the modern economy. It is not only important to see how financial institution is providing financial assistant but it is also important to see how it is functioning and position of each bank. Since, nobody has studied on the financial performance and distress of the Bhutanese commercial banks, the researcher is keen interest to know the position of each banks of the country. For this, researcher is applying the Altman Z score model to measure the financial distress of the country. This will help us in identifying the z score value of each bank and their positions. Data will be used for 11 years from 2010 to 2020.

1.1.7 Research Questions

- How does Altman Z- score measure the financial distress of each bank?
- which bank lies on the efficient position in terms of performance and financial distress?

1.1.8 Research Objectives

- To identify the financial performance of all Bhutanese commercial banks.
- To measure z- score values, and
- To find out their position on bankruptcy stage.

2.0 Literature Review

Agergis et al., (2019) proved to predict the financial distress of multinational companies and in their relation with performance, employment and research and development investment. The study applied conditional logit and hazard models to find the financial distress of MNCs. It was identified the opposite relation in performance, employment, and research development investment. Moreover, the study varies from country to country. The MNCs function different ways in contributing jobs, investment in Research Development especially during the financial distress period.

Platt, H. D., & Platt, M. B. (2008) tried to investigate the financial distress of three continents. The study applied the multidimensional definition of financial distress to test three hypotheses, to interpret the financial distress by using historical data. The study identified that worldwide convergence, international differences, in accounting rules, lending practices, skills levels, and legal wants among others has kept company deteriorate from flattering commoditized.

Bhunia, A., & Sarkar, R. (2011) attempted to analyze sixty-four private sector pharmaceutical companies with sixteen financial ratios using multiple discriminant analysis. It mainly to find the predictive abilities for company failures. It was developed and found significant

discriminating power and the classification results showed high predictive accuracy rates of between 86% and 96% for each of the five years prior to actual failure. Moreover, study also find that there are more advanced statistical tools more popularly used recently, MDA is still a very reliable and potent statistical tool.

Nurhayati, et., (2017) attempted to study on financial distress of basic industry and chemical companies which were listed in Indonesia Stock exchange. The study identify nineteen companies were financial distressed and thirty -three non-financially as distressed companies. It was revealed that logistic regression, debts to asset ratio, current ratio, and return on assets became predictors for possible financial distress. But total assets of the companies show neither financial distressed or non-financial distressed.

Suntraruk, P. (2009) aimed to develop the reliable model in predicting the financial distress of nonfinancial firms listed on the stock exchange of Thailand. The study indicates that the final model includes four financial ratios, return on assets, debt to equity, current ratio and cash flow from operation to net income, and three corporate governance variables, the CEO duality, managerial ownership, and institutional ownership. The final finding has identified the imperative results in which demonstrated financial distressed with overall classification rate of 95.6 percent. Finding also shows that there is no significant effect of macroeconomic variables on the future financial distress.

3.0 Research Methodology

3.1 Bankruptcy Analysis Using Altman (Z-score)

Altman upgraded Z -score formula in 2000. Accordingly, the formula is tested on non-manufacturing entities both bankrupt and non-bankrupt situations.

$$Z = 6.56W + 3.26R + 6.72E + 1.05B$$

Explanation of the symbols

‘W’ is the ratio of Working Capital/Total Assets

Note: 1. Working Capital means difference between Current Assets and Current Liabilities, that is, Net Working Capital.

2. Working capital to total assets and EBIT to total assets ratios are having a good amount of weightage. Both the ratios play a major role in applying Z-Score formula.

3. Working capital plays a main role in not only day to day operations but also affects the sustainability of the business. Due to these facts, the present study attempts to find out the bankruptcy of the Bhutanese banks using Altman Z-score.

‘R’ is the ratio of Retained Earnings/Total Assets

‘E’ is the ratio of ‘Earning before Interest and Tax’/Total Assets

‘B’ is the ratio of Book Value of Equity/ Book Value of Total Liabilities

Table No. 3.1 Criteria:

Category	Z Score Value	Zone	Decision
I	Below 1.1	Bankruptcy	Failure is certain
II	1 to 2.6	Healthy	Uncertain to predict
III	Above 2.6	Over Healthy	Not to fail

The above formula devised by Altman is quite suitable for Bank as well as non-manufacturing company.

