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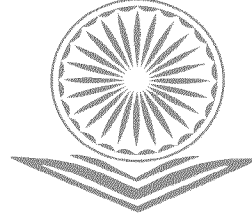
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## **FORWARD**

It is Albert Szent-Gyorgyi, the Hungarian pharmacologist known for his work on vitamins and oxidation and who was awarded the Nobel Prize in Physiology or Medicine in 1937, who said “Research is seeing what everybody else has seen and thinking what nobody else has thought”. If we analyse this statement deeply, we will realize that every one of us see many things happen around us every day and have trained ourselves to discard them as a matter of inconsequence or something not worth bothering about.

But one individual amongst us would start wondering or worrying as to why such a thing happens, whether it could be improvised to get a socially beneficial outcome or if something could be done to tone down or remove the hazardous implications of it.

If such individuals become an integral part of the society, many things that happen around us would be watched with a clear intent, analyzed through a discerning and systematic approach, studied in depth to identify the benefits that could be derived from them and watched with caution to mitigate or nullify the negative consequences that might result from them.

Research ultimately is the triggering switch that energises the human mind and assigns an authentic reason for our inner desire to explore the unknown. While doing so, what is important is not the success or failure of our efforts. It is the joy of having explored matters which have been ignored by others and the small and large pieces of learning we could acquire during that journey - they are what really matter the most to an intellectual mind.

The outcome of any research is measured by the knowledge one obtains during the research process, the answers to many 'WHYs', 'WHATs', and 'HOWs' and above all, the sense of achievement one gets at the end of the long research process. For a true researcher, appreciation or awards do not matter as much as the personal satisfaction he or she derives by proving or disproving a self-stated hypothesis in a logical, rational and scientific manner.

Let the spirit of Research flourish! Let our quest for Research lift us up from the mundane and rote mindset we have gradually built within ourselves in today's world of comfort and conflicts!

**RAMANAND ARYA D.A.V. COLLEGE (AUTONOMOUS)**



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# 1. Employees' Satisfaction and Organization Culture: An Exploratory Study

**Dr. Sanjay Chandralal Premchandani**

Vivekanand Education Society's College of Arts, Science & Commerce (Autonomous),  
Sindhi Society, Chembur, Mumbai.

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## **Abstract**

International Survey research showed that employee engagement is a scheme in which a company enhances the zeal and responsibility of its human resource department to achieve maximum profits (Andrew & Sofian, 2012). A study at Sears Roebuck & Co. showed that a five-point improvement in employee attitudes led to a 1.3 rise in customer satisfaction which, in turn, generated a 0.5 increase in revenues. Employee satisfaction is the level of contentment that employees feel toward their jobs. This includes attitudes toward job responsibilities, personal performance, relationships with managers and co-workers and company culture. Employee satisfaction can be enhanced through proper training, which may allow employees to feel confident and capable of outshining their job duties. Researcher conducted research to understand concepts of Employee Satisfaction and Organizational Culture. To study research topic research scholar had designed hypotheses: i. Performance of employees is determined by Employees Satisfaction and ii. Performance of employees is influenced by Organizational Culture. He had crafted questionnaire. Primary data was collected through google forms from different students of colleges in Mumbai, Thane, Kalyan, Ambernath, Badlapur and Ulhasnagar. Data was collected from 160 respondents. Secondary data was collected from books, publications and research articles. Diagrams, charts and Chi- Square Test were used to analysis data. Research Scholar found that 41% respondents were strongly agreed and 49% respondent were agreed with the statement "performance of employees depends on Employees satisfaction". He also discovered that Performance of employees depends on organizational cultures as 80% respondents were settled with the statement. The purpose of study is to understand Concepts such as Employees satisfaction and Organizational Culture. Duration of study was for one year i.e. 2022-23.

**Keywords:** Employees Satisfaction, Organization Culture, Training and Development, Job Satisfaction and Motivation.

## 1. Introduction

A satisfied workforce has greater potential to drive productivity and efficiency while leading to greater employee retention. Improving employee satisfaction means more than just monetary compensation—it requires the improvement of various factors that impact a person’s overall well-being, engagement, and motivation. Employee satisfaction refers to the degree of contentment that team members experience concerning their roles in the organization. It is worth noting that job satisfaction and workplace satisfaction essentially refer to the same concept. The main condition to motivate staff successfully and at the same time to meet the interests and needs of the employees in the workplace is to make each employee feel valued, empowered and engaged (Jelačić et al. 2012). Pay satisfaction has been shown to influence overall job satisfaction, motivation and performance, absenteeism and turnover, and may be related to pay-related grievances and lawsuits Milkovich & Newman (2002). Saal and Moore (1993) defined opportunities for advancement as “perceived promotion prospects and movement of the career ladder”. Promotional opportunities seem to have a varying effect on job satisfaction. Goals of the organisation cannot be set and achieved without the appropriate level of employee motivation – their behaviour and productivity. Motivational programmes are an inseparable part of motivation at work (Jelačić *et al.* 2008, 2012). Leadership plays an important role that how individuals react and handle themselves in different situations (Daft, 2005). After three decades of research findings, researchers imposed that if an employee engages whole heartedly and work hard, it attracts more intelligent and skilled people towards the organization. Conversely, employees who are less engaged to their work will cost more to the organization and bring less profit to the firm (Andrew & Sofian, 2012).

## 2. Review of Literature

Organizational culture is defined as “the set of shared, taken-for-granted implicit assumptions that a group holds and that determines how it perceives, thinks about, and reacts to its various environments”.

Organizational culture has much more influences on organizational performance by impacting the psychological states of individual employees, working groups and even the whole organization. Actually this complies with the paradigm shift to humanism in business and

psychological insights should become the basis for management. Globalization and free trade continue to change the business environment and increase global competition. In today's business environment, to stay competitive and deliver satisfactory financial returns to the owners and shareholders, managers depend heavily on how effectively they can cope with continuous and unexpected changes. With the rise of the 'knowledge economy', employee satisfaction and loyalty have become critical issues (Matzler et al., 2003; Renzl, 2003). Managers can motivate employees by giving them responsibilities and the authority to make basic decisions. They can also motivate employees by encouraging them to be creative and innovative. These techniques allow employees to feel like active participants of the enterprise (Borowski & Daya, 2014; Thibodeaux, 2016).

Regular feedback (positive and corrective) from managers helps keep employees on a path of continuous improvement. A simple "thank-you" or public praise will increase the employee's confidence. Recognizing employees for accomplishments — such as a finished project, reaching sales goals, or providing excellent customer services — can be an important motivating factor (Kooser, 2016; Krumrie, 2016).

### **3. Objectives of the Study**

1. To understand concepts of Employee Satisfaction and Organizational Culture.
2. To study performance of employees is mirror of Employee Satisfaction and Organizational Culture.

### **4. Hypotheses**

1. Performance of employees is determined by Employees Satisfaction.
2. Performance of employees is influenced by Organizational Culture.

### **5. Research Methodology**

- Research scholar has designed questionnaire. Primary data was collected through google forms from different students of colleges in Mumbai, Thane, Kalyan, Ambarnath, Badlapur and Ulhasnagar. Data was collected from 160 respondents.
- Secondary data was collected from books, publications and research articles.
- Diagrams, charts and Chi- Square Test were used to analysis data.

### **6. Data Analysis and Interpretation**

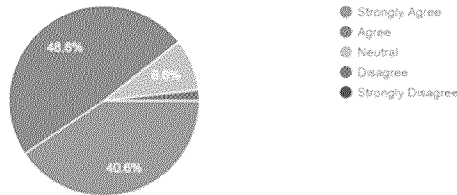
#### **Hypothesis 1**

#### **Performance of Employees is determined by Employees Satisfaction**

- H0: There is no significant different between Gender and Performance of employees depends on Employees Satisfaction.
- H1: There is significant different between Gender and Performance of employees depends on Employees Satisfaction.

**Diagram-1**

Do you think performance of employees depends on Employees satisfaction?  
169 responses.



Observed Values					
Count of Performance of Employees depends on Employees satisfaction	Column Labels				
Row Labels	1	2	3	4	Grand Total
1	26	20	7	1	54
2	41	56	8	1	106
<b>Grand Total</b>	<b>67</b>	<b>76</b>	<b>15</b>	<b>2</b>	<b>160</b>
Expected Values					
Gender	Strongly Agree	Agree	Neutral	Disagree	Grand Total
Male	22.61	25.65	5.06	0.68	54
Female	44.39	50.35	9.94	1.33	106
<b>Grand Total</b>	<b>67</b>	<b>76</b>	<b>15</b>	<b>2</b>	<b>160</b>
P-Value	<b>0.26</b>				
Chi Square Value	<b>4.00</b>				
Critical Value	<b>7.81</b>				
Researcher presumed that H0 cannot be rejected as P value is greater than 0.05 and Chi Square Value is less than Critical Value. Hence, we may concluded that Performance of employee is determined by Employees Satisfaction.					

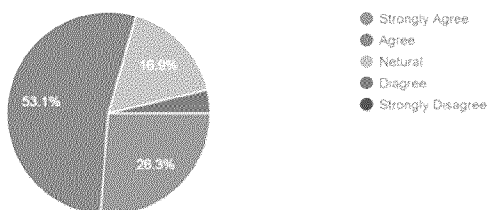
**Hypothesis 2**

Performance of employees is influenced by Organizational Culture.

- H0: There is no significant different between Cities and Performance of employees depends on Organizational Culture.

- H1: There is significant different between Gender and Performance of employees depends on Organizational Culture.

Do you think performance of employees depends on Organization Culture?  
160 responses



### Observed Values

Count of Performance of employees depends on Organization Culture	Column Labels				Grand Total
	1	2	3	4	
Row Labels					
1	21	47	11	3	82
2	2	1	0	0	3
3	15	31	15	3	64
4	4	7	0	0	11
<b>Grand Total</b>	<b>42</b>	<b>86</b>	<b>26</b>	<b>6</b>	<b>160</b>
<b>Expected Values</b>					
City	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Grand Total</b>
Mumbai	21.53	44.08	13.33	3.08	82
Thane	0.79	1.61	0.49	0.11	3
Kalyan	16.80	34.40	10.40	2.40	64
Other	2.89	5.91	1.79	0.41	11
<b>Grand Total</b>	<b>42</b>	<b>86</b>	<b>26</b>	<b>6</b>	<b>160</b>
P-Value	<b>0.73</b>				
Chi Square Value	<b>6.06</b>				
Critical Value	<b>16.92</b>				
Researcher concluded that H0 cannot be rejected as P value is greater than 0.05 and Chi Square Value is less than Critical Value. Hence, research has concluded that Performance of employees is influenced by Organizational Culture.					

### 7. Scope of the Study

The purpose of study is to understand Concepts such as Employees satisfaction and Organizational Culture. Duration of study was for one year i.e. 2022-23. Study area of the research topic was Mumbai, Thane, Kalyan, Ambarnath, Badlapur and Ulhasnagar Colleges (Teachers and Students).

## **8. Utility of the Study**

The research paper will be useful to employers and employees. It will be useful to research scholar to do further research.

## **9. Limitations of the Study**

Limitations of the study were time, money and secondary research data was collected from few books and research papers due to lack of time. Primary data was collected only from 160 respondents of Mumbai, Thane, Kalyan, Ambernath, Badlapur and Ulhasnagar only.

## **10. Findings**

- i. 41% respondents were strongly agreed and 49% respondent were agreed with the statement “performance of employees depends on Employees satisfaction”.
- ii. Performance of employees depends on organizational cultures as 80% respondents were settled with the statement.
- iii. After studying data it was concluded that 90% respondents expected fair salary from the employers.
- iv. 80% respondents resolved with statement that employees should be part of the decision making process of the organization.
- v. Employees should be given flexible work schedules as 74% respondents were agreed with the statement.
- vi. 81% respondents agreed with the statement that feedback must be given regularly to the employees to enhance their further performance.
- vii. Training and Development programmes must be conducted for the employees to enhance their performance as 95% respondents were approved with statement.
- viii. 82 % respondents agreed with the statement that Career development roadmaps be created for employees in the organization.
- ix. Employees milestones must be celebrated in the organization as 72% respondents were decided with the statement.
- x. Work life balance Concept must be encouraged by the organization to reduce stress among the employees as 89% respondents approved with the statements.

## **11. Conclusion**

Employees performance depends on Organization Culture and Employees satisfaction. They must be happy in the organization. Happiness Quotient (HQ) must be highest in the



organization. Monetary perks and Non-monetary perks are secondary. Peace and Happiness Values are important in the organization. If employees are Happy and peacefully they will achieve organizational objectives.

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## 2. Gratitude Journalling: A New Paradigm Trend in HRM

**Mr. Joseph John Fernandes**

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**Dr. Sushama S. Patil**

Research Guide, Ramanand Arya DAV College, Datar Colony, Bhandup (East), Mumbai.

---

### **Abstract**

Gratitude Journalling can make us stress free and take us out of our troubles and strife. We learn to cope up with different emotions of our life. Gratitude Journalling is that aspect of writing which bring in us a lot of self-confidence, empathy and resilience in life's perspectives. It totally changes the focus and the locus of our life areas. Personality also changes. We become more and more transparent and clear in our life achieving goals. That's the secret mantra of the life. Write Journalling and you will never lose anything in your life, you will only gain the positives of life matters. The Researcher has undergone a lot of stigma and it has really taken up great measures to produce these new module of research study. Credit goes to researcher's support system around the circles where he resides and the angelic guide's – mentoring him to do well always and making blessings count in this precious life given to him for being a beacon of light to normal people who think that these disabled humane human cannot do anything. Journalling writing in a gratitude manner is an excellent phenomena to write a brighter picture of life's perspectives and gain momentum in goals whatever we want to achieve in this journey pattern of paradigm trends of HRM.

**Keywords** - Journalling, Phenomena, Stigma, Beacon, Humane, Paradigm, HRM, Trends.

### **Introduction and Literature Review**

Many gifted human beings are seen as perfectionistic and “bossy” because they try to do so many things at a time and with great hawk eyes. They try to be great organisers. They have their own set of rules of life. Their intellectualizing, sense of urgency, perfectionism, idealism, and intolerance stakes may be misunderstood to be signs of OCD or Obsessive-Compulsive

Personality Disorder. Usually this simply represents that their thoughts go so much faster than their hands can move, and that they see little sense in making writing an art form when its primary purpose is to communicate (Webb & Kleine, 1993; Winner, 2000). Thus, intense power struggles, arguments, temper tantrums, sibling rivalry, withdrawal, underachievement, and open flaunting of family and societal traditions may occur within the family. “Impaired communication” and “inadequate discipline” are specifically listed in the DSM-IV (1994) as areas of concern to be considered in a diagnosis of Parent-Child Relational Problems, and a diagnosis of Sibling Relational Problem is associated with significant impairment of functioning within the family or in one or more siblings. So Writing Gratitude Journalling in these scenes becomes a major factor for all those suffering from psychosomatic issues or any other barriers, to come out of their shells and bring a fresh lease in lives scenarios. That’s the secret mantra of making life towards new glories of angelic dimensions and new realms of different parameters.

### **Objectives**

1. To prove that Gratitude Journalling really brings mental wellness.
2. To prove that when we use Gratitude Journalling, our inner potentials are tapped.

### **Hypothesis**

Can Gratitude Journalling Bring A New Paradigm Trend In Life.

### **Limitations**

- a. Time – limitations is one of the resources.
- b. Parameters is been casualised.

### **Data Collection Method**

QUALITATIVE PHENOMENOLOGICAL – DATA COLLECTION METHOD IN THE FORM OF - story telling - vis-a vis Gratitude - Journalling Method ... is been made.

**Statistics - STORY – TELLING CONCEPT USED.** From the story, the behavioural aspects of the researcher’s story and his gratitude towards the association are been aspected. This is a novel concept been used by the theological seminaries from where the monks and the religious - missionaries graduate from.

### **Data Analysis**

RESEARCHER’S GRATITUDE JOURNALLING – WRT. RESEARCH METHODOLOGY AND HIS REAL - STAY WITH HIS RESEARCH JOURNEY – INSTITUTE, is been conceptualised :- ( in the form of story – telling - QUALITATIVE PHENOMENA FACET )

**IMPACT OF EKA- DASAT ASSOCIATION OF RAV-DAV ON JOE- DOT.COM  
( A CLASSICAL CASE STUDY )**

RESEARCHER'S NAME - STUDENT sevak- RESEARCHER – joseph john fernandes

Under the Guidance – .....

**Abstract :-** .... **Background :-** om namo bhagvate rudraye ( 1<sup>st</sup> lines of Rudram )

Bhagvat gita – chapter 15, verses 1 – Urdhav Mula Madha Sakham .....

**Key words :-** ..... ( acknowledgements)

**Introduction -** DAV – Astral- Travel – status .

- 2009- 2012 (teacher )
- 2012-2016 ( research- scholar)
- 2016-2023 (after-math )

**Objectives**

1. To study and analyse inter-relationship between u-stress factors of JOE-COM in RAV-DAV
2. To develop new tools and concepts for a better study of an unknown phenomenon.
3. To achieve new insights of RAV- DAV and JOE- com with respects to Spirituality.

**Literature Survey -** Satyam Vara, Dharmam Chara ( Upanishads ). Ishta Manishnam, Amum Manisham, Sarvam Manishanam (Purushosuktam – Rigveda)... WHEN YOU GET ANGRY ON OTHERS, YOU LOSE YOUR MENTAL BALANCE, WHEN YOU CONTROL THAT ANGER IN SELVES ASPECTS, YOU COUNTER BALANCE THAT IMBALANCE. So Let's pledge that We remain cool and maintain our mental balance and save ourselves from the perils of the world. .. All shastras...

**Gap- Analysis -** 1) Diaspora ..... 2) outlook- pespectives.... 3) Nut of Pineal-gland

**Hypothesis – Statements :- There are TWO – Hypothetical statements**

- Ho– There is an in-significant association of RA- DAV and Joe- Dot=com with u-stress analysis.
- H1- There is an significant association of RA- DAV and Joe- Dot=com with u-stress analysis.
- H0- There is an insignificant association of RA-DAV and Joe-Dot=com with Spirituality

- H1- There is an Significant association of RA-DAV and Joe-Dot =com with Spirituality.

### Research Methodology

- **Approach :- Through Primary data Analysis** - Qualitative and Quantitative
- **Respondents** - Alpha and Omega ( no beginning and no end )
- **Sampling** - Convenience
- **Tools and Techniques** - Chi- square and Factor – Analysis (CFA + SEM + EFA )
- **Method of Working** - Survey Method and Historical Method
- **Data Collection** - Observation and Collection by Questionnaires.
- **Sample- method** - Probability ( K-z tests)
- **Analysis of the Data** - Research would be based on Secondary Data.
- **DATA – analysis** - 2009-2020 - Ekadashat association of RA- DAV and Joe- dot = com

Today, a Research – student of RA- DAV college.... Thanks for all.

### Key Findings

- Hypothesis –testing.... Tables – proved .....
- Calculated values – 1.111 ( 1<sup>st</sup> statement ), 2.222 ( 2<sup>nd</sup> statement ) ,3.333 ( 3<sup>rd</sup> statement)
- Tabulated values – 3.84 ( 5 % df of significance )..... Calculated value is less than the tabulated values hence all – 2 Null –hypothesis statements are accepted and so are the results –

**There is an in-significant association of RA- DAV and Joe- Dot=com with u-stress analysis.**

**There is an insignificant association of RA-DAV and Joe-Dot=com with Spirituality**

**Findings** - Joe-Dot = com now-... - A humane teacher ... - An ever-green Research-Learning Scholar ... - An Amateur + Positive Research Student of RA- DAV

**Conclusions** - ... Joe- Dot=com, now ... From Thinking Big to 8<sup>th</sup> Habit to sawing the Dust

**Recommendations** - ... Shradhha and Shaburi (Shirdi Sai Baba Lines ) ... Ganpati Shotra and Saraswati Shotra... May the grace of Divine Providence be with you all always –

Revelation lines- last lines of the Bible – Holy Book of Christians. ... Shanthi – Panchagam ( shan no mitra ..... ) .... **Impact of the study**

... General Public and even the Government will be thinking in other view, when the details vis-à-vis is given through my research paper.