This formula is based upon descriptive research with quantitative method. The data are obtained from the concerned stock exchange. And the focus is analysis of financial statements of the bank.

Financial statement consists of position statement, statement of Profit and loss and performance summary of the banks listed-de-listed in the concerned stock exchange.

Following financial ratios are computed:

- Working Capital to Total Assets;
- Retaining earnings to total assets;

- c) EBIT to Total Assets; and
- d) Book value of equity to Book value of total Liabilities

Based upon requirements of the above mentioned ratios, following steps for analysis are taken up:

1. Compute Working Capital to Total Assets, Retained Earnings to Total Assets, EBIT to Total Assets and Book Value of Equity to Book Value of Total Liabilities.

2. Analyze with Altman (Z-Score) formula.

$$Z = 6.56W + 3.26R + 6.72E + 1.05B$$

4.0 Analysis and Findings

4.1 Year-Wise Computation of various ratios using Altman Z Score formula meant for banks

Table No. 4.1 Showing Calculation of various ratios of BoB

Financial Year	W	R	E	B	Z Values
2010	0.6750	0.0572	0.2062	0.10491	1.04
2011	0.3560	0.0779	0.2296	0.12308	0.79
2012	1.0526	0.0747	0.2216	0.13139	1.48
2013	0.9973	0.0718	0.1569	0.15131	1.38
2014	1.3936	0.0613	0.2001	0.12792	1.78
2015	0.8273	0.0998	0.1954	0.14532	1.27
2016	1.1293	0.0958	0.2012	0.14723	1.57
2017	0.7726	0.0867	0.1496	0.14716	1.16
2018	0.0536	0.1188	0.1779	0.15242	0.50
2019	0.1434	0.1164	0.1734	0.13475	0.57
2020	0.1046	0.0989	0.1707	0.14136	0.52

Source: Compiled data from annual report of Balance Sheet of BoB (various Issues)

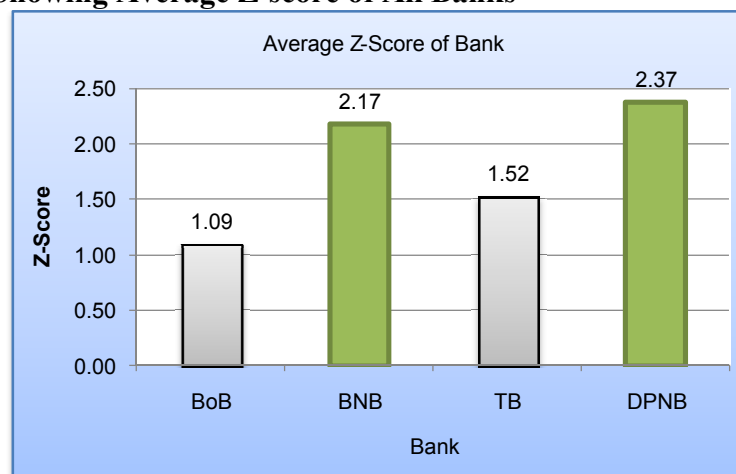
Interpretation

a. DPNB has been performing better as compared to other banks. Its average Z -Score is 2.4. as compared to BNB, the average Z score is 2.2. Both the banks, DPNB and BNB have never been in the bankruptcy zone.

b. BoB and TB had the average Z Score of 1.1 and 1.53 respectively. At times both have been in the bankruptcy zone.

c. It can safely be pointed out that there is dire need of making major corrections in the managerial policy of BoB and TB. However, in the case of BNB and DPNB, there is a need for minor changes in the managerial strategies.