### **Scope**

1. Love- all and Serve-all ( all shastras )
2. We can know ourselves better and then help others.
3. Samastha Loka – sukhino Bhavanthu. ( shashttras )
4. Goals can be achieved in a better way & Complex situations can be made simpler.
5. Optimism and energy level will rise & May all of us, put our hands together and move ahead together keeping our self-transformation in focus ahead of us in pinnacle of success.

**WHEN YOUR HUMAN EYES IS POSITIVE, YOU WILL LOVE THE E-WORLD,  
WHEN YOUR HUMANE HEART IS POSITIVE, THE WHOLE E-WORLD WILL  
LOVE YOU. !!!!!..... IN CONCLUSION--- SERVE AND LOVE YOUR MOTHER**

- SERVE AND LOVE YOUR MOTHER – LANGUAGE
- SERVE AND LOVE YOUR – MOTHER LAND.... MAA – SARAWATHI AND MAA LAXMI AND MAA DURGA / MAA GAURI – WILL TAKE CARE OF ALL YOUR NEEDS ,EVEN IT COMES BEFORE IN YOUR THOUGHT PROCESS.

### **References**

- J. M. Fuster, “ Personal Counselling”. Published by Better Yourself Books, Mumbai (2013)... ..... So, Yes, with the DATA- analysis of Gratitude Journalling proved by the fantastic mixing niche of Positivity of Research and gimmicks, which has made the researcher GROW in all perspectives of Life. So put all your dream in Journalling.

### **Findings**

It is been found out that from this above story- telling concept, one can be sure that human humane beings never know how One can GROW and Heal in Life... So, the Hypothesis is proved that through this above DATA analysis of Gratitude Journalling – really makes a person normal to supra-paranormal being in one life, if that person really puts his energies into it and channelises his destructive emotions into pen and paper and uses it for the welfare of others, the universe gives it back to it, in the form of positivity and higher dimensions and realms of life. Findings are also found out that traumatic experiences and near- death faculties can be

erased, from this kind of gratitude journalling. Patients who are at the end- stage of life can get new lease of life by writing these gratitude journalling and this can set examples for other patients to come out of their near- end of life experiences.

### **Suggestions**

It is suggested that healing from sicknesses takes place through Gratitude Journalling. It brings goodness in heart. Various spiritual chakras of our body are activated. We get energised and rest well. One becomes a good social person and starts aiming higher in life. We become self-satisfied and self- contented in life goals and focuses. Growth mindset is developed. We control our negative emotions and focus it on positives of lives. One becomes effective and efficient in handling lives various tough emotional aspects. So, the researcher suggests to go ahead and Plan ahead through Journalling. Be persevere. Be prepared, strenuous and get pleasure while writing. Be proactive and praise oneself. Be projective and be at ease. One should have clarity in mind. This will bring more objectivity and subjective in writing.

### **Conclusions**

Hence, we come to a conclusion that this study can be used in stress management and neuro theology which is the new line- study in neuro linguistic study materials in any types of sects and religious panels.... Finally there goes a limerick sung concerning to Gratitude Journalling - It takes courage to answer a call, It takes courage to give your all, It takes courage to risk your name, it takes courage to be true... It takes courage to dare, what no other would share, To be standing alone, ... One whom no one will own, To be ready to stake, to be loyal not fake. ..It takes courage to be true. And Gratitude - Journalling will surely make one to reach new paradigm trends in lives like birds rising from the ashes and coming back to new paradigm trend - lease of lives. Amen. Hallelujah.....

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### 3. Exploring Gender Disparities in Entrepreneurship Awareness among Undergraduate College Students

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#### **Abstract**

This study investigates entrepreneurship awareness among undergraduate students in Mumbai, focusing on potential gender disparities. The research sample ensures gender balance with an equal number of male and female participants. It explores how students' academic disciplines influence their entrepreneurship awareness. Data was collected through questionnaires from 200 students in Arts and Science colleges in Mumbai, and analysis showed significant differences in awareness between disciplines. Commerce/Management students had lower scores than Science/Engineering/IT students, highlighting the need for tailored entrepreneurship education. Recommendations include interdisciplinary courses, practical exposure, and mentorship programs to enhance awareness. These findings offer insights for educators and policymakers aiming to promote entrepreneurship among college students.

**Keywords:** Entrepreneurship awareness, undergraduate college students, gender disparities, entrepreneurship education.

#### **Introduction**

Entrepreneurship is a driving force behind economic growth, innovation, and job creation worldwide. It empowers individuals to transform ideas into tangible businesses, contributing to the socioeconomic development of nations. However, despite its prominence, gender disparities persist in the entrepreneurial landscape. This study endeavors to explore the dynamics of gender disparities in entrepreneurship awareness among undergraduate college students. Gender disparities in entrepreneurship have long been a subject of interest and concern (Blanchflower & Oswald, 1998; Brush & Hisrich, 2000). Despite progress in recognizing gender equality and the increasing number of women entrepreneurs, there remains a significant gap in entrepreneurship awareness among undergraduate college students. This study aims to explore the extent of gender disparities in entrepreneurship awareness among undergraduate college students and examine the factors contributing to these disparities.



**Need of the Study**

Understanding the gender disparities in entrepreneurship awareness among undergraduate college students is crucial for several reasons. First, it is essential to ensure equal opportunities and support for aspiring entrepreneurs, irrespective of gender (Marlow & McAdam, 2013). By identifying and addressing the underlying causes of these disparities, it becomes possible to create an inclusive and supportive environment that encourages entrepreneurship among all students.

**Scope of the Study**

This study focuses specifically on undergraduate college students and aims to examine the gender disparities in entrepreneurship awareness within this demographic. It will explore various factors that may contribute to these disparities, such as societal norms, educational curricula, access to resources, and personal aspirations. Additionally, the study will assess the impact of entrepreneurship education and support programs on reducing these disparities.

**Objective of the Study**

The main objective of this study is to investigate the gender disparities in entrepreneurship awareness among undergraduate college students. Specifically, the study aims to

1. Identify the level of entrepreneurship awareness among undergraduate college students, disaggregated by gender.
2. Provide recommendations and strategies to promote gender equality in entrepreneurship awareness among undergraduate college students.

**Literature Review**

Fenech et al. (2019): Found that a positive attitude towards entrepreneurship significantly influenced students' intention to become entrepreneurs, while self-efficacy and subjective norms had no impact. Fantaye (2019): Investigated factors influencing Ethiopian undergraduate students to start their own businesses. Found correlations between independent and dependent variables, and moderate impact of entrepreneurship education on students' entrepreneurial attitude. Gulzar and Fayaz (2019): Emphasized the importance of education in fostering an entrepreneurial mindset. Perceived feasibility and desirability were influenced by individual and contextual circumstances. Hasmidyani et al. (2019): Explored Indonesian students' entrepreneurial intentions and found correlations with personality traits, locus of control, and

risk-taking. Both internal and external factors contributed to developing an entrepreneurial mindset. Liu et al. (2019): Examined the impact of professional training and self-efficacy on entrepreneurial intention. Entrepreneurship education significantly influenced intention, with self-efficacy mediating the relationship. Usman & Yennita (2019): Applied the Theory of Planned Behavior to show that students had a positive attitude towards entrepreneurship. Individual attitude and perceived behavioral control positively influenced their intention to pursue entrepreneurship. Ibrahim et al. (2017): Explored graduate students' perspectives on entrepreneurship in Oman, highlighting the role of government, educational institutions, and company incubators in cultivating entrepreneurial attitudes and intentions.

### **Hypothesis Statement**

#### **1. Null Hypothesis (H0)**

There is no significant difference in Entrepreneurship Awareness among students from different fields of study (Arts/Humanities, Commerce/Management, and Science/ Engineering/ IT).

### **Research Methodology**

This research study aims to assess the awareness and attitudes towards entrepreneurship among college students in the Mumbai district. The study employs a descriptive research approach, relying primarily on primary data collection methods. Data was gathered through a well-structured questionnaire administered to undergraduate students in Arts and Science colleges located in the Mumbai district. Mumbai serves as the geographical scope for this research project.

Given the undefined nature of the population under study, a total of 200 samples were randomly selected for participation in the research. The researcher employed a convenient sampling technique to gather data from the target population. To analyze the collected data, the study utilizes descriptive statistics, and Analysis of Variance as statistical tools.

### **Result and Findings**

#### **Descriptive Analysis**

**Table 1**

<b>Gender</b>	<b>Counts</b>	<b>% of Total</b>
Female	100	50.0 %
Male	100	50.0 %
<b>Field of Study</b>	<b>Counts</b>	<b>% of Total</b>

Arts/Humanities	44	22.0 %
Commerce/Mangement	95	47.5 %
Science/Engineering/IT	61	30.5 %

The provided data reveals an equal distribution of gender among the surveyed participants, with 100 individuals identified as female, constituting 50.0% of the total sample, and an identical number of 100 individuals recognized as male, making up the other 50.0%. Furthermore, the data offers insights into the participants' fields of study. Among the respondents, 44 individuals, or 22.0% of the total sample, were pursuing studies in Arts/Humanities. The largest group, comprising 95 individuals, or 47.5% of the total, were enrolled in Commerce/Management programs. Lastly, 61 individuals, accounting for 30.5% of the sample, were pursuing studies in the fields of Science/Engineering/IT.

**Table 2: Entrepreneurship Awareness**

<b>Entrepreneurship Awareness</b>	<b>Agree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Strongly Agree</b>	<b>Strongly Disagree</b>
I have a clear understanding of what entrepreneurship means.	44.5 %	3.0 %	9.5 %	41.5 %	1.5 %
I am aware of the various types of entrepreneurial ventures (e.g., startups, small businesses).	47.0 %	1.0 %	8.5 %	41.5 %	2.0 %
I can identify the key characteristics of a successful entrepreneur.	50.5 %	5.5 %	12.5 %	29.5 %	2.0 %
I have knowledge of the steps involved in starting a new business.	45.0 %	4.0 %	6.0 %	42.5 %	2.5 %
I know where to find resources and support for aspiring entrepreneurs on my campus (e.g., entrepreneurship centers, workshops).	43.5 %	3.0 %	6.5 %	44.0 %	3.0 %
I have participated in entrepreneurship -related activities (e.g., business competitions, entrepreneurship clubs).	40.0 %	4.0 %	13.0 %	41.0 %	2.0 %
I feel confident in my ability to develop and pitch a business idea.	35.5 %	2.0 %	15.5 %	45.0 %	2.0 %
I believe that entrepreneurship is a viable career option for me.	40.0 %	4.5 %	11.0 %	42.0 %	2.5 %
I have had conversations with mentors or advisors about entrepreneurship.	47.0 %	1.5 %	9.5 %	37.5 %	4.5 %
I actively seek out opportunities to learn more about entrepreneurship.	39.5 %	2.5 %	14.0 %	38.5 %	5.5 %

The survey results indicate a mixed level of awareness and confidence in entrepreneurship among the respondents. While a significant portion agree or strongly agree that they understand what entrepreneurship means and are aware of different entrepreneurial ventures, there is room for improvement in their knowledge of the key characteristics of successful entrepreneurs and the steps involved in starting a new business.

Furthermore, the respondents seem to have limited participation in entrepreneurship-related activities and slightly lack confidence in developing and pitching business ideas. However, there is a notable interest in seeking out opportunities to learn more about entrepreneurship.

### Testing of hypothesis

#### 1. (H0)

There is no significant difference in Entrepreneurship Awareness among students from different fields of study (Arts/Humanities, Commerce/Management, and Science/ Engineering/ IT).

### Result

The Welch's One-Way ANOVA was conducted to assess if there are significant differences in Entrepreneurship Awareness among students from different fields of study (Arts/Humanities, Commerce/Management, and Science/Engineering/IT). Here are the key findings.

- **F-statistic (F):** The F-statistic is 4.75.
- **Degrees of Freedom (df1):** There are 2 degrees of freedom in the numerator.
- **Degrees of Freedom (df2):** There are 120 degrees of freedom in the denominator.
- **p-value:** The p-value associated with the F-statistic is 0.01.

### Conclusion

The p-value of 0.01 is less than the typical significance level of 0.05, indicating that there is a statistically significant difference in Entrepreneurship Awareness among students from different fields of study.

One-Way ANOVA (Welch's)					
	F	df1	df2	p	
Entrepreneurship Awareness	4.75	2	120	0.01	
Group Descriptive					
	Field of Study	N	Mean	SD	SE
Entrepreneurship Awareness	Arts/Humanities	44	44	5.36	0.808

	Commerce/Management	95	40.7	8.31	0.852
	Science/Engineering/IT	61	41.1	7.29	0.934

### Discussion and Conclusion

This study explored entrepreneurship awareness among undergraduate college students in Mumbai, focusing on potential gender disparities and the impact of students' academic disciplines. The research emphasized gender equity with an equal representation of male and female participants. The analysis revealed significant differences in entrepreneurship awareness based on academic disciplines, highlighting the need for customized entrepreneurship education. Commerce/Management students showed lower awareness compared to Science/Engineering/IT students, indicating the importance of addressing discipline-specific challenges. To enhance awareness, the study recommends interdisciplinary courses, practical exposure through clubs and competitions, and mentorship programs. Overall, this research provides valuable insights for educational institutions and policymakers to foster an entrepreneurial mindset among college students. In conclusion, this study offers essential insights into the multifaceted landscape of entrepreneurship awareness among college students. While there is a foundation of understanding, there remains room for improvement and practical experience to boost confidence and engagement in entrepreneurship as a viable career option. Tailoring education to the specific needs of students based on their academic disciplines can be a key strategy in promoting entrepreneurship awareness and empowering the next generation of entrepreneurs. This research underscores the significance of continuous efforts to bridge the entrepreneurship awareness gap, fostering an environment where all students, regardless of their field of study, can explore and excel in entrepreneurship.

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## 4. A Study: Changing Patterns of International Trade and Economic Development of World and India

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### 1. Introduction

3<sup>rd</sup> century BC, Buddhist trade had expanded further into Asia and Europe. In short, Emperor Ashoka's monolithic India had built a global presence based on domestic resources through international trade. Over time, the direction and purpose of world trade has changed and income capacity seems to have become more important than consumption capacity in international trade. Emperor Ashoka's international trade was based on giving priority to increasing the consumer's income level as well as his consumption capacity. But over time, the level of income was given more importance in international trade than just the use in international trade. At present, in international trade, production is divided only according to the income level of the consumer. Higher income leads to higher production and then consumption. Due to which the consumption of the consumer has been created in a low position.

The New Economic Policy of 1991 added more to it. The process of liberalization-privatization and globalization has led to greater centralization of economic power. The economic and social equality that existed during the Buddhist period in India was destroyed by political and cultural manipulation and social and economic inequality was introduced in the country based on caste social divisions. Caste economic disparity in India has not been affected much by the impact of global trade. Due to the caste social construction, the ownership of economic resources in India has been deliberately classified to a certain class and the distribution of income from domestic as well as international trade has not been equal, and caste and social barriers have been deliberately created to make its benefits public. In which economic policy of 1991 seems to have added more and since 2014 more sustainability has been created.

### 2. Assumption of Research

1. To study the theoretical analysis of international trade that has changed globally.
2. International trade has widened the economic disparity between developed and developing countries.

3. International trade shifted the Indian economy towards a capitalist economy and widened the economic disparity.

### **3. Objective of Research**

1. To study the changing nature of international trade in different periods.
2. To study the structure of international trade in India.
3. To study India's foreign trade after 1991 new economics policy in India.

### **4. Research Methodology**

In the present research, the changed nature of international trade in different periods is being studied. Simultaneously, India's international trade pattern will be studied in relation to international trade. For that research, on the basis of theoretical and numerical analysis, an attempt is made to highlight the social and economic inequality created in international trade in the process of globalization. In which secondary instruments have been used to collect the facts for the research. The resources mainly include reference books, research forewords, research papers, magazines, global and Indian published reports, newspaper articles, economic survey reports global and Indian, UNDP-UNO-IMF-WB-WTO etc. Annual reports of global organizations etc.

### **5. Importance of Research Topic**

In the presented research, on the one hand, international trade is being promoted with sustainable development at the global level. And on the other hand, developed countries are putting pressure on developing countries with different trade policies in international trade.

In India, since the division of economic resources is done at the social level, the benefits of domestic and international trade are transferred to a particular class and caste. So, efforts are being made to secure the monopoly of international trade in India once again to the monopoly class. In fact, there is a conscious effort to design the international trade policies of the country in a favorable manner. While planning policies, priority should be given to inclusiveness and "**VASUDHAIVA KUTUMBAKAM**" but in reality, policies should be designed based on economic disparity. The study the two-way role of global and domestic trade, the topic "**A Study :Changing Patterns of International Trade and Economic Development of World and India**" has been selected for research. While studying the changing nature of international trade in the research, priority will be given to observing the extent to which international trade



has reduced the economic disparity in the country and the world by transferring the ownership of financial resources especially in India.

## **6. Periods of Study of International Trade**

### **Mercantilism Trade Theory**

When looking at the historical analysis of international trade, we need to study from the 14th and 15th century mercantilist thought. Mercantilist thinking ignored the basic natural concept of economic development and gave priority to materialistic economic wealth. Economic development of a country was measured on the basis of money and valuable assets in that country. In short, the economic development of the country was based on the economic wealth of that country. International trade is the only means of acquiring financial wealth. Human values or human welfare were secondary in mercantilist thought. That is, they had ignored the natural economy. Trade advocates also seem to indirectly advocate an unethical trade policy as international trade should be more favorable to the country because of the greed to gain wealth from international trade.

### **Classical Trade Theory**

Economics was not studied separately until the classical economist of thought. In which mainly J. B. Sec., Adam Smith, David Ricardo, Karl Marx etc. Includes thinker. The orthodox school of thought accepted natural existence and upheld human values in it. Natural wealth was given priority over economic wealth. Classical economist was based on Sy's theory of supply which rejected undue government interference. Human-nature or the economy is an automatic independent system and being independent is more beneficial for the economy. In the classical of thought, international trade was a priority to develop naturally. In which international trade theories of Adam Smith, David Ricardo analyzes based on the natural production factor of the country while Karl Marx gave priority to human welfare.

### **Maynard Keynes Trade Theory**

Keynesian school of thought was only given more importance due to full employment and government austerity caused by World War II and global economic depression which led to international trade of capital-intensive developed countries and simultaneously securing the economies of developed countries. In which more targets were given on re-establishing the capitalist economy at the global level. This policy largely ignores the economic development of developing and underdeveloped countries like India. The World Trade Organization is still trying

to do the same. International trade was universalized in the Keynesian debate, but most of the benefits of international trade have accrued to advanced capitalist economies and continue to do so today. The Keynesian debate led to a universalization of international trade that favored developed countries but did not reduce economic inequality. On the contrary, GATT, IMF, WB, and WTO have increased it more. Economic disparity is globally present in both developed and developing countries.

### **Modern Trade Theory**

Modern thought has not been able to transform international trade into anything other than economic monopoly. In modern international trade policy, we see the widening of the economic disparity between developed and underdeveloped countries. In modern times, the economic and decision-making monopoly of international trade has been completely controlled by the WTO. And WTO is indirectly controlled by developed countries. Therefore, at present international trade is proving to be a failure in terms of equity of economic development. Briefly, if we study the nature of international trade from mercantilism to modern trade flows, we find that the economic development of international trade shows numerical progress, **but** the qualitative development at the level of economic equality is neglected.

### **India's International Trade Theory**

The Indian economy has been characterized by economic inequality from ancient to modern times. Even during the Buddhist period, the international trade of Akhand India had expanded globally. But over time India's international trade has decreased. In modern times India has become more dependent on international trade. At present more priority is being given to promote international trade development of countries on the basis of foreign imports rather than promoting international trade of the country based on domestic resources. This dependent policy has started since the New Economic Policy of 1991 which is driven by liberalization-privatization and globalization. This has led to extremely high levels of economic inequality in India. Since 2014, this dependence and privatization of international trade has increase

## **7. India's International Trade Direction 1991 to 2021**

**Table no. 01**

<b>Year</b>	<b>Import</b>	<b>Export</b>	<b>Trade Balance</b>
1951-52	1257	1032	-7
1991-92	24075	18143	-4532
2001-02	51113	40827	-9976

2011-12-	287759	132840	-154999
2020-21	494575	312541	-182033

Source-DESIS&S and Ministry of Commerce & Industry of India.21-2020 ,

### 8. Area wise import export international trade direction of India 1951 to 2021

**Table no. 02 (Year %)**

Year	Agricultural Sector		Industry Sector		Service Sector	
	Import	Export	Import	Export	Import	Export
1951-52	8.12	48.12	18.25	9.10	21.54	19.21
1991-92	19.14	37.15	29.21	13.51	19.21	21.32
2020-21	34.12	14.10	37.25	28.12	21.10	23.13

Source-Economic Survey Govt .of India.2021 ,

### 9. India's Industrial Sector Exports 21-2020as Proportion of Total Exports

**Table no. 3 (%)**

Industrial Sector	Export Ratio(%)
Engineering goods	23
Petroleum Products	21
Chemical and related products	18
Gems and Jeweler	15
Agricultural and Allied products	04
Others	19

Source-DESIS&S and Ministry of Commerce & Industry of India.21-2020 ,

### 10. India's Service Sector Exports 21-2020as a Proportion of Total Exports

**Table no. 4 (%)**

Service Sector	Export Ratio(%)
Financial Service	49
Business	23
Transportation	11
Travel	04
Software Service	02
Insurance	01
Communication	01
Agricultural and Allied Services	0.52

Source-DESIS&S and Ministry of Commerce & Industry of India21-2020 ,.