Exhibit No. 4.6 Showing Average Z-score of All Banks



Source: self-Computed

5.1 Conclusion:

1. To increase the profitability of the bank/financing, working capital reduction is one alternative for it.
2. There is a negative significant association between the estimated value of working capital and corporate profitability.
3. Working capital could be managed efficiently in the banks provided they create and maintain higher capacity to generate cash flows from regular operations. The capacity to generate internal funds showed negative relationship while managing working capital. Result of Leverage ratio also showed negative relationship with management. If there is an increase in the level of debt; it becomes easy to manage working capital efficiently and generate regular flow of cash.
4. Leverage ratio of the banks exhibited statistically significant positive impact on banks' profitability.

6.1 Recommendation

1. BoB and T Bank are in risky area. The management of the BoB and TBank need to be ever alert in their managerial and financial performance.
2. Management should find out the loopholes and take corrective measures at the earliest.
3. It is also important to see performance of each employee of the banks
4. To have more stress on Research and development activities of the banks on continuing basis.

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- 2.Annual reports of BNB (various issues)
- 3.Annual reports of TB (various issues)
- 4.Annual reports of DPNB (various issues)

Bhutan's Battle against COVID-19 Pandemic

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Abstract:-This research paper aims at finding out that how Bhutan fights against COVID -19 Pandemic. The research contributes towards the situation of past, present and future management of covid -19. It will also help that how this pandemic has changed policies of financial institutions under the guidance from the Ministry of Finance and Royal Monetary Authority (Central Bank of Bhutan). Moreover, government also instructed or announced certain preventive measures to the general public to prevent from COVID -19. For instance, no public gathering, all general public to use the face mask, shop will everyday be closed at 6 PM, no games and sports, no entertainment program at late night (party). Government also put more efforts on cert reviewing and modifying policies to resume teaching-learning process in schools, colleges and other institutions to their respective normal activities in phases..

Key Words: SARS, WHO, COVID-19, FDI, RMA, kidu, CSI, Triaging

Introduction:-Coronavirus is a newly -born virus which is just like that of Severe Acute Respiratory Syndrome(SARS) and some types of common cold. This virus has caused a dreadful disease which left the whole world helpless in dealing with it. This disease is formally declared as COVID -19 by the World Health Organization (WHO), a worldwide pandemic of respiratory illness. It is referred as '2019 novel coronavirus' or 'COVID 19' because it is unknown to the world before the outbreak at Wuhan city, China in December 2019. The common symptoms of COVID -19 are fever or chills, breathing problem, cough, muscle or body aches, diarrhea, headache, sore throat, loss of taste or smell, vomiting and blocking-running nose. COVID-19 has turned into a dangerous disease which caused the life of many people in the world. It has been diagnosed in a laboratory test that it is a contagious disease and may spread from person to person. Despite the whole world's attempt to fight against COVID-19, no one could get yet the exact solution/its antidote. Meanwhile, all are left with preventive measures like following hand -washing steps at regular intervals, coughing into the bend of your elbow, staying at home when one is sick, practice social distancing, covering face by using face mask and observe lockdown instructions and avoid spitting on public places. Everyone should seriously follow the preventive measures till the world gets the appropriate solution.

About Bhutan

Bhutan is a tiny Himalayan State sandwiched between two giants, China and India with which she shares long open borders. Had the immediate and strong initiative not been taken in time by its visionary king and the government, the country would have faced great repercussions. Bhutan never fails to provide free universal health-care despite the country has a shortage of medical experts and health facilities; it relies heavily on foreign economic assistance.

There are in total 32 hospitals and, 208 Basic Health Units (BHU) till 2019 in the country. Each district except Gasa has a public Hospital. Bhutan has 244 doctors, 957 nurses, 514 health assistants and many others that provide health services to the people. There are several hundreds more undergoing training in neighboring countries and they will join in the service of the nation soon.

History of COVID-19 in Bhutan

Bhutan was exposed for the first time to COVID -19 when a US citizen-tourist of 76 yearsold was detected positive on 5th March 2020. Bhutan immediately imposed ban on the incoming of tourists in the country for two weeks and further extended the restriction on travelling in view of the growing menace of COVID-19.

National preparedness against COVID-19 menace

- ✓ All Health centers are currently following strict instructions to step-up on surveillance.
- ✓ A sound reporting system was put in place by the Bhutan Royal Center for Disease Control (RCDC) to facilitate immediate reporting. For this it developed 'Druk-Trace' software.
- ✓ The government reinforced restrictions on:
 - a. Public gathering, and
 - b. Travel for
 - Non-essential,
 - leisure travels, and
 - public transport locally
- ✓ Bhutan has closed its international border since March, 2020 where no locals are allowed to move out of the kingdom..
- c. Business and entertainment
- d. Games and sports
- e. Workers in civil service, corporate, private sectors and other agencies to follow 'work from home system'.
- ✓ The government imposed a two weeks' restriction on all incoming foreign tourists and later extended till further notice.
- ✓ All health facilities placed at all points of entry into Bhutan:
 - Gelephu (Southern)
 - Paro (Western)
 - Phuentsholing, (Southern)
 - SamdrupJongkhar (southern) and
 - Samtse (Southern)

It created safe isolation centers, stepped up infection control measures, as well as placed personnel on standby for the *triaging (kind of treatment)* of patients.

- ✓ The public is consistently updated through
 - 1.BBS(Bhutan Broadcasting Service)
 - 2.TV talk shows,
 - 3.Radio Programs, and
 - 4.Various social media.

- ✓ Prayers and ceremonies are being offered throughout the country on daily basis to ward off the threat of covid-19 pandemic.
- ✓ Private workers like (those who are working in clubs, hotels, tourism etc.) are supported by providing kidu (Sustenance assistance from His Majesty, the king's kidu fund).
- ✓ Under the guidance of His Majesty the king, the government supported all the loan clients by bearing loan interest payments for three months.
- ✓ All the citizens, who are living across the border, are provided with temporary shelter inside the country to ensure their safety.
- ✓ All the people are encouraged to stay at home as far as possible. So, for the spiritual wellbeing of the people, His majesty, the king has funded daily night TV show called chik - thuen (unity) as a source of entertainment and Bhutanese new movies thrice in a week.

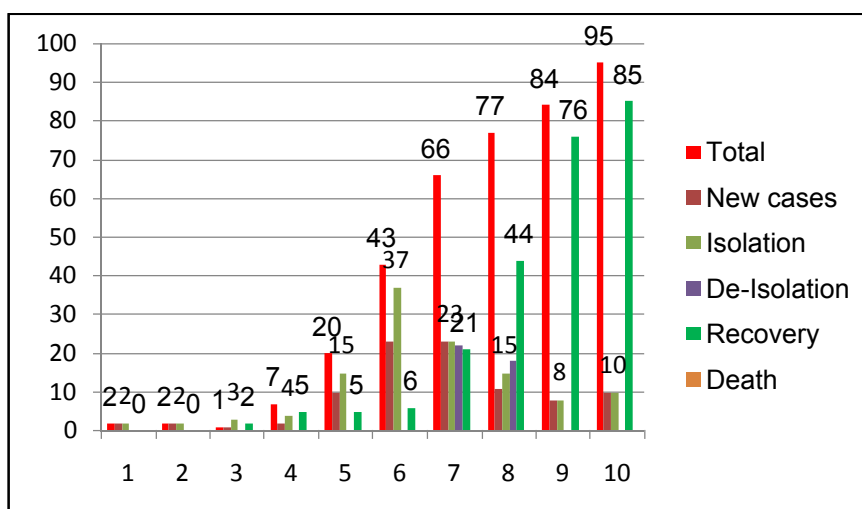
Present Situation of COVID 19 pandemic in Bhutan

From the condensed table, it is crystal clear that Bhutan has been fighting successfully the menace of COVID 19. Mortality rate is zero.