### 11. Couclusion

Overall, after the Buddhist period, the direction of India's international trade shifted from an agrarian-based labor-intensive economy to an industrial-based capital-intensive economy, resulting in a complete shift of ownership of productive resources from labor to capital. In India, the 1991 policy further strengthened the foundation and after 2014, emphasis is being placed on establishing the ancient quadrilateral business system. Concepts of sustainable development and inclusive development are discussed only at the global and country level. The reality is that the

developed countries of the world and the capitalist and humanist schools of thought in India do not want to reduce economic inequality, in fact this ineffective policy will not reduce it. The only objective is to discourage the developing countries globally and socially and economically weaker sections in India from economic development. This will not lead to qualitative economic and inclusive development but only to a more efficient capitalist system.

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## 5. Financial Analysis of ICICI, HDFC and AXIS in Connection with Pre and Post Covid- 19

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### Abstract

Banks under private sector contribute significantly to the growth of an economic system. The research reveals how the profitability of select Private Sector Banks are affected by Covid-19 pandemic. The present research is Quantitative in nature. It is further categorised as Causal-Comparative research. The research article includes the most prominent privately held banks for the study according to their total asset valuation. The select privately held banks include ICICI, HDFC and Axis. The information gathered are secondary in nature, however for data analysis, financial records as prescribed by SEBI are used. The study comprises t-Test and ANOVA test for finishing all its verdicts. The article concludes that, there exist no significant difference on the income earned through interest, Return on Assets and Net Profit of ICICI, HDFC and Axis between pre and during Covid-19. It further concludes that, there exist no substantial variance on the Net Non-productive Assets of HDFC Banks between pre and during Covid-19. However, there exist a significant difference on the Net Non-productive Assets of Axis and ICICI between pre and during Covid-19. Finally, HDFC Bank performed well as compare to Axis and ICICI with reference to Interest Income and Net Profit. However, according to Return on Asset, ICICI Bank performed very well as compared to HDFC Bank and Axis Bank. The article provides insight to government officials, bankers, investors and other stakeholder to adopt appropriate strategies during pandemic situation for maintaining profitability of Privately held banks.

**Key Words:** Privately held banks, Covid-19 & Profitability.

### Introduction

The year 2020 has shocked the world with an unexpected treat. The pandemic called Covid19 has primarily effected the life of every human being. At present, balancing life and

economy has become a major challenge of the globe. In every economy banks place a vital role to maintain a stable growth. The health of a country is mostly based on the wealth of a banking sector.

### **Private Sector Banks**

Banking sector is subdivided into Publicly owned banks and Privately owned banks. Publicly owned banks have supports from Central, Union or State Government for its smooth functioning where as Private Sector Banks depends on its performance to sustain its growth.

During the pandemic each and every sectors had to face challenge to retain its profitability.

### **Covid-19**

Every country has its own policy to overcome from challenges, but the pandemic has assured that it will keep its scars on the economy for a long term. Banks which is an indicator a growth for every country. It has a major role to play. Public Sector Banks along with Private Sector Banks should engage in activities which will try to bring the economy and its profitability on track.

### **Profitability**

Banks profitability is an indicator of positive healthy of a bank. Profitability of a bank can be measured by Return on Owners Fund, Return on Assets, Net Profit or Loss, Operating Expenses, Operating Income, Earning Per Share, Earning Before Interest and Tax, etc. Banks need to perform well as there are many stakeholders who are dependent on Banks for their growth and survival.

### **Review of Literature**

The following papers have been checked for the issue under investigation. Researchers have attempted to cover all of the important aspects of this study.

### **Covid-19**

Ghosh, A., Nundy, S., & Mallick, T. (2020) have studied in their article that Covid-19 has negative impact for the Economy and Human life. However social distancing and lockdown rules have to be followed in order to bring the human life and economy on the track.

Janus, J. (2021) has pointed in his study that Covid-19 has given a tremendous shock to the economy and it is the responsible for low Gross Domestic Product dynamics

### **Private Sector Banks**

Anjum, B., & Tiwari, R. (2012) have tried to explore the role of privately owned banks in economy development with the help of financial inclusion. They have concluded that, information technology and communication technology enhance the scope of financial inclusion for economic development.

Kalpana, B., & RaoTaidala. (2017) together acknowledged that banks play an important role in developing Industries and trade. Banks act as a guardian of wealth and resource which are essential for economic growth.

### **Profitability**

V, B. (2013) has pointed a significant fact that profitability of a bank indicates its operational efficiency and effectiveness. Profitability indicators like return on net worth, profit margin, return on long term funds, return on asset and interest spread were measured in her study.

Garg, P., & Kumari, S. (2015) have done an empirical study on profitability of private banks and stated that financial success of any bank majorly depends on its profitability.

### **Research Gap**

The thorough analysis of literatures review has guided the researcher to undertake “Financial Analysis of ICICI, HDFC and AXIS in connection with Pre and Post Covid- 19”

### **Objectives of the Study**

The research gap helps to frame the following listed objectives in the light of literatures review

- To analyse the effect of Covid on the Interest Income of select Privately owned banks
- To study the influence of Covid-19 on the Return on Asset in percentage of select Privately owned banks
- To analyse the impact of Covid-19 on the Net Non-Performing Asset in percentage of select Private Sector Banks

### **Research Problems of the Study**

The problem framed to study “Financial Analysis of ICICI, HDFC and AXIS in connection with Pre and Post Covid- 19”, is as follows

1. To study, analyse and compare the effect of Covid on Cost-effectiveness of the select Privately owned banks

### **Hypotheses of the Study**

The researchers have framed hypotheses on the basis of literatures review, research gap, research objectives and research problem in order to proceed with the data collection and analysis,

#### **Hypothesis 1**

- H0: There is no substantial variance in Interest Income of select Privately owned banks between per and during Covid-19
- H1: There is a substantial variance in Interest Income of select Privately owned banks between per and during Covid-19

#### **Hypothesis 2**

- H0: There is no substantial variance in Net Profit of select Privately owned banks between per and during Covid-19
- H1: There is a substantial variance in Net Profit of select Privately owned banks between per and during Covid-19

#### **Hypothesis 3**

- H0: There is no substantial variance in the Return on Assets of select Privately owned banks between per and during Covid-19
- H1: There is a substantial variance in the Return on Assets of select Privately owned banks between per and during Covid-19

#### **Hypothesis 4**

- H0: There is no substantial variance in the Net Non-Performing Asset of select Privately owned banks between per and during Covid-19
- H1: There is a substantial variance in the Net Non-Performing Asset of select Privately owned banks between per and during Covid-19

### **Research Methodology of the Study**

#### **Type of Research**

The present research is Quantitative in nature. It requires collection of data related to Income and Balance sheet. As researcher analyse the effect of Covid-19 on Net Profit, Interest Income, Net Non Performing Asset and Return on Asset of select Privately owned banks, the research can be simplified as Causal-Comparative research.



### **Bases of Data Collection**

The research is purely built on Secondary source. The researchers have taken financial records from websites like NSE and BSE for collecting financial information as prescribed by SEBI. The secondary source also includes news and research articles for the problem under study.

### **Sampling**

The study includes top three Indian Private Sector Banks listed at stock exchange based on total asset valuation, as on 31th December 2020. Therefore, no sampling method is used.

<b>Sr. No.</b>	<b>Private Sector Banks</b>	<b>Total Assets (Amount In Crore)</b>
1	HDFC	15,30,511
2	ICICI	10,98,365
3	AXIS	9,15,164

### **Time Frame of the Study**

The research includes a total period of 18 months for collecting and analysing data. 9 months of data is pre Covid-19 and the rest 9 months data is during Covid-19. The article collects and analyses 6 quarter, which consist of 3months for each quarter.

### **Tool and Techniques of Data Analysis**

The tool used for data analysis includes Excel Sheet. However, the techniques of data analysis consist of two paired t- test and one paired ANOVA test. The above tool and techniques were selected for effectively concluding the findings.

### **Significance of the Study**

Privately owned banks play an vital role for effectively running of an economic system. Entrepreneurs, Supplier, Investor and other stake holders are associated with private banks for various financial operations. The success of Private Sector Banks will have a positive impact to various sectors of the economy. It would act as source for Investors to invest in profitable banks. The study has made an effort to understand the result of Covid-19 on the cost-effectiveness and nonperforming assets of the top three private sector banks. It will ultimately reveal the leader of Privately owned banks.

**Scope of the Study**

The various space of the research has been listed below

- The study covers top three Private Sector Banks based on its total asset valuation. □  
The study includes 6 quarterly ended financial report, which consist of 3 quarterly reports for per Covid-19 and 3 quarterly reports during Covid-19
- It will provide ranks to select Private sector Banks based on its profitability

**Limitations of the Research**

The limitations are draw grounded on the purposes, data collections and scope of the study are as follows

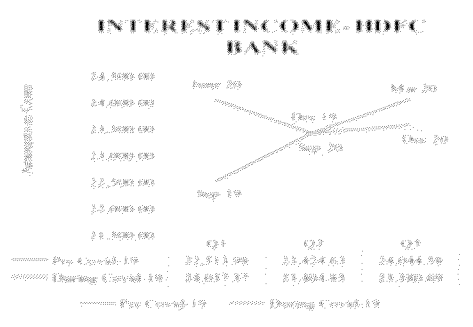
- The study is based existing data which are secondary in nature
- It includes top three Private Sector Banks based on its total asset valuation
- The study covers only non-performing assets and profitability of the select Privately owned banks

**DATA ANALYSIS**

**HOUSING DEVELOPMENT FINANCE CORPORATION - HDFC BANK**

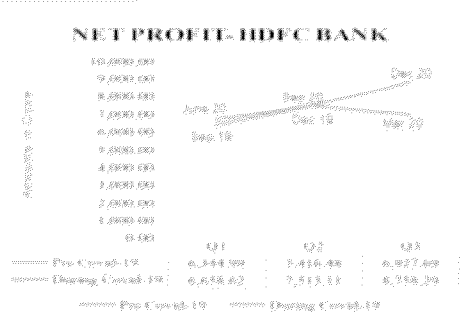
t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	21527.73	21674.3
Variance	592726.3	106593
Observations	3	3
Pearson Correlation	-0.77413	
Hypothesized Mean Difference	0	
df	2	
t Stat	-0.5753	
P(T<=t) one-tail	0.31453	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.629073	
t Critical two-tail	4.302653	

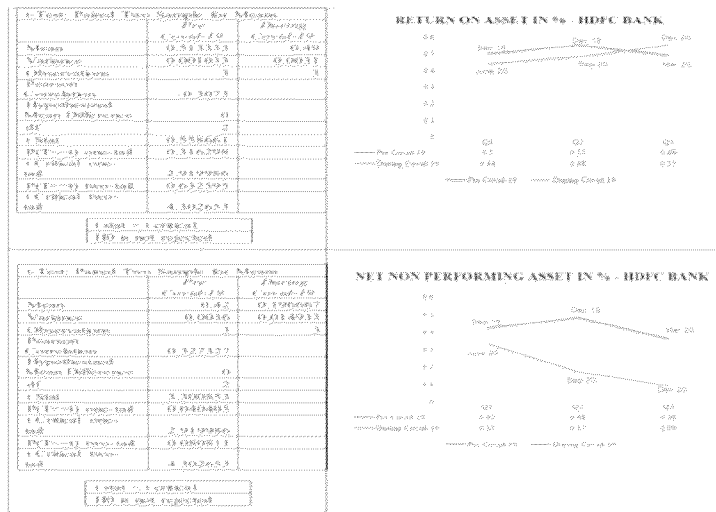
t stat < t critical  
H0 is not rejected



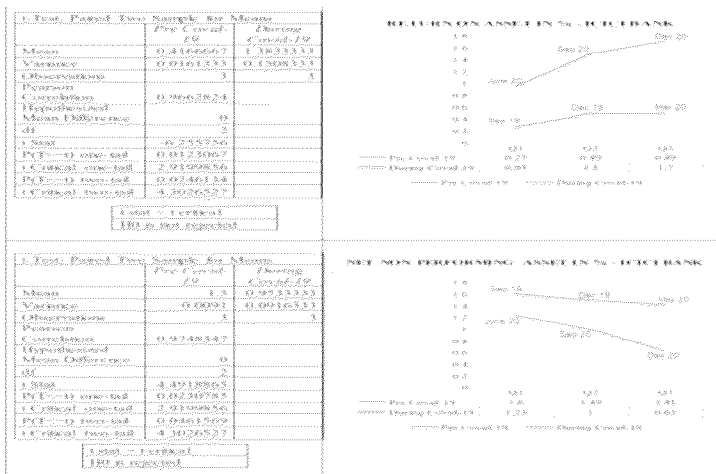
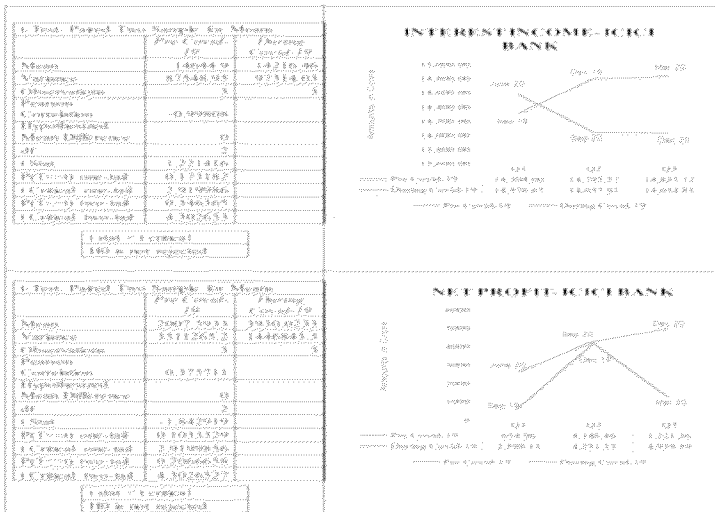
t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	6896.382	7643.34
Variance	282757.6	1114873
Observations	3	3
Pearson Correlation	0.450333	
Hypothesized Mean Difference	0	
df	2	
t Stat	-1.36547	
P(T<=t) one-tail	0.182174	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.364349	
t Critical two-tail	4.302653	

t stat < t critical  
H0 is not rejected



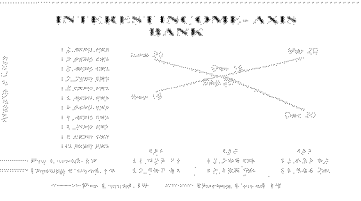


INDUSTRIAL CREDIT AND INVESTMENT CORPORATION OF INDIA (ICICI BANK)

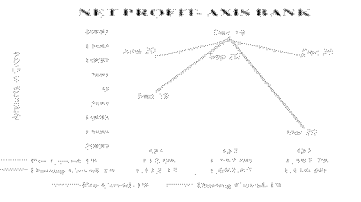


**ANIS BANK**

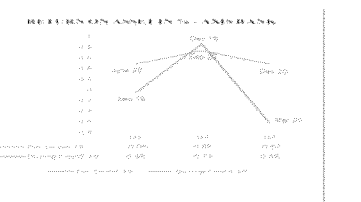
I. Total Payable Taxes		Surrogate For	Meaning
		Final & interim	During
		Tax	Current FY
Meaning	1,2284.53	1,2146.827	
Variance	1337.71	17,093.24	
Observations	0		
Provisions	0		
Controversies	0		
Hypothetical	0		
Meaning Disbursement	0		
Net	0		
Total	1,2284.53		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
Total	1,2284.53		
Taxes - 1,2284.53			
TST in prev. assessment			



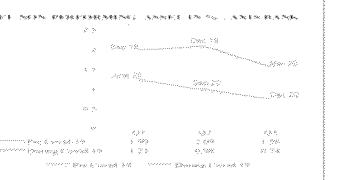
I. Total Payable Taxes		Surrogate For	Meaning
		Final & interim	During
		Tax	Current FY
Meaning	88,713.83	1,000,817.3	
Variance	7,541,270	14,576,817.3	
Observations	0		
Provisions	0		
Controversies	0		
Hypothetical	0		
Meaning Disbursement	0		
Net	0		
Total	1,000,817.3		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
Total	1,000,817.3		
Taxes - 1,000,817.3			
TST in prev. assessment			



I. Total Payable Taxes		Surrogate For	Meaning
		Final & interim	During
		Tax	Current FY
Meaning	49,500	0,563,333.3	
Variance	0,5584	0,0019853.3	
Observations	0		
Provisions	0		
Controversies	0		
Hypothetical	0		
Meaning Disbursement	0		
Net	0		
Total	1,116,978		
PCT-13 (prev. tax)	0.1462643		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
Total	1,116,978		
Taxes - 1,116,978			
TST in prev. assessment			



I. Total Payable Taxes		Surrogate For	Meaning
		Final & interim	During
		Tax	Current FY
Meaning	1,000	0,563,333.3	
Variance	0,9793	0,0000000	
Observations	0		
Provisions	0		
Controversies	0		
Hypothetical	0		
Meaning Disbursement	0		
Net	0		
Total	0,563,333.3		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
PCT-13 (prev. tax)	0.0000000		
Total	0,563,333.3		
Taxes - 0,563,333.3			
TST in prev. assessment			



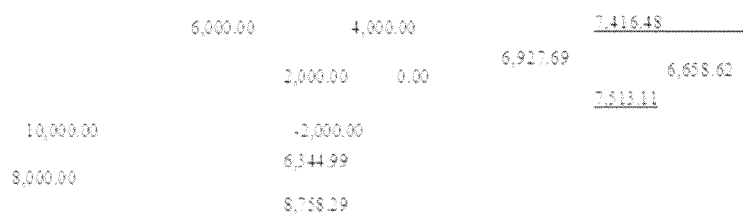
**Comparative Analysis of Interest Income**

30,000.00	
25,000.00	20,000.00
15,000.00	10,000.00
5,000.00	0.00
0.00	
22,513.98	23,121.63
24,044.58	24,037.37
23,101.85	23,580.69

	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
HDFC BANK	22,513.98	23,424.63	24,044.58	24,037.37	23,404.85	23,580.69
ICICI BANK	14,304.00	14,795.57	14,835.12	14,576.67	14,037.91	14,034.81
AXIS BANK	11,923.71	12,284.08	12,633.82	12,587.41	12,188.96	11,544.26

### HDFC Bank ICICI Bank Axis Bank

#### Comparative Analysis of Net Profit



	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
HDFC BANK	6,344.99	7,416.48	6,927.69	6,658.62	7,513.11	8,758.29
ICICI BANK	654.96	4,146.46	1,221.36	2,599.15	4,251.33	4,939.59
AXIS BANK	-112.08	1,757.00	-1,387.78	1,112.17	1,682.67	1,116.60

### HHFC Bank ICICI Bank AXIS Bank



#### Comparative Analysis of Return on Asset in %

	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
HDFC BANK	0.5	0.55	0.49	0.44	0.48	0.55
ICICI BANK	0.27	0.49	0.49	0.95	1.5	1.7
AXIS BANK	0.06	0.86	0.62	0.48	0.73	0.48

**Hdfc Bank ICICI Bank AXIS Bank**

1.7  
1.5  
0.95  
0.49  
0.27      0.49

**Comparative Analysis of Non-Performing Asset in %**

2.09  
1.99      1.23  
0.98  
0.74

**HDFC Bank ICICI Bank AXIS Bank**

2.5 2      1.56  
1.5 1  
0.5 0

**Comparative Analysis of Non-Performing Asset in %**

2.09  
1.99      1.23  
0.98  
0.74

	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
HDFC BANK	0.42	0.48	0.36	0.33	0.17	0.09
ICICI BANK	1.6	1.49	1.41	1.23	1	0.63
AXIS BANK	1.99	2.09	1.56	1.23	0.98	0.74

**HDFC Bank ICICI Bank AXIS Bank**

**Findings and Conclusions**

By using relevant methods and instruments, the researchers have reached the following conclusions

- There exists no significant difference on the Interest Income of HDFC Bank, ICICI Bank and Axis Bank due to Covid-19. Thus, the initial null hypothesis can be believed.