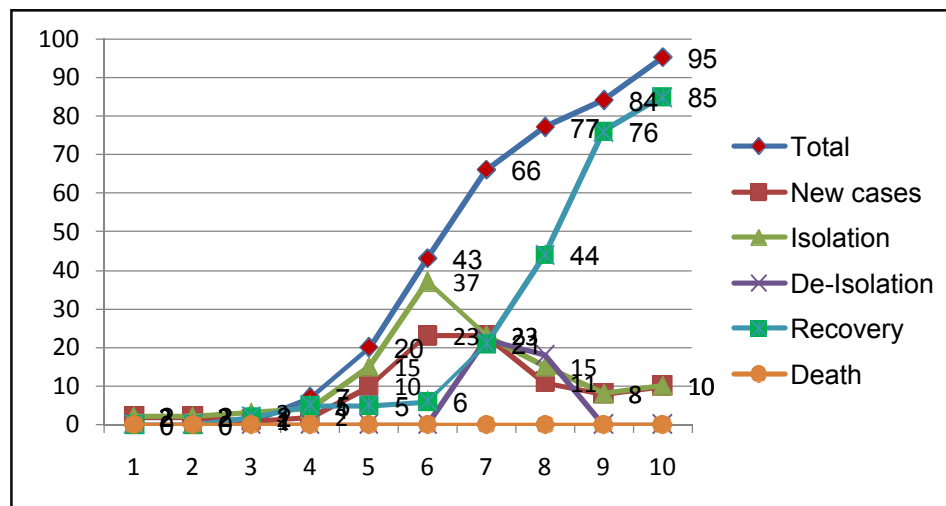
Table showing the Present situation (Number of persons)

Bi- Weekly	Total	New cases	Isolation	De-Isolation	Recovery	Death
1	2	2	2	0	0	0
2	2	2	2	0	0	0
1	1	1	3	0	2	0
2	7	2	4	0	5	0
1	20	10	15	0	5	0
2	43	23	37	0	6	0
1	66	23	23	22	21	0
2	77	11	15	18	44	0
1	84	8	8	0	76	0
2	95	10	10	0	85	0

Bar Graph showing the Present situation



Line Graph showing the Present situation



- ✓ Bhutan has so far ninety five (95) confirmed cases with ten (10) in isolation, eighty five (85) recovered and zero(0) death.
- ✓ With effect from 1st fortnight of June 2020, there is perceptible decline in the number of new cases. It implies there is no chance of spreading community-based COVID 19 in Bhutan. It appears that prompt action of the government authorities has been successful in fighting with COVID 19.
- ✓ With highest preventive mode in place, Bhutan will be transiting from orange zone to phase-I re-opening of:
 - a. School and Colleges: Teaching will be resumed for most of the classes, and all students are required to wear face mask.
 - b. Offices: All government, corporate and private agencies will be resumed back to their normal work in the office.
 - c. All parks and public places will be re-opened.
 - d. All business will be resumed with extension of closing time from 7 PM to 9 PM.
 - e. All games and sports will be re-opened.
 - f. All government, corporate and private agencies are encouraged to opt for virtual meetings and conferences.
 - g. Religious functions and social events will be limited to family members and closed circle of associates.
 - h. Taxis and other public transports can carry passengers to full sitting capacity (all passenger must use face masks)

Additional Measures

Public Health Measures

- 1.Mandatory use of face mask for everyone visiting Hospital/school/institutes.
- 2.Mandatory use of face mask for selected service providers:
 - 2.1 Vegetable vendors, selling vegetables in Throm/Government designated vegetables market.
 - 2.2Public transport drivers

1. Banking service providers who come in direct contact with public.
2. Encourage physical distancing and hand washing stations at all public places.
3. Highly discouragement of non-essential gatherings at all times.
4. Highly discouragement of unnecessary travels inter-Districts.

Testing

1. Continuous regular testing of high risk communities and frontline responders along the borders.
2. Testing of symptomatic individuals as per the testing protocol.
3. Ministry of Health in constant touches with the designated officers in every Gewog of the districts of the country and collect information on fortnightly bases; this reports are minutely scan and analyzed for any action in future.