- There exists no significant impact of Covid-19 on the Net Profit of HDFC Bank, ICICI Bank and Axis Bank. Hence, the second The null hypothesis has been approved.
- There exists no significant effect of Covid-19 on the Return on Assets of HDFC Bank, ICICI Bank and Axis Bank. Hence, the third null hypothesis is not rejected.
- There exists no significant difference on the Net Non-Performing Asset of HDFC Bank due to Covid-19. However there exist a significant impact on Net Non-Performing Asset of ICICI Bank and Axis Bank due to Covid-19.
- Interest Income of HDFC Bank is highest followed by ICICI Bank and Axis Bank. However there exist a significant relation among the Interest Income of the select Private Sector Banks.
- Net Profit of HDFC Bank is highest followed by ICICI Bank and Axis Bank. However there exist a significant relation among the Net Profit of the select Private Sector Banks
- Return on Assets (%) of ICICI Bank is highest followed by HDFC Bank and Axis Bank. However there exist no significant relation among the return on assets (%) of the select Private Sector Banks
- Net Non-Performing Assets (%) of HDFC Banks is lowest followed by ICICI Bank and Axis Bank. However there exist a significant relation among the Net Non-Performing Assets (%) of the select Private Sector Banks.

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## 6. Advance Development in Accounting - Synopsis

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### **Abstract**

The business world of today is incredibly dynamic, owing to rapid improvements in information technology in the accounting industry. Big Data, Data Analytics and Forecasting Tools, Mobile Technologies, Automated Accounting Techniques, Cloud Computing Platforms, block chain, and Forensic Accounting are all intended to satisfy a variety of corporate requirements. By integrating processing and demonstrating the quality of the data, the new accounting technologies are reducing the responsibilities of accountants and fostering better decision-making. Beyond this, the new accounting technologies also offer data visualization and remove extraneous data through data cleaning and data profiling tasks. The goal of this research study is to outline current and advanced developments in the field of accounting.

**Key - Words :** Cloud Computing, AI, and data analytics.

### **Objective of the Study**

- To discuss the opportunities presented by advances in technology.
- To determine the innovative IT developments that influence the accounting sector
- To understand the new skills that today's accountants are interested in being professionals in their field

### **Introduction**

Several new accounting technologies have developed in this digital era, which include cloud-based accounting, data analytics and forecasting tools, mobile technologies, automated accounting processes, cloud computing platforms, block chain, and forensic accounting. Therefore, company management must keep up to date on the latest developments and tools to further enhance their financial decision-making abilities. Innovative technology has been changing accountants' careers and grabbing the lives of millions of people globally. As a result of the quick speed of technological innovation, this problem is becoming more widespread. Several factors have contributed to these transformations, including accelerated technological developments, increasingly global and conveniently accessible communication via the Internet,



and legal and regulatory reforms. Artificial intelligence and cloud computing have already become routine parts of today's accounting system. As a result of technological advancements, digital accounting options have developed, allowing organizations to better handle transactions, satisfy client demands, and encourage employee productivity. In light of the fast advances in information technology in the business world, the work environment has become more and more dynamic, driven by innovation and performance. This new era of transformation is impacting the accounting profession. Artificial intelligence and process automation are taking over the redundant and repetitive responsibilities performed by specialists, making way for more complicated activities such as analysis and business consulting. Accountants need to develop new skills to collaborate professionally with innovations such as cloud platforms, big data, data analytics, and mobile technology. Given that the academic environment serves as an essential connection between aspiring accountants and the profession, experts highlight that universities must provide their students with sufficient guidance to make it possible for them to develop at least fundamental knowledge in the field of information technology.

### **1. Cloud-based Accounting**

Cloud-based accounting software has become one of the most sought-after trends in the accounting industry, with many companies eager to utilize its benefits. With the rise of remote work due to the pandemic, the demand for internet accounting has increased significantly. A cloud-based accounting service is an excellent option for businesses looking to keep their books online. The information is kept secure through encryption, ensuring that only authorized individuals can access it. By using cloud accounting software, a company can potentially achieve new levels of success.

### **2. Automated Accounting Processes**

Accounting process automation boosts speed, accuracy, and dependability in the reconciling-to-adjustment cycle. Through the automation of frequent and high-volume business transactions. Automation. It is already on the field. An ACCA study found that more than half of C-level executives' Accounting experts anticipate automated accounting solutions for a variety of businesses. Furthermore, 70% of businesses have received a significant return on investment after using accounting automation procedures. Accounting software now includes a host of connections that help speed up daily activities processes. RPA (Robotic Process Automation) is also used to standardize transactional data from multiple sources. sources in multiple forms. This

is also known as harmonizing. Large corporations prefer Enterprise Resource Planning (ERP) solutions, which are used instead of separate accounting software.

### **3. Blockchain**

Blockchain is a new trend in accounting that is closely linked to ledger-keeping. Its primary function is to maintain a ledger account that contains financial information and to securely and properly transfer asset ownership. Major corporations are currently exploring how blockchain can be incorporated into their financial processes. Walmart and other large retailers have experimented with blockchain in their supply chains. As a result, blockchain will soon become a major component for accountants. It is a secure digital ledger of economic transactions that can be used to record almost anything of value in addition to financial transactions.

### **4. Data Analytics and Forecasting Tools**

Although data analytics is not a new accounting trend, it has proven to be more effective than before. Businesses and accounting companies employ such technology for budgeting, tax counselling, risk management, and auditing. We may assert that data analytics and visualization technologies have improved financial capacity. Furthermore, firms are adopting data analytics to improve their performance and manage risks without incident. Power BI, R Programming, Tableau Public, Python, SAS, Apache Spark, Rapid Miner, and even Advanced Excel are recent data analytics tools that help organizations make better choices by providing vital data in a visual manner.

### **5. Forensic Accountancy**

Forensic accounting is a relatively new trend and technique in the world of accounting that is not widely known. Forensic accountants are hired by law enforcement agencies and private auditing firms to investigate financial crimes such as fraud, corruption, and money laundering. They possess expertise in accounting, criminal and civil law, and information technology. Forensic accountants are responsible for the following tasks:

Develop strategies to prevent and uncover commercial crimes.

- Analyse financial records to pinpoint any discrepancies or mistakes.
- Determine the extent of revenue losses and damages resulting from breaches of contract.
- Establish programs to manage and mitigate fraud risks.
- Interview individuals suspected of financial fraud and those who may have witnessed it.

- Offer support during legal proceedings and present findings in court for use as evidence by attorneys.

## **6. AI in Accounting**

The accounting industry is benefiting from the advancements of artificial intelligence (AI). This technology can swiftly and accurately analyse large amounts of data. By automating administrative tasks and accounting procedures through robotic process automation (RPA) and AI, businesses can experience significant structural improvements. This automation frees up accountants' time to concentrate on more critical activities. A prime example is EY, which utilizes AI to examine lease agreements. With the help of AI, data collection prior to the commencement date is much faster, and the contract's cancellation and renewal options, as well as the payment amount, are recorded.

## **7. Advisory Service**

Industry experts report that the latest development in accounting involves combining technology with financial advisors. This hybrid approach allows accountants to maximize the use of analytics, while recognizing that automation cannot fully replace human input in accounting. By incorporating cutting-edge technology, accounting firms can improve their ability to provide excellent service to clients. This means that accountants will no longer be burdened with tedious and time-consuming tasks. The combination of technology and advisory services has two key benefits: it increases clients' confidence in data and improves the quality of advice given. Robotic process automation (RPA) and artificial intelligence (AI) can be leveraged by advisory firms to better understand consumer needs and provide personalized guidance.

## **8. Outsourcing of Accounting Functions**

Many corporations are choosing to outsource their accounting functions due to the numerous benefits it provides. This decision enables organizations to utilize their limited in-house resources more efficiently, leading to increased profitability. Additionally, outsourcing reduces the number of workers needed, which results in lower benefit and induction fees. Accounting firms are also adopting this strategy, with many outsourcing specific portions of their work. The advantages of outsourced accounting services have many businesses feeling extremely satisfied. CPA firms are increasingly utilizing outsourcing as a viable business strategy to provide top-quality services to their clients. Some even offer in-depth analysis of their clients' business operations, resulting in even greater value for their clients.

## **9. Dynamic standards of Accounting**

The field of accounting is constantly evolving due to changing financial regulations and norms worldwide. The Financial Accounting Standards Board (FASB) regularly releases updates on accounting rules. For instance, in 2021, there will be updates concerning asset acquisitions, credit losses, leases, debt securities, variable interest entities, reorganizations, and banking regulation disclosures. It's essential for both businesses and accountants to keep an eye out for such changes to comply with financial legislation.

### **New Skills that Today's Accountants Need to be Expert**

The field of accounting offers a wide range of job opportunities for both new and experienced professionals. In order to secure a job and excel in this profession, job seekers must possess the most in-demand accounting skills. These skills require a combination of technical knowledge and soft skills, not just the ability to crunch numbers. Given the large volume of data that accountants must handle regularly, it is essential that they have excellent computer skills. In addition to basic Excel and Word proficiency, strong computer skills in accounting should include a solid understanding of various accounting applications. Nowadays, accountants have to use a variety of accounting tools, such as timekeeping software, payroll and resource management programs, among others.

### **Methodology**

Secondary data-based methodology is a popular research approach. It involves analysing data that has already been gathered by others. This saves time and resources, but it's important to consider the quality and reliability of the data sources.

### **Conclusion**

The integration of cloud computing, AI, and data analytics is highly anticipated in the field of accounting. Even if companies need to use on-premise solutions to install cloud-based applications, they will still benefit from these technologies. In the coming years, the global market for accounting software is expected to generate significant revenue. The cloud-managed service sector is projected to grow at a rate of 11.6% annually, reaching \$115.6 billion by 2021–2026. The adoption of cloud technology can simplify the tasks of accountants. A recent report by Sage Advice called "The Practice of Now 2020: The Essential Report for Accountants" has revealed that 67% of accounting professionals have benefitted from cloud technology, which has helped to improve the quality of their work. Additionally, 53% of respondents have used cloud-

based solutions for project management and client communication. Despite concerns about automation leading to job losses, it's important to note that machines still require human input. As a result, accounting professionals must stay up-to-date with the latest trends and remain competitive in today's corporate environment.

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## 7. Digital Marketing

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### **Introduction and definition**

What is Digital Marketing? Digital marketing is the engine that drives today's business, big or small. Effective digital marketing is the marketing that bridges electronic technology with psychology in the marketplace.

**Digital marketing** is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cell phones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Digital Marketing can be through Non-internet channels like TV, Radio, SMS, etc. or through Internet channels like Social Media, E-mails ads, Banner ads, etc. Social Media Marketing is a component of digital marketing. Many organizations use a combination of traditional and digital marketing channels; however, digital marketing is becoming more popular with marketers as it allows them to track their Return on Investment (ROI) more accurately compared to other traditional marketing channels.

According to the Digital Marketing Institute, Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

### **History**

The term 'digital marketing' was first used in the 1990s. The digital age as we now know it began with the Internet and the Web 1.0 platforms of the early 1990s. This was a rather static world in which users could get the information they desired but it could not be shared on the web. There was no such thing as interaction, as the only activity was reading of content. In 1993, we saw the entrance of the first clickable banner ad and by the next year, Hotwired, had begun to purchase huge numbers of banner ads. This was really the first step in getting us all shifted over to a new digital age. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

### **The Birth of Google**

New technology began to make its entrance into the digital marketplace after about 1994 and in 1998, Google was founded. Blogger came soon after in 1999. About this time social networking sites began to be birthed and Blackberry had launched their own mobile email program. MySpace was one of the first social sites to arrive on the social scene and Facebook came soon afterward. It did not take too long for companies to realize that these presented them with some excellent opportunities and soon these social sites became new way for businesses to communicate directly with consumers. Businesses began searching for new ways to implement web marketing strategies so that they could capitalize on the new digital platforms.

It did not take long for Google to start expanding and improving their internet search engine. Savvy marketers soon learned how to implement search engine optimization strategies in order to improve the ranking of their sites. Google also added options like AdWords and AdSense to marketing potential. It wasn't long until Google figured out how to analyze content that was entered in a query in order to target users with ads relevant to their interests. Google was not actually the first ones to incorporate targeted ads, but they did help develop algorithms which helped search results become prioritized.

### **The “Cookie”**

Advertising networks soon began to develop ways that they could capitalize on some of these new developments and the “cookie” came on the scene. The first cookie was actually developed in an attempt to analyze user's browsing habits. But since its inception it has evolved into a useful part of the e-commerce sector and allows marketers and businesses ways of collecting literal user data. Amazon still uses this method for targeting its audiences and offering them products based on previous searches. This was a huge impact on the digital marketing world.

### **Enter the Web 2.0**

The Web 1.0 slowly evolved into the Web 2.0. In this new digital world, audiences were no longer passively taking in information; but instead, the internet became a sort of super highway where users could directly interact with both other users and businesses. The Web 2.0 became a social world at last. In the early 2000s, numerous networks and social platforms were developed which allowed users to connect and interact. By 2004 we saw the rise of sites like WordPress, LinkedIn and finally Facebook. It was not long before social media became a

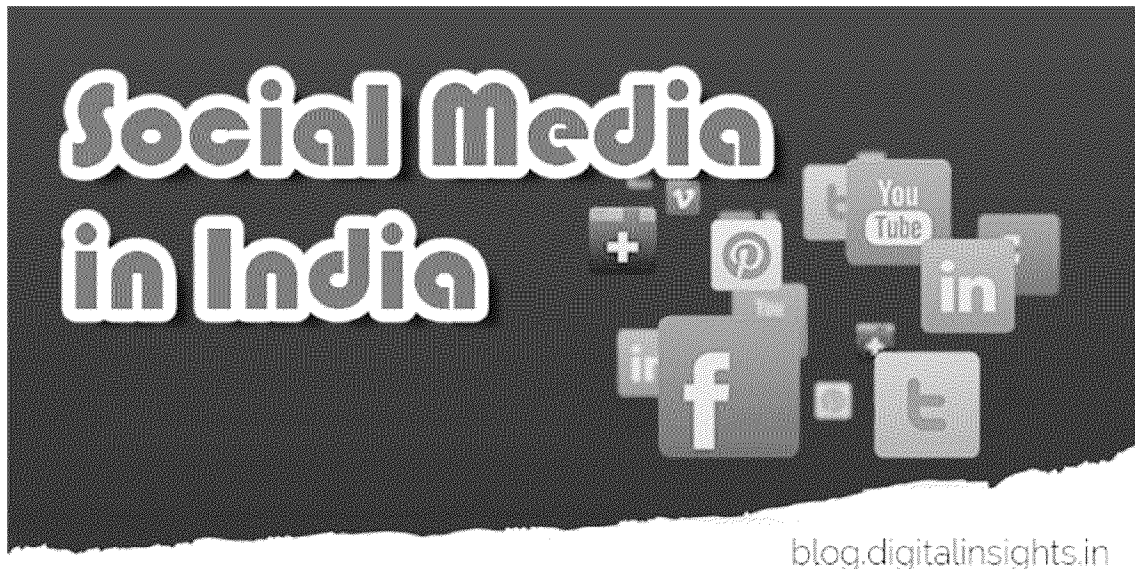
thriving entity and we saw more sites like Digg, Skype, Flickr, and Gmail all make their appearance. By the end of 2004, internet advertising in the US alone brought in around \$2.9 billion. By 2005, YouTube had entered the playing field and now there are more than 3 billion hours spent watching YouTube videos each and every month. In 2007, the iPhone began to change the web one more time and everything began to shift to cater to the mobile user. By 2010, mobile marketing alone brought in approximately \$650 million.

### **What is NOT Digital Marketing?**

To understand what digital marketing techniques are, it's easier to classify what doesn't constitute digital marketing. Traditional marketing channels such as print, radio, TV and billboards aren't forms of digital marketing. These channels have been mighty successful over a long period of time but they aren't as effective in today's modern age.

### **10 Important statistics about Digital and Social Media in India:**

Looking for the latest Social Media user stats for India? Continuing with the series of stats, facts and numbers for 2014; here are the latest numbers for the Indian landscape. India has been one of the major consumers when it comes to social media, brands in India today are much aware of the potential and value that social media can deliver them as compared to other channels.



Even though these stats are only a handful, it will help you making more informed decisions for your brand's social media presence online when targeting Indian audiences-



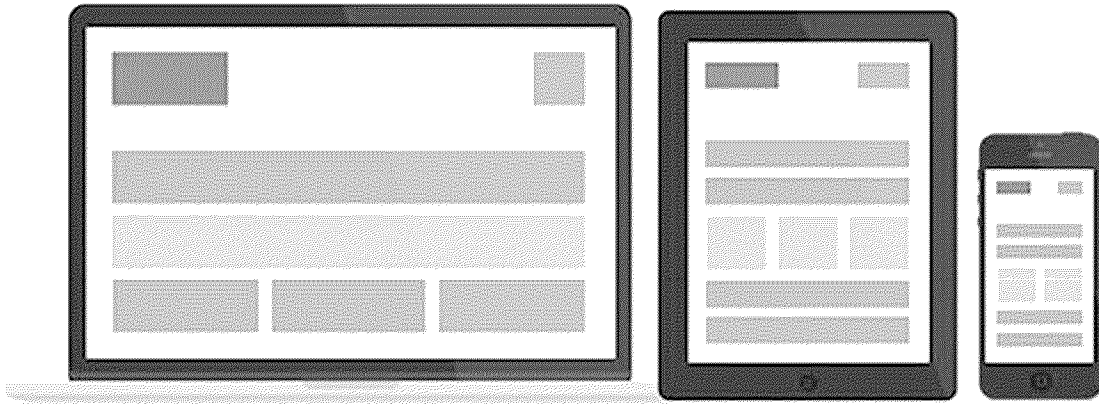
**Internet usage**

- There are 243 Million internet users in India.
- Total users may increase to 500 Million by 2018
- India will become larger than the US in terms of number of Internet users by the end of 2014 – Rajan Anandan, MD, Google India

**Mobile Usage**

There has been a surge in the mobile usage, with the emergence of the Smartphone generation a major chunk of people access internet and social media from their mobile phones.

- The mobile penetration of active internet users is 759 Million as per India Report 2022. It is of paramount importance to make your sites, pages mobile optimized.

**Digital Media in India**

Digital media has changed the meaning of traditional means of advertising and selling, India has been following the trend as well and the following stats prove it is only going to get bigger and better!

- Digital Advertising has also been witnessing a steady growth. The online advertising market in India to touch \$35 bn by year 2030.
- e-Commerce in India is expected to reach \$170 billion by the year 2025, which explains the emphasis on E-retail stores like Amazon, Flipkart, Myntra etc. and the inclusion of buy button in social networks such as Twitter & Facebook (It will be interesting to see how brands leverage these functions in their strategy.) India's online shopper base is to reach nearly 500-600 million by 2030 and become the 2nd largest globally.

### Social Media in India

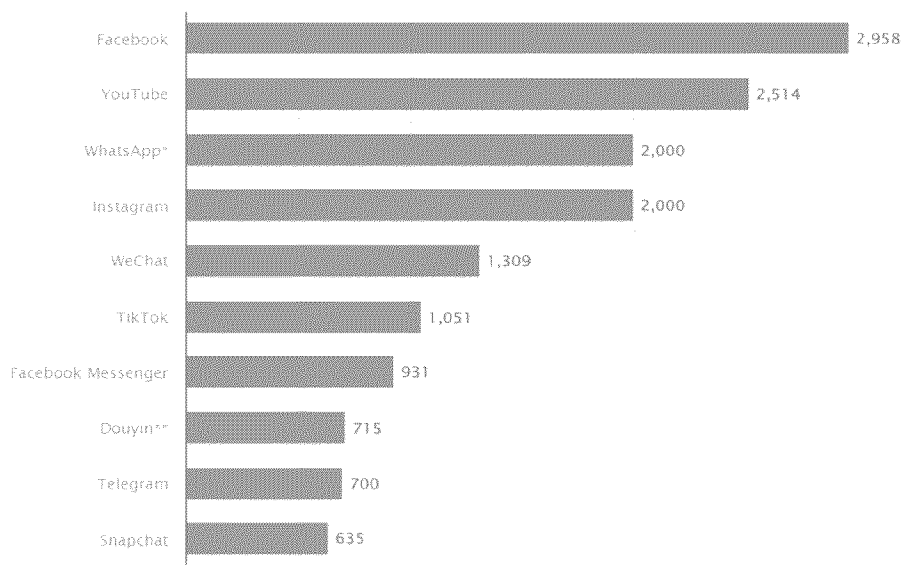
Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below.

Before that, check out what can be found out: -



### Most popular social networks worldwide as of January 2023, ranked by number of monthly active users

*(in millions)*



### **Why Digital Marketing Is Important..??**

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

#### **Manage Customer Relationships Across All Channels**

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behaviour and preferences, the more likely you are to engage them in lucrative interactions.

#### **Challenges Facing Digital Marketers**

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

#### **Three Keys to Digital Marketing Success**

So, what does it take to do digital marketing right? Here are three keys to digital marketing success:

- Manage complex customer relationships across a variety of channels – both digital and traditional.
- Respond to and initiate dynamic customer interactions.
- Extract value from big data to make better decisions faster.

### **Some of the latest developments in Digital marketing**

#### **Segmentation**

More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business to business and business to consumer sectors.

#### **Influencer marketing**

Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics and Sales force CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

#### **Online Behavioural Advertising**

Online Behavioural Advertis refers to the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences"

#### **Collaborative Environment**

A collaborative environment can be set up between the organization, the technology service provider and the digital agencies to optimize effort, resource sharing, reusability and communications.

#### **Conclusion**

Success is not driven by technology – technology supports potential for success. Innovation drives both.

Digital marketing needs to be a part of, not separate from, your normal everyday business or marketing process.

### **Case Study**

American Express wanted to take Small Business Saturday (SBS), the annual event that's helped to transform the way America thinks about small business, further than ever before. In 2012, the new mission behind SBS was to "pass the day forward," giving local business owners the necessary tools to make the day their own. In doing so, SBS yielded its greatest results and effectiveness yet.

DigitasLBI partnered with American Express to launch a new online ad tool for small business owners (SBOs), allowing them to easily customize free, hyper-local online display ads that link directly to their website or Facebook page. The ads were automatically placed with premium publishers, providing SBOs with top-of-the-line advertising access. In addition, a geo-targeting ad server technology ensured that these SBOs would receive free online ad exposure to consumers in their respective communities.

Supported by an unprecedented 360-degree marketing effort, over 100,000 small businesses took advantage of the branded merchandise, digital, and social media resources we offered this year. But the success of Small Business Saturday can't just be measured in numbers. It's much more than a campaign—it's a movement, bringing shoppers and business owners together in a collective effort to strengthen all of our communities.

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## **8. A Study of the Ritual Drama with Special Reference to Death Rituals of the Aboriginal (Adivasi Tribes) of Palghar District**

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### **Abstract**

Ethnic refers to characteristic of people, especially a group (ethnic group) sharing a common and distinctive culture, religion, language, or the like. On the other hand cultural diversity is the quality of diverse or different cultures. The phrase cultural diversity can also refer to having different cultures respect each other's differences.

Cultural diversity is important because our country, workplaces, and schools increasingly consist of various cultural, racial, and ethnic groups. As people from diverse cultures contribute language skills, new ways of thinking, new knowledge, and different experiences the study becomes more important.

Folklore has a strong influence on culture and society. It is through that we learn about the knowledge, beliefs and culture of people who have gone before us in all parts of the world. Even within contemporary folklore, we can experience the attitudes and values of people from different regions within one's own country or from nations near and far.

In Hinduism the folk religion may explain the rationale behind the local religious practices, and contain local myths that explain the existence of local religious customs of the rituals.

Ritual is the performance of ceremonial acts prescribed by tradition or by sacerdotal decree. It is a specific observable mode of behaviour exhibited by all known societies. It is thus possible to view ritual as a way of defining or describing humans.

**Key Words:** Aboriginal, Folklore, Stories Man -god, Death rituals, God Reincarnation

**Introduction**

India is a unique country with great diversity in ethnicities, race, religion, language, culture, cuisine and in every other aspect of the human society. As India has such a diverse cultural demographic, it makes sense that the country is also incredibly linguistically diverse.

Given this diversity, it is difficult to generalize wildly about the folklore of India as a unit. Folk religion in Hinduism may explain the rationale behind local religious practices and customs or the rituals.

It is believed that death rituals do not end with the elimination of the body. There is still the safety of the soul to look after. To ensure the passage during its voyage to the other world, 12 days ritual called Shraddha is performed. It consists of daily offerings of rice balls, called Pinds, which provide a symbolic, transitional body for the dead. During these days, the dead person makes the journey to the heavens, or the world of the ancestors or the far shore. On the 12<sup>th</sup> day, the departed soul is said to have reached its destination and joined with its ancestors.

The religious beliefs of the Aboriginals (Adivasi) can be said to stem from their mythic knowledge of death. Death is not the end of human existence but another beginning. The death rituals of the Aboriginals are narrated in folklore story form by the Mangod (Bhagat) who dramatizes the entire ritual process.

**Objective of the Study**

1. To study the influence of folklore on culture and society.
2. To study the different rituals performed by the Aboriginal (Adivasi tribes) on different occasions.
3. To study the death rituals performed by the Aboriginal of Palghar district of Maharashtra State in India.

**Significance of the Study**

1. In the folklore there is the invention of traditionally driven population. So folklore is important material for social science.
2. Sociologists need to study folk literature in relation to all these factors. The personality of a community is reflected in public life. Therefore, the study of folk and social sciences is intangible and interactive.

3. The absence of ignorance and biology in the tribals has created many questions in his life. Today, the biggest question in Palghar district is malnutrition. It also lacks ignorance, poverty, blind belief and lack of education.
4. The tribal customs and traditions are slowly diminishing. It is necessary to identify their cognitive life and to preserve and conserve the folk culture and documentation of folk literature. Hence the study is significant.

### Research Problem

There is a need to save and conserve the folkloric people of their customs and traditions. We find a lot of research on Folklore, Folksongs and Folktales but there is minimal research done on Adivasi Ritual Drama especially in the region of Palghar District (dominated by the Schedule Tribe) which is a part of Maharashtra State in India. Hence this research is carried to bring about awareness among the present generation and conserve their customs and traditions.

### Research Methodology

1. Field Survey and Personal Interviews
2. Structured Elements (Functions)

#### Population as per Census 2022 (Palghar District)

Sr. No.	Tehsil	Total Population			ST Population			Percentage
		Male	Female	Total	Male	Female	Total	
1	Vasai	7097+71	633631	1343402	48921	49377	98298	7.32
2	Palghar	288514	261652	550166	83424	84728	168152	30.56
3	Wada	91990	86380	178370	51160	50549	101709	57.02
4	Dahanu	199574	202521	402095	135842	142062	277904	69.11
5	Talasari	76417	78401	154818	68699	71574	140273	90.61
6	Jawhar	69333	70854	140187	63280	65182	128462	91.64
7	Vikramgad	68489	69136	137625	62646	63722	126368	91.82
8	Mokhada	41691	41762	83453	38246	38596	76842	92.08
<b>Total</b>		1545779	1444337	2990116	552218	565790	1118008	37.39

Source: <https://palghar.gov.in/about-district/>

The total population of Palghar Districts is around 29,90,116. The district has a total of 8 talukas, viz Jawahar, Mokhada, Talasari, Vasai, Vikramgad, Palghar, Dahanu and Wada. It has a total 1008 villages and 3818 sub-villages as well as 477 gram panchayats. The literacy rate in the district is 66.65%.



### 1. Field Survey and Personal Interviews

For the purpose of Field survey i selected and Interviewed 15 families from 15 sub villages of Palghar Tahsil, 10 from Dahanu and 05 from Talasari Tahsil. In all 30 sub villages and 30 families were selected for the purpose.

### 2. Structural Elements.(Functions)

Vladimir Prop a Soviet folklorist and scholar analyzed the basic structural elements of Russian folk tales to identify their simplest irreducible structural units. Based on his analysis of 100 folktales there were 31 basic structural elements (or 'functions') that typically occurred within Russian fairy tales. He identified these 31 functions as typical of all fairy tales, or wonder tales [skazka] in Russian folklore.

We have referred 14 Structural elements (Functions) in my analysis of the death rituals of the Aboiginals of Palghar District.

#### They are:

**1. Creation of the Universe :** The death rituals of the Aboriginal are narrated in the form of stories contained in more than seven volumes.

**2. Hero and Heroine :** Since the universe was created by God Mahadeo and Goddesses Gangagauri, they were considered as Hero (God Mahadeo) and Heroine (Goddesses Gangagauri).

**3. Load on the Earth :** When man was born he was a godly person and well behaved. With the passage of time he changed his behavior and became lazy and behaved like animal. The earth could not tolerate this inhuman behavior of man. On the other hand the earth was also getting overcrowded with the increasing population of different creatures. All this became unbearable, and so the earth approached God Mahadeo for a solution.

**4. Transformation :** God Mahadeo sent Goddess Gangauri to learn the art of black magic. In order to do so Goddess Gangagauri transforms herself into an ordinary human being.

**5. World engulfing flood (thrice)—reference also found in the Bible—Noah ark and in the Quran—Ark appears as Safina -** God Mahadeo brought an engulfing flood and cleaned the entire universe and made it beautiful. He then recreated the different creatures as before.

**6. Novelty :** There is a novelty in the creation of the universe. On one hand there is humanization of the sun, moon, sky, constellation, trees, animal husbandry, mountains and rivers and on the other hand all these creatures are bestowed with super power.

**7. Beginning of Death on the Earth :** The first death of mankind on the earth was given to emperor Pandu, brother of goddess Gangagauri. In the meeting of all the Gods it was unanimously decided that goddess Gangagauri be assigned the work of killing emperor Pandu.

**8. Creation of Religious Customs and Rituals :** After the death of emperor Pandu his children tied his dead body with a rope and dragged it and dumped it at a place where the cattle's dung was collected.

**9. Sacrifice :** The ninth function is the breaking of the earthen pot carried during the funeral, putting off the lighted lamp, and sacrificing all the personal belongings of the dead person. All these rituals are carried out in a particular sequence and termed as sacrifice.

**10. Journey of the Spirit :** The journey of life of a human starts from the time of their conception. After his death his spirit continues to survive and transforms into a ray.

**11. Cheating :** God Mahadeo transforms Goddess Gangagauri as wife of Mangod Kadru (Bhagat) and sends her for 12 years to stay with him and learn the art of black magic. This is cheating as Mangod Kadru is not aware of this act.

**12. Birth of Black Magic :** Goddess Gangagauri learns the art of black magic from Godman Kadru during her 12 years stay with him as his wife. She becomes the first woman on the universe to have learnt the art of black magic.

**13. Conversion :** During this period of twelve years both the gods forgot their identities and travelled in the opposite direction. Goddess Gangagauri reveals her true identity to Mangod Kadru and tells him how he has been cheated by God Mahadeo.

**14. Villain and Vampire :** God Mahadeo deputed Goddess Gangagauri to learn the art of black magic and he himself carries out the work of breaking the earthen pot of the dead. So he is considered as a Villain

### **Findings**

1. The death rituals of the Aborigines are narrated in the form of informative stories that explain how the religious customs and rituals were created.
2. God Mahadeo and Goddess Gangagauri have described the origin and composition of the creation and its destruction in the form of folk stories.
3. All the death rituals of the aborigines have been originally created by God Mahadeo and Goddess Gangagauri. These same rituals are being followed and practiced by all the Adivasi tribes till date.

4. The story narrator –Mangod (Bhagat) uses humour while giving contemporary references. The narrative styles of different mangod may differ but the contents remain the same.
5. There are similarities in the evolutionary principles in the description of creation of universe and fire. (Bible and Kuran)
6. The death ritual stories of the aboriginal are about the myths of death. Death is a symbol of reincarnation as death takes birth from a new soul.
7. The death ritual stories of the aboriginal are the dramatic stories of the religious rites of these tribes. There is no written code of these stories but only oral text.
8. The rituals are performed in the house courtyard. Relatives and villagers are invited for the ceremony
9. There is a change in the tribal mindset for expenditure on rituals.
10. The rate of performing the traditional rituals has reduced considerably due to urbanization, migration and increase in the level of literacy.
11. There is shortfall in the contribution to the folk literature due to the reduced ritual performance by the tribal.

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### **1. Preparation for Performing the Death Rituals**



**2. Narration of the Rituals in the form of Stories**



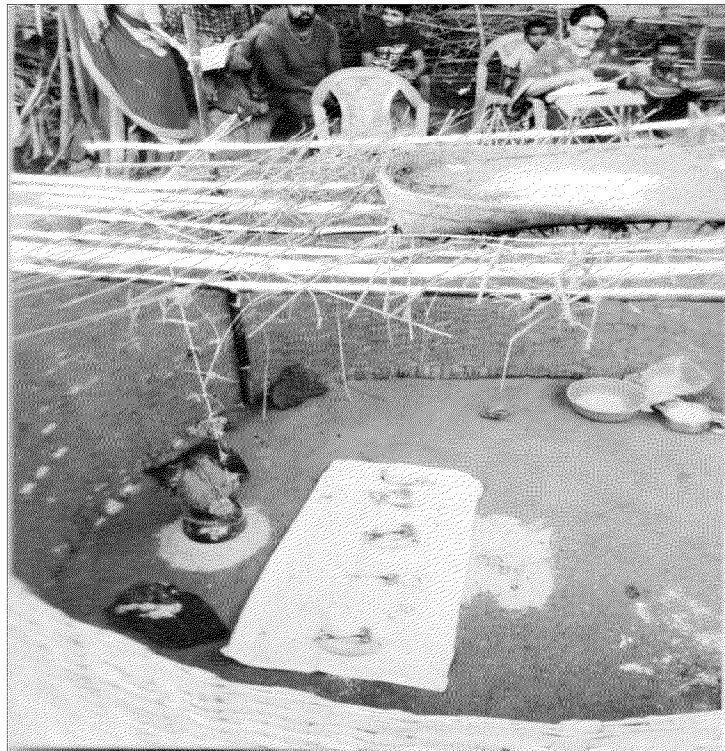
**3. Use of a Small Drum(Aauj) during narrating the Rituals**



**4. Use of Small Bronze Plate (Thali) for Narration**



**5. Small room in the Penndel for performing the rituals**



**6. Actual Performance of the Rituals**



## 9. The Influence of Leadership Styles on Employee Motivation

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### **Abstract**

This study explores the relationship between leadership styles and their impact on employee motivation and job satisfaction. Effective leadership plays a crucial role in fostering a productive and content workforce, making it a topic of significant interest.

The research comprehensively reviews various leadership styles, including transformational, transactional, and laissez-faire leadership, to understand their influence on employee motivation and job satisfaction. The study also investigates moderating factors such as organizational culture and demographics.

A mixed-methods approach, combining quantitative surveys and qualitative interviews, is employed. The research aims to provide a nuanced understanding of how leadership styles affect employee motivation and satisfaction.

The outcomes of this study offer valuable insights for HR professionals and leaders. By better understanding the connections between leadership styles and employee outcomes, organizations can adopt strategies that enhance motivation and job satisfaction, leading to improved performance and retention.

In conclusion, this research contributes to the ongoing dialogue on effective leadership's implications for workforce well-being and performance. It provides practical guidance for creating thriving work environments.

**Keywords** - Leadership Styles, Employee Motivation, Job Satisfaction, Organizational Culture, Employee Performance, HR Practices.

### **Introduction**

Leadership is a multifaceted and dynamic concept that plays a pivotal role in organizations, communities, and society at large. It encompasses the art of guiding, inspiring, and influencing individuals or groups to achieve common goals or objectives. Leadership is not

confined to a specific role or position; it can emerge from various contexts and can be exhibited by people at all levels of an organization or community.

### **Key Characteristics of Leadership**

#### **Vision**

Effective leaders have a clear vision of the future. They are forward-thinkers who can articulate a compelling and inspiring vision that motivates others to follow.

#### **Communication**

Communication skills are fundamental to leadership. Leaders must convey their vision and ideas clearly, listen actively, and foster open and transparent dialogue within their teams.

#### **Influence**

Leadership involves the ability to influence and persuade others. This requires not only power and authority but also trust, credibility, and the ability to build consensus.

#### **Adaptability**

Leaders need to be adaptable and flexible in the face of change and uncertainty. They should have the resilience to navigate challenges and find innovative solutions.

#### **Empathy**

Empathetic leaders understand and care about the needs, feelings, and perspectives of those they lead. Empathy fosters trust and a sense of belonging among team members.

#### **Accountability**

Leaders take responsibility for their actions and decisions. They hold themselves and their teams accountable for achieving goals and maintaining ethical standards.

### **Types of Leadership Styles**

Leadership styles can vary widely, and different situations may call for different approaches. Some common leadership styles include:

#### **Transformational Leadership**

Transformational leaders inspire and motivate their teams by setting high expectations and encouraging creativity and innovation.

#### **Transactional Leadership**

Transactional leaders focus on achieving specific objectives and tasks through reward and punishment mechanisms. They emphasize structure and efficiency.

**Servant Leadership**

Servant leaders prioritize the needs and well-being of their team members. They aim to serve and support others to achieve their full potential.

**Autocratic Leadership**

Autocratic leaders make decisions unilaterally and have strict control over their teams. They may be effective in crisis situations but can stifle creativity and autonomy.

**Democratic Leadership**

Democratic leaders involve team members in decision-making and value their input. This style fosters collaboration and empowerment.

**Laissez-Faire Leadership**

Laissez-faire leaders provide autonomy to their team members and let them make decisions independently. This can be effective with self-motivated and skilled individuals.

In conclusion, leadership is a complex and multifaceted concept that involves a range of skills, styles, and characteristics. Effective leadership is instrumental in achieving goals, fostering engagement, and shaping the culture of organizations and communities. It is not limited to a particular role or position and can be developed and exhibited by individuals at all levels.

**Different ways to motive employees:**

Motivating employees is essential for boosting morale, increasing productivity, and retaining top talent within an organization. Different employees are motivated by various factors, so it's important to employ a variety of strategies to cater to diverse needs and preferences. Here are some different ways to motivate employees:

**Recognition and Appreciation**

Regularly acknowledge and appreciate employees' efforts and achievements. This can be done through verbal praise, written notes, or public recognition in meetings or newsletters.

**Performance Feedback**

Provide constructive feedback to employees, highlighting their strengths and areas for improvement. Constructive feedback helps employees see their progress and encourages them to strive for excellence.

**Clear Goals and Expectations**

Set clear and achievable goals for employees. When employees understand what is expected of them and have a sense of purpose, they are more motivated to perform.



**Opportunities for Advancement**

Show employees a clear career path within the organization. Offer opportunities for growth, such as promotions, skill development, or training programs.

**Involvement in Decision-Making**

Involve employees in decision-making processes, especially when decisions affect their work. This gives them a sense of ownership and control over their work environment.

**Flexible Work Arrangements**

Offer flexible work hours, remote work options, or other work-life balance benefits to accommodate employees' needs and preferences.

**Employee Development**

Invest in employees' professional development through workshops, courses, seminars, and mentorship programs. This shows a commitment to their growth.

**Employee Wellness Programs**

Promote physical and mental well-being through wellness programs, gym memberships, and access to counseling or stress management resources.

**Monetary Rewards and Bonuses**

Recognize outstanding performance with monetary incentives, such as bonuses, profit-sharing, or commission-based rewards.

**Team Building Activities**

Organize team-building events, outings, or activities to foster camaraderie and create a positive work culture.

**Autonomy and Responsibility**

Allow employees to have more control over their work by giving them autonomy and the ability to make decisions within their roles.

**Transparent Communication**

Maintain open and transparent communication channels to keep employees informed about company updates, goals, and challenges.

**Employee Surveys and Feedback**

Collect feedback from employees through surveys or regular one-on-one meetings to address concerns and make improvements.