Strategy adopted in Bhutan

- I. His Holiness Jhe -khenpo, the spiritual head of Bhutan has showered the blessings on the national television and chanted the mantras to the Almighty God of medicine. His Holiness is spiritually helping the scientists and researchers to find the appropriate medicine and vaccine to fight the mysterious virus (COVID19). Besides, continuous worship at different places on daily basis to get rid of negative vibrations is going on throughout the country.
- II. To revive the Bhutanese economy, Royal Government has taken strategic steps:
 1. Royal Monetary Authority (RMA) the central bank of Bhutan has instructed the banks of Bhutan to **extend the soft loan** to the youth for promoting agriculture sector.

DEFERMENT OF LOAN REPAYMENT

- (i) Deferment of loan repayment refers to provision of moratorium for the repayment of loan installments (both Principal and Interest).
- (ii) The deferment of loan repayment loans shall be provided for a period of three months (April to June 2020) to performing as well as non-performing loans (except Loans to Government, Loans to Financial Institutions and Staff Incentive Loans).

INTEREST WAIVER

- (i) The waiver of interest payments shall, however, apply to only performing loans as of 29 February 2020.
- (ii) The cost of the interest waiver will be shared equally between the Government and the FSPs. 50% of the interest shall be provided as compensation from the Government and the remaining 50% shall be waived off by the FSPs.
- (iii) The interest waiver shall be based on the loan outstanding (for term loan overdrafts/working capital/bullet loans) as of 10th April 2020.
- (iv) No penal interest/late fee shall be charged during the deferment period.

III. EXTENSION OF GESTATION PERIOD FOR PROJECTS UNDER CONSTRUCTION

- i) Financial service providers shall provide additional gestation period of three months (in addition to the maximum gestation period specified in the Prudential Regulations 2017).

- ii) The waiver of interest accrued on loans under gestation shall be provided for three months (April to June 2020), which shall be based on the loan outstanding as of 10th April 2020.
- iii) The cost of the interest waiver will be shared equally between the Government and the FSPs. 50% of the interest shall be provided as compensation from the Government and the remaining 50% shall be waived off by the FSPs.

IV. TERM BASED SOFT WORKING CAPITAL FACILITY (TSWCF) FOR TOURISM RELATED BUSINESS

- i) Definition: Working capital is a short-term financing (from April to June 2020) for a tourism related company/business (hotels and restaurants, tour operators, travel agents and airlines) at concessional interest rate of 5% to meet operational expenses, in particular, to assist with payroll expenses to help retain employees.
- ii) Features:
 - ✓ **Tenure:** The total tenure of the loan shall be up to four years including the gestation period of three months.
 - ✓ **Interest rate:** o For all eligible borrowers – 5% p.a. o For inter-institutions (to enable final lending to borrowers) – 4% p.a.
 - ✓ **Amount:** The loan shall be sanctioned by the FIs based on the credibility and their business relations with the borrower after carrying out the proper assessment and due diligence of the proposal.
 - ✓ **Security/Collateral:**
 - ✓ LTV-100% of collateral value
 - ✓ **Other requirements:** Clients have to submit proposal based largely on salary bill, rent and utilities with a signed commitment that the facility will be used to meet operational costs including financing of payroll.

The TSWCF shall be provided only to clients with loan accounts that were performing as of 29 February 2020.

V. LOANS TO COTTAGE AND SMALL INDUSTRIES

The National Cottage and Small Industries(CSI)Development Bank shall provide the following loans for 3 months (from April to June 2020) to help the Cottage and Small Industries:

- i) Microloans i.e. loans up to Nu.500,000 at an interest rate of 2% per annum to promote RNR/agriculture and rural activities
- ii) Working Capital loan to CSIs at an interest rate of 4% per annum. Only clients with good credit standing (performing) as of 29 February 2020 in the Credit Report issued by CIB shall be eligible for the facility. The National CSI Development bank shall carry out proper assessment and due diligence of the proposal.

Effective Date

The Monetary Relief Measures will be effective from 14th April, 2020.