### **Employee Recognition Programs**

Establish formal recognition programs that reward outstanding performance or innovative ideas.

### **Social Responsibility Initiatives**

Engage employees in corporate social responsibility activities, such as volunteering or contributing to community projects.

### **Learning Opportunities**

Encourage continuous learning and personal growth by providing access to online courses, educational resources, or library facilities.

### **Fun and Creativity**

Create a fun and creative work environment through games, contests, or innovation challenges.

### **Career Counseling**

Offer career counseling or mentorship programs to help employees align their career goals with the organization's objectives.

### **Quality Work Environment**

Ensure employees have a comfortable and ergonomic workspace with access to necessary tools and resources.

### **Sabbaticals and Time Off**

Consider offering sabbatical leave or additional time off as a reward for long-term commitment and dedication.

Remember that the effectiveness of these motivation strategies may vary from person to person. It's important to engage with employees to understand their individual motivations and preferences to tailor your approach effectively.

## **The Influence of Leadership Styles on Employee Motivation**

Leadership styles have a profound impact on employee motivation within organizations. Different leadership approaches can either ignite or diminish the intrinsic drive and enthusiasm of employees. This article delves into the ways in which various leadership styles influence employee motivation and underscores the importance of selecting the right leadership style for achieving organizational objectives.

### **1. Transformational Leadership and Enhanced Motivation**

Transformational leadership is widely recognized for its positive influence on employee motivation. Leaders adopting this style inspire and motivate their teams through a compelling vision, enthusiasm, and charisma. They encourage creativity, innovation, and a shared sense of purpose, which elevates intrinsic motivation among employees. Transformational leaders foster a deep commitment to organizational goals and instill a desire for personal growth and achievement.

### **2. Transactional Leadership and Reward-Based Motivation**

Transactional leadership relies on a system of rewards and punishments to motivate employees. While it can be effective in achieving specific tasks and goals, it predominantly taps into extrinsic motivation. Employees are motivated to perform well to earn rewards or avoid penalties. This style is particularly suitable for roles and tasks where clear guidelines and expectations are critical.

### **3. Servant Leadership and Empowerment**

Servant leadership prioritizes the needs of employees and places a strong emphasis on empowering them. Leaders adopting this style focus on serving and supporting their team members. By providing the necessary resources, guidance, and encouragement, servant leaders nurture employee motivation. They create an environment where employees feel valued, trusted, and motivated to contribute their best.

### **4. Autocratic Leadership and Mixed Motivational Impact**

Autocratic leadership involves centralized decision-making and limited input from employees. While this style may expedite decision-making in certain situations, its impact on motivation can be mixed. Some employees may respond positively to clear directives and structure, while others may experience reduced motivation due to limited autonomy and involvement in decision-making.

### **5. Democratic Leadership and Employee Engagement**

Democratic leaders involve employees in decision-making processes, which can lead to increased motivation. Employees feel valued when their opinions are considered, and they are given a voice in shaping their work environment. This style fosters collaboration, engagement, and intrinsic motivation as employees take ownership of their contributions.

### **6. Laissez-Faire Leadership and Varied Motivational Outcomes**

Laissez-faire leadership entails minimal interference in employees' day-to-day tasks, allowing them significant autonomy. The motivational impact of this style varies depending on the team's composition and the nature of the work. Highly skilled and self-motivated employees may thrive under this style, while others may require more guidance and support.

### **7. Leadership Style Alignment with Organizational Culture**

The effectiveness of a leadership style in motivating employees often depends on its alignment with the organization's culture and goals. A leadership style that harmonizes with the organization's values and mission is more likely to foster motivation and commitment among employees.

### **Conclusion**

In conclusion, leadership styles play a pivotal role in influencing employee motivation. While transformational leadership tends to enhance intrinsic motivation, transactional leadership can be effective in task-oriented settings. The choice of leadership style should consider the nature of the work, the composition of the team, and the organization's culture and goals. Organizations that understand the impact of leadership styles on employee motivation are better equipped to select the most appropriate style to drive engagement, satisfaction, and overall success in their workforce.

Leadership styles are instrumental in shaping employee motivation. Transformational Leadership inspires intrinsic motivation by sharing a compelling vision and promoting creativity. In contrast, Transactional Leadership excels in task-focused scenarios, leveraging rewards and structure for motivation. The choice of style hinges on several factors: the nature of the work, the team's composition, and the organization's culture and goals. For instance, innovative tasks benefit from transformational leadership, while precision-driven roles align with transactional leadership. Diverse teams may require adaptable leadership styles. Ultimately, organizations that discern the impact of leadership styles on employee motivation can better select styles that drive engagement, satisfaction, and overall success in their workforce.

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## 10. Impact of Artificial Intelligence on Undergraduate Students in Mumbai

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### Abstract

This research paper describe the impact of AI in education sector as AI has already stretched out in all industries and head also set foot into education sector, this research dive deep into it to find out the various possible impacts of Ai, the paper find out that AI is helping students in many ways but at the same time killing there thinking skills as well as their ability to take decision, this research paper had a evaluated the impact on personalized learning and analysed AI role in reducing administrative work loads and considering the major drop of AI which is privacy and data bridge and in response of the data of this paper 50% human already replaced in the education sector and for that the Government needs to regulate and set up laws and regulations such as holding transparency and accountability, strictly protecting students data and privacy by regularly reviewing it.

**Keywords :** Artificial intelligence (ai), education, digitalization, technology, impact of artificial intelligence

### Introduction

Almost AI impacts every area of our life in the future and out of all those Education sector will be impacted hugely because teaching and learning is a major part of life and the current education system has a lot of changes to be desired. The schooling in olden days are not as flexible as what the future AI in education will present. The teachers that play the most important role in education system are not scalable and are expensive as well. In some of the countries teachers are given a heavy load of paper work and are undervalued. AI can help each individual separately by giving them separate curriculum based on their interest and skill assessment.

### Advantages of AI in Education

At present young people tend to use lot of time using their smartphones or tablets. This gives them a chance to study for ten to fifteen minutes in their free time by using AI applications.

AI helps us understand the mood or ease of student during the lectures by using Gesture Recognition Technology. Since AI becomes more sophisticated the machine reads the facial expressions or gestures of the student and uses them to know if the student is struggling to understand the lecture and alter the lesson so that the student can follow up easily.

The customization of the academic curriculum can be done by AI powered machines. AI tools can make global classrooms possible including people who are visually or hearing impaired. This can also help students who cannot attend classes due to illness. In the normal education system, the teacher grades the students on their homework and tests, which would consume a lot of time. Here when AI steps in it would make a quick work out of these tasks. It also helps in suggesting the ways to overcome the gaps in learning.

Admissions and enrollment processes can also be done with AI in the future and its full potential is yet to be out. AI can help students in their homework or test preparations at home. AI in the near future will be able to respond to a range of learning styles. It's all thanks to Artificial Intelligence that tutoring and studying programs are becoming more advanced.

#### **Disadvantages of AI in Education**

Despite of the huge opportunities AI offers there might also be some potential risks with it. AI is likely to become either the best or the worst thing that might happen to humanity. AI could support teaching and learning but new ethical implications and risks emerges with the development of AI applications in higher education. One such example is, due to the ongoing corona virus pandemic and the budget cuts, the administrators might think of replacing teaching with profitable automated AI solutions. If the usage of AI in education increases there might be chance that personal interactions get decreased and students get technology addicted and sometimes this may hurt the learners instead of helping them.

The faculty members, student counsellors, teaching assistants and administrative staff might get feared that the Intelligent Tutor System which is application of AI might replace them. AI system require a huge amount of data including information of students and staff which is confidential and it heads to serious privacy issues. When compared to the cost of installation, maintenance and repair AI is highly expensive. Only the heavily funded educational organizations can allow themselves to enjoy such high technology. When relied on this technology too much it can cause lack of personal connections and might hurt the users in this perspective. When something like natural disasters or accidents occur and an AI needs repairs we can never know how much amount of data is lost.

**Objectives**

1. To Evaluate AI's impact on personalized learning outcomes.
2. To Analyze AI's role in reducing administrative tasks for teachers.
3. To Consider ethics and privacy in AI-based education.
4. To Examine AI's long-term effects on teaching roles.

**Hypothesis**

H1 – AI can replace almost 50% of humans in education sector.

H2 – AI can reduce the development of critical thinking skills.

**Review of Literature**

Shabbir & Anwer, 2018 – Artificial intelligence (AI) technology has a long history and is constantly changing and growing. It focuses on intelligent agents, devices that perceive their surroundings and take actions to maximise their chances of success.

Mitchell, 2019 - Artificial intelligence is the ability of a computer program to learn and think. Everything that involves a program doing something that people would typically think would require the intelligence of a human is considered artificial intelligence.

Limna, 2022 - Furthermore, artificial intelligence is the simulation of human intelligence operations by computers, specifically computer systems. AI excels at specific tasks and changes almost every sector of a country's economy by allowing computers to make sound decisions that lead to more efficient operations.

Rahmatullah, 2022 - In this modern era of the industrial revolution 4.0, almost all activities of human life cannot be separated from the use of information technology (IT) as an enabler for other activities and services. IT is no longer just a tool and is now a required component that must be owned. Its advancement, which significantly facilitates human life activities, has resulted in a high reliance on the existence of information technology.

Ouyang & Jiao, 2021 - AI has been widely used in education since the advancement of computing and information processing techniques. AI in education creates new opportunities, potentials, and challenges in educational practices.

**Research Methodology**

This research paper is fully based on the primary data

Following are the methods that we had taken into consideration for collection of primary data:

1. Structured questionnaire.
2. Google forms with the proper way of asking questions.



3. The questions are asked in a way of a series.
4. And it is also plotted into the diagrams with the help of analytics.
5. We had also used the snowball method to get as many responses.
6. We got 200 responses from friends, classmates, teachers & family.

Our demographics of the data collected are:

1. Age group is 20 - 24
2. Most of them are undergraduate students .
3. Majority of them are used to AI usage.
4. Locality : MUMBAI – MAHARASHTRA

### Scope and Significance

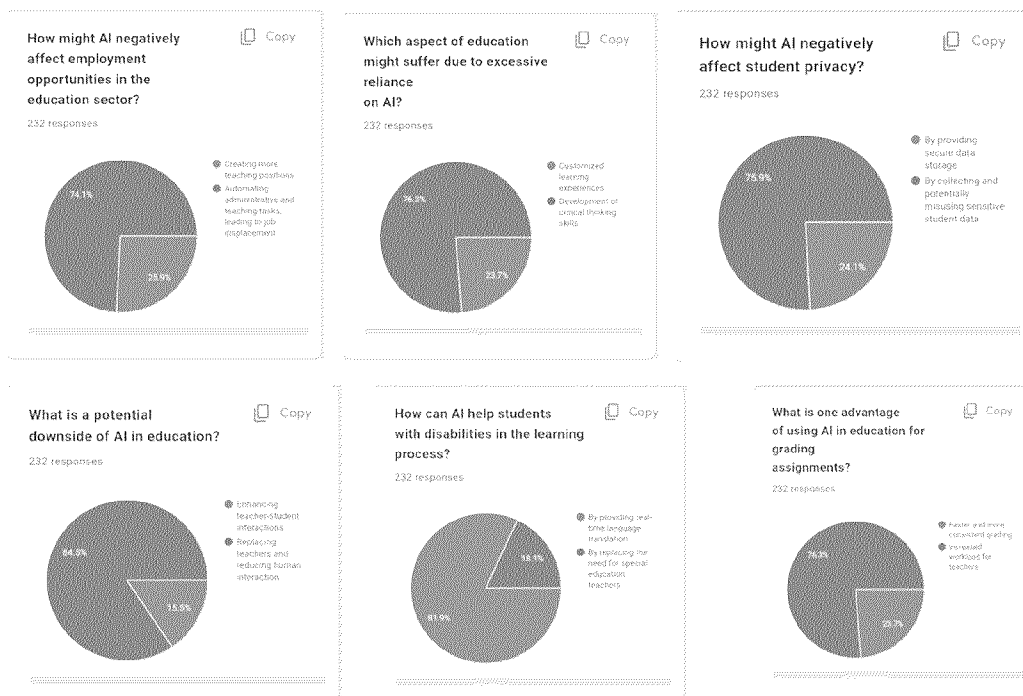
This research paper covered various aspects of AI in terms of its advantages and disadvantages but at certain point this study tells us that the addition of AI in education must be kept for the doubt clearing sessions while the teaching sessions must be done by humans only.

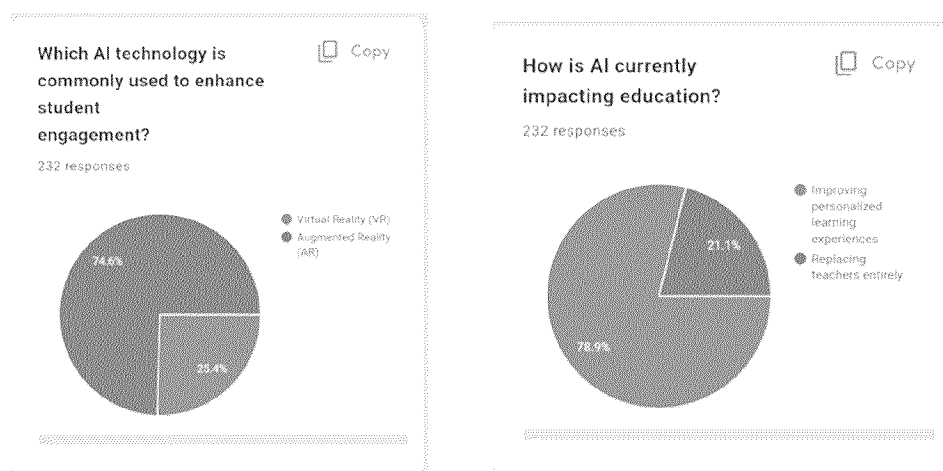
The research paper covers AI’s impact on students thinking and critical development and it has also certain limitations.

### Limitations of the Study

This research paper does not reached too many students due to limited time and resources but already the primary data has been filled up with 232 responses.

### Data Analysis





## Findings

1. AI has come far away from personalized learning and now it is getting too far towards the Sector covering
2. AI has reduced many administrative tasks also.
3. As always AI has breached the students privacy and data.
4. Its long term effect is negative due to its high usage and Direct impact.
5. Below the suggestion will help to come up from this problems.

## Suggestions

### 1. Human Oversight and Intervention

Ensure that there's always a human teacher or supervisor involved in the educational process. AI should assist, but not have sole control over important decisions.

### 2. Transparency and Accountability

Develop clear guidelines and policies for AI usage in education. Hold AI systems accountable for their recommendations and actions, with mechanisms for redress in case of errors.

### 3. Continuous Training for Educators

Provide training to teachers to adapt to and utilize AI tools effectively, promote a culture of lifelong learning among educators to stay ahead of technological changes.

### 4. Data Privacy and Security

Strictly protect student data privacy. Ensure that data collected by AI is used solely for educational purposes and is not exploited for commercial gain.

### **5. Preserve Human Values and Skills**

Emphasize the importance of human values, creativity, critical thinking, and emotional intelligence in education, areas where humans excel over AI.

### **6. Promote Collaboration**

Encourage collaborative learning experiences where students and teachers work together with AI as a tool rather than a replacement.

### **7. Regular Review and Adaptation**

The education system should remain flexible and adaptive to changes in AI technology and its impact on society and the job market.

**8.** By implementing these measures, we can harness the potential of AI in education while safeguarding against the risk of excessive human replacement.

### **Conclusion**

In conclusion, while AI has undoubtedly introduced some promising advancements in education, it also brings about significant negative consequences. The overreliance on AI-driven tools can lead to dehumanization in the learning process, potentially diminishing the importance of human educators. Moreover, issues related to data privacy, algorithmic bias, and the digital divide pose substantial challenges that need to be addressed. As we navigate the integration of AI into education, it is crucial to remain vigilant and strike a balance between the benefits and potential drawbacks to ensure a holistic and equitable learning environment for all.

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# 11. Green Banking: Understanding the level of Consumer Awareness and their Preferences

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## Abstract

Bank is one of the major economic agents among the Financial Institutions to provide funds for various activities of industries. The banking operations don't contribute any pollution or discard harmful wastes, though to the industries they provided loans do. Thus, banking sector becomes liable for protecting the environment and taking green steps. As the every stage of the banking activities involves customers, it's important to know their knowledge and opinion on green banking. So this research paper aims to prospect the level of consumer awareness and preference for green banking practices. As financial institutions strive to integrate sustainability into their operations, understanding consumer attitudes becomes pivotal in promoting eco-friendly banking services. By analyzing the factors influencing consumer awareness and their preferences, this study aims to elucidate strategies that can enhance green banking adoption. The secondary data were obtained from journals, books, magazines, articles and reports prepared by research scholars. Today, there is an utmost need to create awareness, implement and follow green banking as much as possible in today's business world of innovative technologies so to live amicably in the environment and elevate our sustainability.

**Keywords** – Green Banking, Customer- Awareness and Preference, Green Banking Initiatives, Sustainable finance, Green Investments, Green products.

## Introduction

Green banking refers to the practice of incorporating environmental and social considerations into the financial sector's decision-making processes. As global concerns about climate change and sustainability continue to grow, consumers are becoming increasingly interested in supporting green initiatives, including in the banking industry.

The objective of this research is to investigate the level of consumer awareness and preferences regarding green banking. By understanding consumer perspectives, banks and financial institutions can develop strategies to meet the evolving demands of environmentally

conscious customers. The research aims to provide insights into consumer behaviors, attitudes, and preferences towards green banking, including their understanding of the concept, their expectations from green banks, and any barriers they may perceive.

This study will employ a mixed-methods approach, combining qualitative and quantitative research methods. The qualitative phase will involve conducting in-depth interviews with a sample of consumers to understand their perceptions of green banking and explore their motivations for supporting or not supporting green banks. The quantitative phase will involve administering a survey form to a larger sample of consumers to measure the level of awareness, preference, and willingness to support green banking initiatives.

This research entails analyzing qualitative interviews to identify prevalent themes and patterns, while employing statistical tests on the quantitative survey data for meaningful insights. The resulting findings will furnish crucial guidance for banks and financial institutions in refining their green banking services. This study is poised to be a noteworthy addition to existing literature, providing empirical proof of consumer awareness, preferences, and behaviors regarding green banking. It will offer valuable insights into the determinants of consumer adoption and pinpoint any obstacles requiring attention.

Ultimately, the aim is to advocate for sustainable and responsible banking practices by aligning consumer expectations with financial institutions offerings. Through awareness and understanding of green banking, this research endeavors to drive the transition towards a more environmentally conscious economy.

## **Research Methodology**

### **Research Objectives**

- To determine the level of consumer awareness regarding green banking initiatives.
- To identify the factors influencing consumer preferences towards green banking.
- To assess consumer attitudes towards green banking products and services, such as renewable energy financing, sustainable investment options, and eco-friendly financial products.

### **Need for the Study**

Although green banking has gained attraction in recent years, there is still a lack of awareness among consumers regarding this concept. Conducting a study can provide insights into the knowledge gaps and misconceptions that exist, enabling financial institutions to develop

educational initiatives to increase consumer awareness. Consumer preferences are evolving, with many individuals now prioritizing sustainability in their purchasing decisions. This trend extends to their financial choices as well. By conducting a study on green banking, banks can gain insights into the factors that influence consumer behavior and tailor their products and services accordingly.

### **Limitations of Research**

The study's limitations include a potentially small sample size, which may hinder generalizability. Participants might exhibit social desirability bias, impacting the accuracy of self-reported data. Additionally, a narrow focus on specific aspects of green banking could overlook other influential factors. A low survey response rate may introduce non-response bias, potentially skewing results.

### **Research Design**

A research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It provides a scientific framework for conducting some research investigation. The research should specify the approach with respect of to the proposed study.

In this study descriptive research design has been adopted. The descriptive research portrays accurately the characteristics of a particular individual, situation or a group.

*(From - A Study on The Customer Awareness On Green Banking Initiatives IDR. G. Prakash Raj 2dr.A.Pappu Rajan, Pg.5, 3.4)*

### **Sampling**

Sampling entails selecting a representative subset of a larger entity, serving as the foundation for making assessments or deriving inferences about the entire entity. This chosen subset should faithfully mirror the traits of the overall population, devoid of any bias, to guarantee robust and reliable conclusions. The Sample size of this study is 24 respondents. Google Survey form was used for data collection. The data was collected from the respondents from 9<sup>th</sup> September, 2023 to 15<sup>th</sup> September, 2023.

**Tools Used****Analysis of Data**

Frequency tables with Percentages

The analysis outcome indicates that the population encompasses a diverse range of elements and is not confined to a specific group of respondents.

No. of years	No. of respondents	Percentage
15-20 years	16	67%
21-35 years	6	25%
36-50 years	1	4%
51-60 years	1	4%
Total	24	100%

Source : Primary Data

**Source of Awareness on Green Banking**

The analysis indicates the major sources of awareness of green banking of consumers.

Sources	Percentage of Respondents
Newspapers	4.2%
Internet	50%
People	20.8%
Books or Articles	8.3%
Banking Officials	4.2%
This survey	4.2%
Other	4.2%

**Consumer Preference on adopting Green Banking**

Response	Percentage
Yes	79.2%
No	0%
Unsure	20.8%

**CHI- SQUARE TESTING**

The following hypothesis was framed to test the variables, level of awareness among 'female respondents' was equal to 'male respondents'.

**H<sub>0</sub>** – The level of awareness among female respondents is equal to male respondents.

**H<sub>1</sub>** – The level of awareness among female respondents is not equal to male respondents.

Category	Hypothesis Proportion	Observed	Expected	Result
Male	.50	5	5	0
Female	.50	3	5	-2

### Rank Analysis

#### Factors Influencing Green Banking

Factors	No. of Respondents	Rank
Environment Concern	13	1
Time and Cost Saving	4	2
Convenience	4	2
Ease of Use	3	3

#### Rankings for Green Banking Applications Use

Sr. No.	Particular	No. of Respondent	Rank
1	Internet Banking	20	1
2	Mobile Banking	18	2
3	ATMs	12	3
4	Green Bonds	2	4
5	Other UPI	1	5

#### Rankings among awareness of various green banking initiatives

Sr. No.	Particular	No. of Respondent	Rank
1	Paperless Statement	18	1
2	Cash Deposit System	11	2
3	Solar ATM	9	3
4	Green Car Loan	8	4
5	Green Home Equity Loan	4	5
6	Green Mortgages	4	5

### Findings

- 67% of respondents are aware about green banking and their major source of information was Internet.
- Majority of the respondent felt the major factor influencing green banking is Environmental Concern.
- It was found the level of consumer awareness among male and female respondents were different.
- 79.2% respondents agreed to prefer green banking.

### Suggestions

Suggestions play a pivotal role as they determine the effectiveness of the conducted research in assessing the success of Green banking initiatives. Below are the suggested measures that would contribute to enhancing these initiatives.



- Encouragement of women to become aware of green banking initiatives.
- Placement for Green Channel Counter should be done faster.
- Green Banking should be included in school level academics.

### **Review of Literature**

The year 2009 marked the introduction of green banking in the State of Florida. In India, the State Bank of India (SBI), the largest commercial bank, spearheaded the “green banking” initiative by setting higher sustainability standards. SBI was the pioneer in inaugurating a wind farm project in Coimbatore.

Green banking, as stated by Dewi & Dewi (2017), encourages environment-friendly practices in the banking sector. It also steers the core operations of banks towards sustainability. In their study, Kumar and Prakash (2018) examined the adoption of sustainable banking tools and classified 40 criteria into five categories. They employed content analysis to assess the sustainable practices of Indian banks and concluded that green banking is still in its early stages in India’s banking sector.

Scholtens (2009) has emphasized the importance of GCSR in banking, highlighting the role of socially responsible banks in safeguarding savings that finance environmental projects. CSR, as a decision-making process in business, encompasses ethical values, compliance with the law, and considerations for the environment, communities, and people associated with them. Banking is closely linked to CSR through cause-related marketing, ethical issues related to minority groups and the environment, and the quality of life (Donaldson & Dunfee, 2002). The extent to which the role of CSR in banks contributes to the creation of a green brand image has been relatively unexplored (Lymperopoulos et al., 2012).

### **Conclusion**

Current green banking initiatives taken by banks is not sufficient we must try to implement improvised initiatives taken by other developed countries like USA, Japan. Try to bring balance between men and women about awareness level on green banking. Also continue to research on better technology and innovations to reduce carbon footprints brought by banks. Governments must take the help of NGOs, business organizations to raise awareness on green banking and take it to next level by implementing green channel counters, solar ATMs, etc. And keep constant check on safety and satisfaction level of consumers time to time.

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## 12. The Study of Job Seekers Perceptions towards Job Advertisement Posted on Social Media Platforms

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### **Abstract**

Social Media is not just for interacting with peoples. It can also help us for recruitment as well. Many individuals search for jobs through various websites like Naukri.com, LinkedIn, Job hai , along with consultancies. Social media marketing which is also known E-marketing and Digital marketing. For social media marketing or Digital marketing social media app and website are used for job advertisements. The objective behind this research paper is to understand the relevancy of job website and job advertisements on social media platform and the satisfaction level of the individuals from job and job websites.

**Keywords:** Job Advertisements, Social Media Platforms, Authenticity, Economical, Ethical

### **Introduction**

Job advertisement is an announcement that inform job seekers that a certain job position is available and contains information not only about the job position but also about the company and the benefits company offer the main goal of a job advertisement is to inform potential job candidate about a new opening and attract them to apply a well crafted job advertisement end will Target and attract the perfect candidate or the right person for the right job it is analysed that 4.48 billion people use social media which has decreased a social network . Facebook ,LinkedIn, Twitter, Instagram, Naukri.com Job hai are the platforms where job advertisements are there .This data is used to promote products, services vacancy competition and even jobs . Job advertising on social media has grow rapidly Facebook and LinkedIn have both constructed their own in house job board enabling you to Post and manage job vacancy with promotional tools that surpass that of traditional online job boards.

**Review of Literature**

- i. Nguyen min ha and Nguyen vinh luan (2018) opined that the impact off employer's attraction and social media on potential candidates job application intention it also finds out a intention of job application, a difference between a experience candidate and inexperienced candidate.
- ii. Quoc trung pham and Duy Anh Vo (2022) opined that human resource is critical in IT industry and plays a important role in digital economy. Their reasearch also aims that the influence of EVP and social media use on the intention to apply for an IT job. Four EVPs and the use of social media have a positive impact on the reputation of IT organisation and also for applying job's.
- iii. Nur Azmina Zamani and Norhaslinda Kamaruddin, Abdul Wahab, Nur Shahana Saat ( 2019) opined that main factor that contributes to low rate employment is the mismatch between job seekers and job individuals. In their paper they explained text analytics technique to extract users comments from social media on job advertisement.
- iv. Bobbi Kay Lewis ( 1993) opined that today after than a century of electric technology ,we have extended central nervous system itself in a global embrace, abolishing both space and time as far as our planets is concerned and social media and strategic communications and attitudes and perceptions among college students.

**Relevance of the study**

There are various job advertisements posted on social media platforms . This study checks the relevance of the job advertisements posted on this websites. It traps the people by posting fake jobs.

**Research Problem**

The research problem we found out is that job seekers are being trapped in the confusion regarding the authenticity of the jobs posted on these websites.

**Objectives**

- To study the opinion and views of individuals towards relevance of job websites or job advertisements on social media platform.
- To provide legal and ethical job websites suggested by the respondents.
- To analysis the satisfaction level of job seekers toward job advertisements on social media.

- To evaluate the opinion of job seekers toward human resources consultancy whether they provide job with charge or not.

**Hypothesis**

1. Ho :- Job advertisements on social platform are not authenticated

H1:- Job advertisements on social platform are Highly authenticated.

2. Ho:- Job seekers felt that the HR consultancy are not economical.

H1:- Job seekers felt that the HR consultancy are highly affordable.

3. Ho:- Job seekers does not rely or depends on HR consultancy and social media platform for getting job opportunities.

H1:- Job seekers highly rely on HR consultancy social media platform for getting opportunity.

**Limitation**

1. The study is going to target the job seekers individual rather then other class of group of individuals.
2. This study only target the age group of 18 – 45.

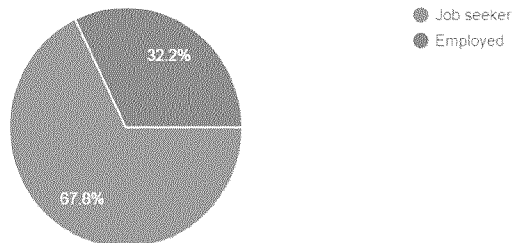
**Research methodology**

The present study is based on primary data which is collected from job seekers and employed people. Secondary Data collected from various sources such as articles, Journals, Magazine and Experiences. This research work is examined to job seekers and employed individuals. The primary data is collected through mails and direct interviews through mobile. The study target 115 individuals based on convenience sampling method.

**Data Analysis & Interpretation**

Are you a Job Seeker or Employed?

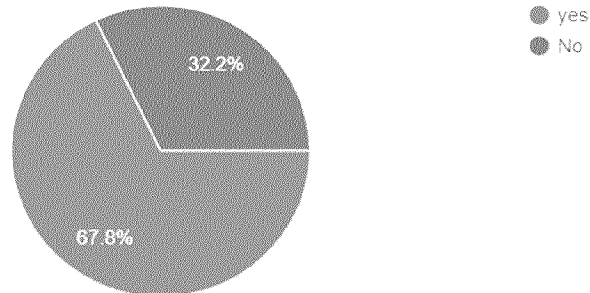
115 responses



**Interpretation :** From the above chart it is interpreted that approximately 68% are job seekers and 33% are employed.

**If you are a job seeker ,Do you Search for a job on Job websites?**

115 responses

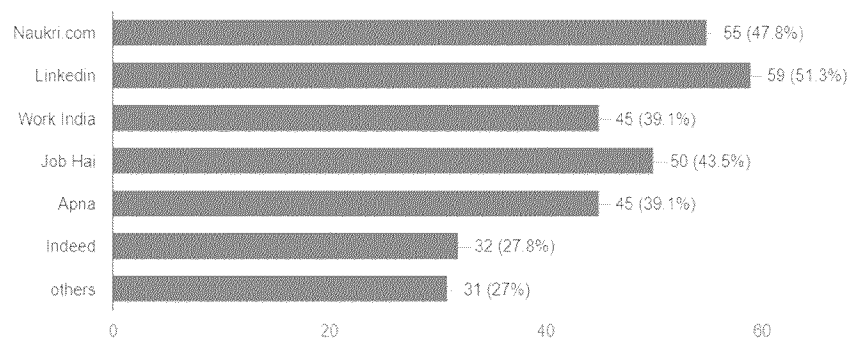


**Interpretation:** From the above chart job seekers search on these job websites.

**If yes , Mention the name of Websites? ( for Job Seekers)**

Copy

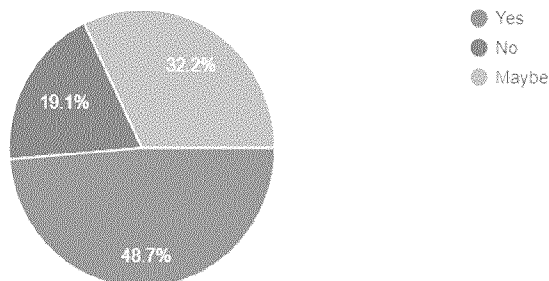
115 responses



**Interpretation:** From the above chart we come to know that people mostly prefer LinkedIn for the job websites.

**If Employed, does this websites helped you to get the job?**

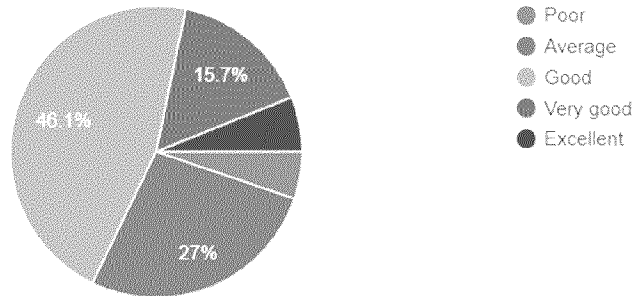
115 responses



**Interpretation:** From the above chart these websites has also helped employed individuals to get the job.

Kindly rate the ratings regarding this job websites?

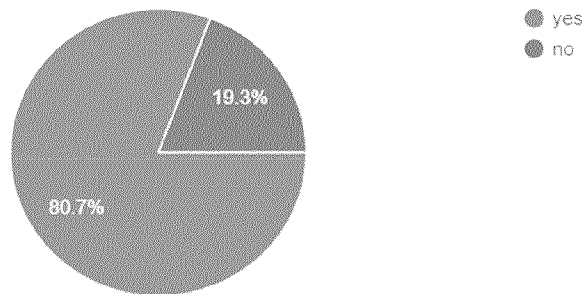
115 responses



**Interpretation:** From the above chart individuals rated these websites good.

Dear Job Seekers Are you Rely on having trust on job websites for getting job?

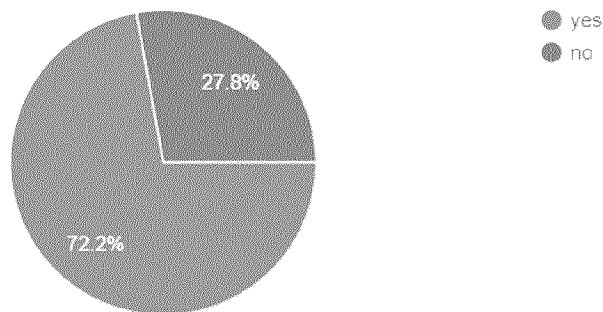
114 responses



**Interpretation :** From the above chart approximately 81% individuals trust these websites approximately 20% people don't trust these websites.

Have you ever got call from any of these job websites?

115 responses



**Interpretation:** From the above chart these websites call the job seekers for jobs.

**Conclusion**

Job advertisements plays an important role in recruitment. These advertisements should be free of errors. Social media marketing plays an important role in marketing. Marketing is done through various websites and platforms like LinkedIn, Naukri.com, Job hai, Instagram, Facebook. This study checks the relevancy of the job websites and their authenticity. Job seekers and employed people search on these websites for seeking jobs. Most of the people prefer LinkedIn and Naukri.com for searching and getting jobs. There are various fake websites which trap individuals in the name of giving jobs.

**References**

- Nguyen Minh Ha and Nguyen Vinh Luan ( Ho chi minh open university)
- Quoc Trung pham ( HCMUT)
- Nur Azmina Zamani and Norhaslinda Kamaruddin, Abdul Wahab, Nur Shahana Saat( International Islamic University Mara Malaysia)
- Bobbi Kay (Lewis Okstate)



# 13. The Challenges faced by Muslim Women for Non-Acceptance of Medical Insurance in Shivaji Nagar Area, Mumbai

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## Abstract

Mumbai is the economic/commercial capital of India, which is identified by higher growth in the economy as well as population and the current population in 2023 is 25,368,000. As per Mumbai Metropolitan Region (MMR) is one of the fastest-growing metropolitan regions in India. The study has chosen the sample size of 100 Muslim women from Shivaji Nagar of the city of Mumbai has been chosen for the study. A probability purposive sample technique has been used for the study. For testing the hypothesis, one sample t -test and the factor analysis have been used. The study shows that  $p\text{-value} > 0.05$  and  $t\text{ statistics} < 1.96$  of Awaz Health Insurance Scheme, Bhamashah Swasthya Bima Yojana, Chief Minister's Comprehensive Insurance Scheme, Central Government Health Scheme, Employees' State Insurance Scheme, Mediclaim of National Insurance Company, Mediclaim of New India Insurance Company, Top Up Policies of Medical Insurance and Critical Illness policies and Pradhan Mantri Jan Arogya Yojana under Ayushman Bharat has low awareness among Muslim women in the selected area of study. The study also showed that awareness and policy terms, claim settlement and return on investment, psychological factors and socioeconomic factors are the main challenges that are faced by Muslim women in Shivaji Nagar

**Key words:** Muslim women, health insurance, awareness, factor analysis.

## 1. Introduction

The Mumbai city is located in the Maharashtra state of India. The current estimated population of Mumbai city in 2023 is 17,159,000, while the Mumbai metro population is estimated at 25,368,000. Mumbai is the economic/commercial capital of India, which is identified by higher growth in the economy as well as population. Mumbai Metropolitan Region (MMR) is one of the fastest-growing metropolitan regions in India. MMR covers an area of 4355 sq. km, which includes 7 municipal corporations, 13 municipal councils and 996 villages. The

increasing population requires faster transportation to avoid delays in work and to avoid decongestions in the region. (Pagdhare, 2018) There is no doubt about the development of economic indicators in the city of Mumbai. However, the benefit of the development of the city is not equally distributed to all regions of the city. There are many suburbs which are economically backward and fail to satisfy the indicators of the human development index. My area of study is such area -Shivaji Nagar in the *Mumbai* Suburban district. Health insurance is important for everyone, including women, for several reasons.

A mostly Muslim slum called Shivaji Nagar is located on the outskirts of an industrial Mumbai neighborhood. Due to its proximity to the biggest rubbish dump in the city and the residents' economic standing, it is one of the worst neighbourhoods in Mumbai. But living in a Muslim slum in Mumbai is now more than simply a socioeconomic disadvantage; it can also be the beginning of a life in the periphery in a place that was once the answer to metropolitan dreams.

Parts of the city that had high concentrations of Muslims as early as the eighteenth century are distinctly noted as Muslim areas of the city even today. 'Muslim quarter' of the city being fairly diverse had mohallas associated with caste-like groups or interrelated occupational groups among Muslims that were linguistically and culturally distinct. (CONTRACTOR, 2012)

Health insurance is important for everyone, including women, for several reasons. However, women often face unique healthcare needs and challenges that make health insurance particularly crucial for their well-being. Health insurance allows women to access important preventive services, such as vaccinations, screenings and wellness check-ups. These services can help detect and prevent serious health conditions early on, improving overall health outcomes. It also helps women during comprehensive maternity care such as pregnancy and childbirth. Health insurance helps cover the costs of prenatal care, delivery, and postpartum care, making it more affordable for expectant mothers. Women are at a higher risk for certain chronic conditions like diabetes, hypertension, and autoimmune diseases. Health insurance provides coverage for ongoing medical management and medications, ensuring that these conditions are properly controlled. Health insurance often covers gynaecological services, including birth control, family planning, and treatment for conditions like endometriosis or polycystic ovary syndrome (PCOS).

Thus health insurance is of utmost importance for women as it ensures access to essential healthcare services, safeguards against medical debt, and supports overall well-being throughout various life stages. It allows women to address their unique healthcare needs and promotes better health outcomes.

## **2. Objective of study**

1. To study the demographic profile of selected respondents.
2. To study the awareness about medical insurance schemes among the respondents.
3. To study the challenges faced by Muslim Women opting for medical Insurance in Shivaji Nagar, Mumbai.

## **3. Research Methodology**

The study made use of mainly primary data and use secondary data for collecting certain information. Primary data has been collected with the help of a structured questionnaire and an interview method has been used. Secondary data has been collected from research journals, GOI reports, Publications etc Sample size of 100 Muslim women from Shivaji Nagar has been chosen for the study. Non Probability purposive sample technique has been used for study. For testing hypothesis one sample t-test and factor analysis have been used.

## **4. Data Analysis and Interpretation**

### **4.1 Demographic Profile of the Respondents**

From the data analysis, it is seen that out of 100 respondents. 25 percent belong to 18-30 years, 29.0 percent belong to 31-45 years, 27.0 percent belong to 46-60 years and 9.8 percent belong to above 60 years.

As far as income is concerned, 37.0 Percent family income is less than 20,000, i.e. 33.0 per cent family income is Rs. 20,001 – 40,000, 21.0 percent family income is Rs. 40,001 – 50,000 and 9.0 percent of family income is above 50,001.

It is seen that 49.0 Percent have 02 family members, 15.0 have 03 family members, 18.0 per cent have 04 family members and 18.0 per cent have above 5 family members.

The analysis showed that 49.0 Percent have one earning member, 26.0 have two earning members and 21.0 percent have 3 earning members.

The analysis of the ownership of residence is concerned 22.2 per cent said they live in Chawl on ownership,. 27.0 per cent said they live in Chawl on rent said they live in flats in residential society and 15.0 per cent said they live in rented flats in society.