1. Bhutan uses Covid-19 crisis as an opportunity to boost agriculture

Impact on economic activities

I. Negative

- a. Agriculture, construction and export sectors have been badly affected.
- b. Number of international flights has been reducing almost to nil.

c. Foreign Direct Investment (FDI) to the country likely affected. More than 50 percent of FDI comes from India.

d. Tourism is the worst hit sector in Bhutan. The livelihood of more 50000 citizens depends on this or allied sectors.

II. Positive impact

a. Trying to get self-sufficiency in agriculture as well as edible oil processing industry.

b. Time for the family has increased love and affection not only in the family but also amongst the neighbors.

Looking forward

Leaders see the pandemic as an opportunity to boost agriculture and wean the country off expensive imports from India, after decades of unsuccessful attempts to promote self-sufficiency.

Generally, the COVID-19 crisis has withered the fiscal space to capitalize in areas of Sustainable Development Goals and created an impression or regression in their achievements. In Bhutan, the tourism sector is possible to take lengthier time to resume its full task.

The immediate and timely responses put in place by the Royal Government of Bhutan are Creditable. Looking beyond the immediate term, the crisis can be turned into an opportunity to transform Bhutan's tourism industry and its economy at large, and to address structural issues that contribute to susceptibilities and inequality. In line with the National Key Result Area (NKRA) of 'economic diversification' in Bhutan's twelfth Five-Year Plan (FYP), much can be done right now in order to diversify the Bhutanese economy beyond hydropower (and tourism), to promote exports, and to enhance the rural economy, while pursuing economic growth, job creation and investments that are "green".

By having a strategic, long-term vision while designing and rolling out the medium-to-long term recovery package, Bhutan can plan for a better future. We should aim to develop skills and build a foundation that will enable the Bhutanese economy to leapfrog some traditional development steps. For example, the plans for re-skilling the labour force (unemployed and displaced) should consider investing in human capital and the future of work as outlined in the upcoming 21st Century Economic Roadmap in order to provide opportunities to the most vulnerable segments of society. While the recovery efforts must focus on cushioning the immediate impact, they should also include a sustainable strategy for ushering affected individuals into other sectors of the economy in the medium term while waiting for the tourism sector to recover from the impact. Furthermore, the responses should build in multidimensional measures that will ensure smart targeting so that they do not unintentionally aggravate existing vulnerabilities and inequalities. Additionally, the responses should be designed to minimize fiscal pressure on the government as much as possible and strengthen the resilience of individuals and businesses alike, helping them build back and even improve their livelihoods. Yet to move in that direction, the policy response is challenging. In light of the magnitude of the challenge, a recommended approach is for the Bhutanese government to review the revenue and expenditure sides of the national accounts to identify where the COVID-19 crisis calls for policy changes (such as expanding the tax base or improving tax administration) or a reallocation of spending to free up resources for an effective response. It is very likely that in addition, further debt may need to be incurred to cover the short-term surge in needs. Ultimately, it is important that the investments today lead to sustainable and

resilient solutions towards achieving an inclusive, green, and sustainable future as aspired in the Sustainable Development Goals and Gross National Happiness.

Conclusion:-Government is determined to turn this adversity into opportunities. The opportunity is to diversify rural economy, take measures to improve the export sector, reskilling the youth and creating new employment opportunities. Leaders of Bhutan see the pandemic as an opportunity to boost agriculture and wean the country off expensive imports from India, after decades of unsuccessful attempts to promote self-sufficiency.

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Abbreviation& acronyms:

- a. SARS - Severe Acute Respiratory Syndrome
- b. COVID 19 – Corona Virus erupted in late 2019 year
- c. RMA – Royal Monetary Authority
- d. FDI – Foreign Direct Investment
- e. CSI – Cottage and Small Industries
- f. Triaging- Kind of treatment
- g. Kidu – Individual base economy assistance by the government

Note:

Reliable figures about the impact of COVID 19 on various sectors of Bhutanese economy are not yet available.