It is found that 47% are married 26% are unmarried and 27% are widows Again data shows that only 23% respondents have medical insurance and 73% do not have medical insurance policies and 69% don't have any voice in the family decision-making.

#### 4.2 To Evaluate Awareness about Medical Insurance Policies among the Respondents.

**Hypothesis:**  $H_0$ : The awareness of health insurance scheme among the Muslim women is low (mean score < 3)

$H_1$ : The awareness of health insurance scheme among the Muslim women is High (mean score >3)

**Table No: 14 - One sample t test**

Items	t – statistics	P – value	Ha: mean score of awareness about medical insurance policies > 3
Pradhan Mantri Jan Arogya Yojana under Ayushman Bharat	0.7698	0.2216	2.51
Awaz Health Insurance Scheme.	0.5286	0.2713	2.62
Bhamashah Swasthya Bima Yojana.	0.4339	0.3216	2.61
Chief Minister's Comprehensive Insurance Scheme.	0.9785	0.4515	3.04
Central Government Health Scheme.	0.8701	0.2536	2.58
Employees' State Insurance Scheme.	0.6087	0.3983	2.73
Mediclaim of National Insurance Company	0.4425	0.3721	3.09
Mediclaim of New India Insurance Company	0.805	0.4281	2.97
Top Up Polices of medical Insurance	0.4379	0.4393	2.91
Critical Illness policies	0.1065	0.2656	2.53

P (value) is more than level of significance 0.05 in most of the cases thus  $H_1$  is rejected and  $H_0$  is accepted and it can be concluded that the awareness of the health insurance scheme among the Muslim women in Shivaji Nagar is Low (mean score < 3).

#### 4.3 To analyze problems and challenges faced by Muslim women option for medical insurance policies (non-acceptance of health insurance)

Table No: 10 Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Poor awareness about medical Insurance policies	2.91	1.280	100
Insufficient Income of Family	3.10	1.411	100
Non-cooperation of family members	2.80	1.393	100
Poor settlement claim history of companies	3.29	1.409	100

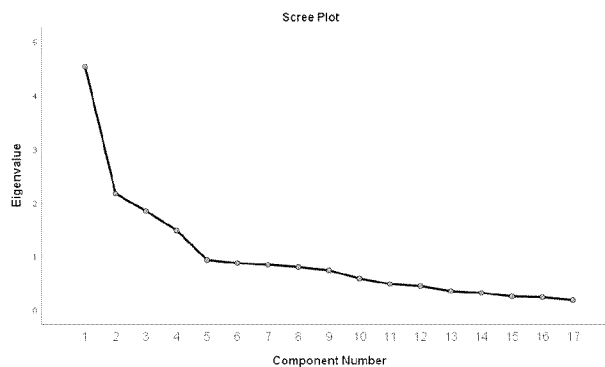
Very High Premium	2.80	1.295	100
Misconceptions about Health Insurance Policies	2.97	1.417	100
Poor facilities in public hospitals	3.06	1.469	100
Dependence on the alternative medical system	2.88	1.297	100
Procedure is complex	2.65	1.258	100
Wrong mindset of family	2.66	1.430	100
Lack of Knowledge about the latest policies and its benefits	3.25	1.306	100
Lack of assistance in choosing the health care policy	2.84	1.522	100
Many Diseases are not covered	3.02	1.295	100
Deductions are very high	3.40	1.279	100
Lack of technical knowledge	3.09	1.436	100
NO return from investment on medical insurance policies	3.53	1.218	100
The settlement ratio of claims is much less	3.07	1.394	100

3 items were deleted viz Illiteracy of head of the family, Lack of access to medical insurance and religious factors as their factor loading was less than 0.5 and exploratory factor analysis technique was applied on the remaining 17 items.

<b>Table No: 11 KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.693
Bartlett's Test of Sphericity	Approx. Chi-Square	603.559
	Df	136
	Sig.	.000

From the above table no: it can be concluded that the data is sufficient for further analysis as the value of KMO = .693 indicating that the present data has an adequate sample. Also, the value of Bartlett's test = .000 indicates that the correlation matrix is distinct from the identity matrix and that adequate correlation between the variable exists.

**Figure No: 10 Scree Plot**



## **5. Findings**

- a. The demographic profile shows that 73% of Muslim women in the Shivaji Nagar do not have any medical insurance policies and 69% do not have any voice in family decision making.
- b. Hypothesis Testing showed that awareness of Muslim women regarding health insurance policies is very low.
- c. Major challenges faced by respondents are awareness and policy terms, claim settlement and return on investment, psychological factors and socioeconomic factors which prevent them from accepting health insurance policies.

## **6. Suggestions**

- a. Major awareness drive in the Shivaji Nagar area is needed on a priority basis by Health Insurance Companies, NGOs and educational institutions which are in the vicinity of the area.
- b. National Social Service [NSS] unit of nearby Colleges in the area of study has to take special initiatives by sending volunteers to meet each and every family in Shivaji Nagar and personally explain the importance of having health insurance policies among the women.
- c. All the stakeholders should take the initiative to organize various campuses to improve the educational level, and employability of Muslim women in the area in the local/regional languages.

## **7. Conclusion**

Muslim women in Shivaji Nagar like women from other communities, may face specific challenges when it comes to taking medical insurance policies. These challenges are often rooted in societal norms, religious beliefs, and gender disparities. Lot of efforts are needed from all stakeholders to change the current scenario.

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## 14. An Analytical Study on Consumer Buying behaviour based on Entry of Social Media in Digital Age

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### **Abstract**

Consumer behaviour and its relationship with social media have been extensively studied in recent times. The relationship between consumer behaviour and social media is a dynamic. Researchers continue to explore how the changing landscape of social media platforms, along with shifts in set behaviour and preferentially impact consumer decision making and engagement with brands. This study covers factors affecting consumer behaviour i.e. internal and external factors are crucial for businesses and marketers to develop effective strategies and tailor their products and marketing efforts to meet the needs and preference of their target audience. Consumer behaviour is dynamic and can change over time, making ongoing research and adaptation an essential for success in the marketplace.

**Key words:** Consumer behaviour, Perception, Influencer Marketing, Psychological factors.

### **Introduction**

Consumer behaviour is the study of individuals, groups or organisations and all the activities associated with the purchase, use and disposal of goods and services. Customer behaviour consists of how the consumer's emotion, attitude and preference affect buying behaviour. Consumer behaviour refers to the study which analyses how consumers make decisions about their wants, needs, buying or acting with respect to a product, services or organisation.

Consumer behaviour can be defined as the study of psychological, physical and social actions when individuals buy, use and dispose of products, services, ideas and products. According to marketers, by understanding the compelling reasons for which a consumer buys a particular product or service over the other, it becomes easier to identify which product is in demand and which is obsolete so that marketing strategies can be designed accordingly.

Social media websites and applications that enable users to create and share content or to participate in social networking. Social media refers to a variety of technologies that facilitates the sharing of ideas and information among their users. The main objective behind this study to find the correlation between consumer purchasing behaviour and social media. Social media influence overall product sells and helps the consumer in purchasing decisions. Social media has become a powerful influencer of consumer behaviour, impacting how consumer discoveries evaluate and engage with products and brands with new opportunities to connect with and understand their target audience. Social media has had a significant impact on consumer behaviour in several ways.

### **Objectives**

1. To understand the social media influence on consumer behaviour
2. To examines the pricing sensitivity and consumer buying decision
3. To find out the impact on psychological pricing on consumer buying behaviour
4. To know the internal and external factors effects on consumer buying behaviour.

### **Hypothesis**

Hypothesis on consumer behaviour are statement that propose a relationship or expectation about how consumer will behave in certain situation. These hypotheses are tested through research and data analysis.

#### **Social Influence**

Null Hypothesis - Social Media endorsement have no impact on consumer purchase decision.

Alternative Hypothesis - Social Media have impact on consumer purchase decision.

#### **Pricing Sensitivity**

Null Hypothesis - There is no significant relationship between price changes and consumer purchase decision.

Alternative Hypothesis - There is significant relationship between price changes and consumer purchase decision.

#### **Psychological pricing**

Null Hypothesis - Psychological pricing strategies such as setting price Rs. 999/- instead of 1000/- do not affect consumer purchase decision.



Alternative Hypothesis - Consumer are more likely to make a purchase when prices are set slightly below a whole number.

These Hypothesis serves as the foundation for consumer behaviour. Research collect and analyse data to either accept or reject these hypothesis providing insights into the factors influencing consumer decision and behaviour.

### **Litertre Review**

**Megha Grover and Rishita Goyal (2020)** A study on consumer buying behaviour based non customers online reviews talks about a study on consumer buying behaviour based on customers online reviews. This study shows that there are many factors which affect the consumer's purchase behaviour like online product reviews, brand, availability, price and need of product among which online product reviews plays the major role. Researcher found out that the purchase of a product by consumer has a very strong bond with the customers revies and online word of mouth is a major role played by these reviews.

**Komalpreet Kaur** Impact of E marketing on customer purchase behaviour (2021) : An empirical study. This study shows that there isa relationship between consumer purchase behaviour and e marketing. Search Engine Optimization should be optimized in such a way that it gains the maximum impact in the market. The cost of traffic and the cost of products should be applied keeping in mind the psychology of the Indian consumer

**A. H. Hemakumar, S Franklin, S Senith** A study on factors influencing consumer buying behaviour in cosmetic products. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggest why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and culture values.

### **Factors Affecting Consumer Behaviour**

The relationship between consumer behaviour and social media is a dynamic and evolving area of study. Researcher continue to explore how the changing landscape of social media platforms along with shift in user behaviour and preference impact consumer decision making and engagement with brands. Consumer behaviour is a complex and influenced by various factors. These factors can be broadly categorised into internal and external influences. Internal factors: Psychological factors, (Perception, Motivation, Attitude) Emotional state, Learning and experience, Personality and life style, perceived risk, Motivation, Cognitive

dissonance. External factors: Culture, social factors (reference groups, social class, social influences, Demographist, economic factors, marketing and advertising, technology, environmental concern, legal and regulatory factors, psychological pricing, availability and accessibility. There internal and external factors affect a lot on consumer behaviour. Entry of social media in this digital age definitely effects on the consumer behaviour. It is proved that with the change in technology, customers preference, likes and dislikes also change and they want the best quality of the products and good services at reasonable price.

### **Research Methodology**

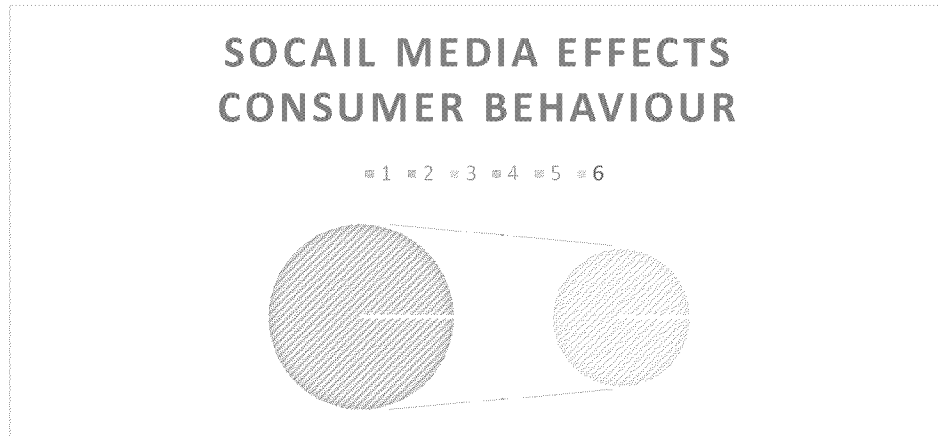
The study is based on the analysis of primary data which is based on demographic basis. Questionnaire was prepared to collect the relevant information for research. Information is collected from marketing intellectuals to understand their views and latest opinions about the entry of digital media and its impact on consumer behaviour. Surveys, Observations, Experiments, interviews, focus groups, and questionnaires different methods of primary data used to collect the original data that is collected directly from its sources for a specific research ana analysis purpose. Secondary data is used as a valuable resource to complement and support these studies. Secondary data is collected through Literature review, Academic database, market research reports, company reports. Web scraping. Primary data is collected with the help of a five-point Likert scale questionnaire. Questionnaire was circulated among 250 people of different age group, income groups, educational background, and business / service background.

### **Data Analysis**

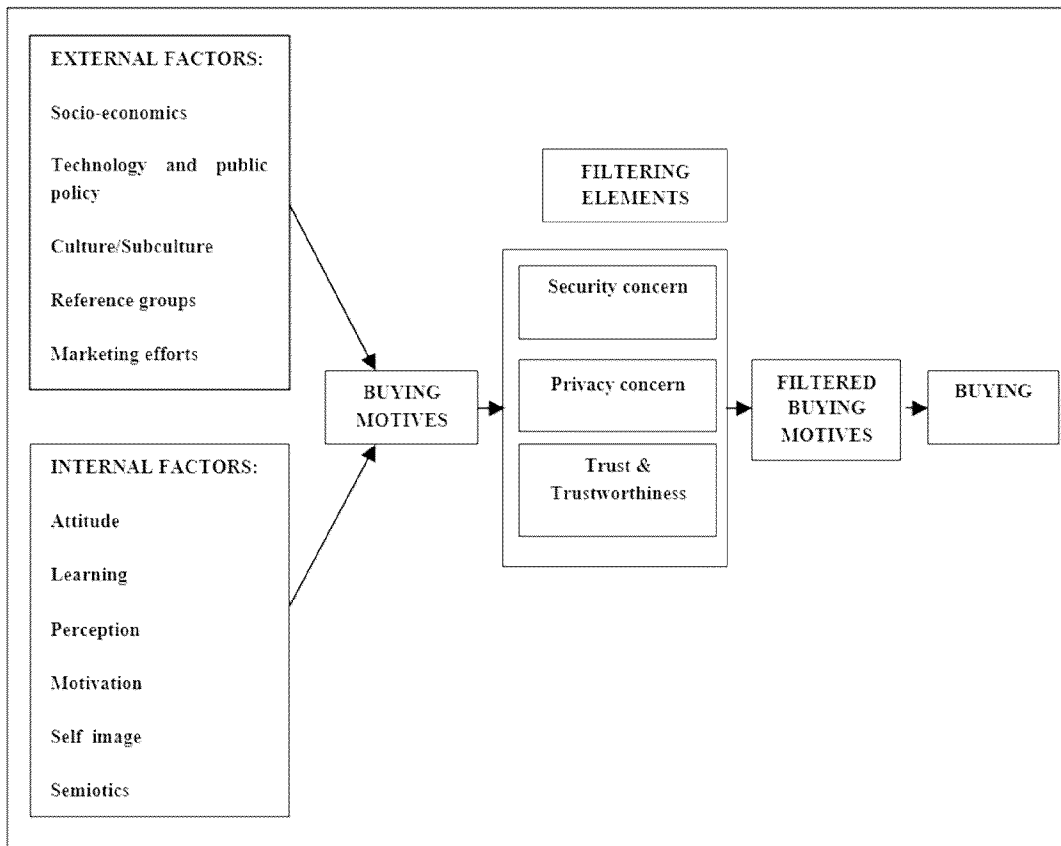
Classification of customers on the basis of Gender: Total sample size is 250. Total male respondents are 145 and female respondents are 105

Classification of customers on the basis of Age group. Age group in 18-30 are 130 respondents, between age group in 31-45 are 35, Between Age group 45-60 are 45 respondents, and Age group 60 onwards are 40. It is observed in this study that young generation spent more time on social media platforms, High that is above 5 hours daily and it is found that respondents age between 60 and above spent daily 2 hours on social media platforms. Young generation behaviour affected and changes due to awareness of arrival of new and innovative products. Out of 250 respondents, 200 respondents agree with the statement that social media message was very informative and it will change their buying pattern. Majority of the respondents agree with

the statement that social media provides solution on what to buy, where to buy and from whom to buy. It will change their mind set.



85% of the respondents agree with the statement that Social Media effects on consumer behaviour and 15% does not agree with the statement that Social Media effects on consumer behaviour.



Internal factors and External factors: Perception How a consumer perceives a product or services can greatly influence their buying decision. This includes how they interpret information from advertising, packaging, and personal experiences.

**Motivation** The needs, desires and goals of consumer drive their purchasing decision. Maslow theory explain the physiological needs, safety needs, social needs, self-esteem needs and self-actualisation needs which motivate the person to change their decision.

**Attitude:** Consumer attitude towards a product or brand based on experience, liking, emotional attachment. Positive and negative attitude affect the behaviour of the consumer.

**Learning and Memory:** Consumer behaviour is based on the learning experience and memory. Previous experience and memory (good or bad) affects on the consumer behaviour.

**Life style and personality:** A consumer lifestyle, interests and personality traits can impact their product preference.

**Age and life stage:** Demographic factors like Age, Gender, Qualification, Income level these factors effects on the behaviour of the consumer behaviour.

**Income and Economic situation:** The financial situation of a consumer affect their purchasing power and choices. Luxury products are preferred by rich class people, daily budget friendly products preferred by the middle-class people.

**Psychological factors:** Psychological factors such as perception, motivation and attitude can lead to decision making biases, such as confirmation bias or cognitive dissonance.

**Cultural factors:** Culture, subculture, and social class can influence consumer behaviour. Different culture, tradition affects on the behaviour of the consumer

**Social factors:** Social influence play a important role. Family, friends, reference groups and social networks can affect the behaviour.

**Technological factors:** E commerce, mobile apps, and feedback, online reviews have change the behaviour of the consumer.

**Competitive environment:** The presence of competitors and their strategies can impact consumer choice.

Cut throat competition between the industries affect on the consumer behaviour and they can re shaped their decision.

**Word of mouth and Reviews:** Recommendation and review from other consumer can significantly change the purchasing decisions. Positive and negative feed affect the behaviour of the consumer

### **Findings**

Consumer behaviour is a subject of extensive research, and numerous studies have provided valuable insights into various aspects of consumer decision making and behaviour. These are some key findings from research on consumer behaviour,

Emotions play a significant role. Emotions play important role to influence on consumer behaviour.

Social influence matters. Friends circle, family and social contacts significantly impact on consumer behaviour.

Online reviews and recommendable are powerful. Positive reviews and recommendation are powerful to effect on consumer behaviour

Price perception is relative. Price effects on consumer behaviour. Consumer want quality products at reasonable price.

Trust and brand loyalty are earned. Trust plays a major role in consumer behaviour. TATA Salt is the first choice of families from the last ten decades.

Behavioural economies insights apply. Fear, Loss aversion, scarcity and the endowment effect give valuable insights into consumer decision making.

Impulse buying is common. Glamours, fashionable, point of sale, celebrity promotions, limited time offers, free gifts coupons effects on consumer behaviour.

Environmental and ethical concern impact decision. Environmental awareness, Green Mumbai Clean Mumbai effects on consumer behaviour. Brands gets preference by consumer who give promotion to environment friendly products.

Online shopping behaviour is evolving. Amazon, Flipcart and other mobile apps change the consumer behaviour. Digital technology, 24/7 and easy access results in change the behaviour.

Consumer trust in data privacy is a concern. Now days consumers are more cautions and their behaviour depends on the trust and their privacy.

Word of mouth and social media influence. Word of mouth and social media influence on consumer behaviour. Now a days consumer is more dependent and connect with social media.

**Conclusion**

The study of consumer behaviour is a multidimensional and dynamic field that provides valuable insights into how individuals make choices, interact with products and services, and respond to marketing strategies. This area of research has far reached implications for business marketers, policy makers and consumer themselves. Technology and societal values continue to evolve consumer behaviour will remain a subject of ongoing research and adaption in the business. Consumer behaviour is not static, and what works today may not work tomorrow. Continuously monitor and adapt strategies to stay in tune with changing consumer preferences and market dynamics. Building strong relationship with your customers based on trust, respect and understand is key to long term success in influencing consumer behaviour positively.

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## 15. A Case Study of Tourism Development in Sindhudurg District of Maharashtra

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### **Abstract**

There are virgin beaches like Mauritius, mangrove trees like Seychelles island, water sports like Thailand, backwaters like Kerala, and temples like Goa in the Sindhudurg District. In addition, there are sea forts and Lighthouses like Lakshadweep Islands. All these natural beauties are assembled here in the Sindhudurg. Therefore, the Indian Government declared in 1998 that the whole **Sindhudurg district is a tourism district**. But even after 25 years of declaration, it has not developed like any other tourist place in India. A researcher initiated the survey, identified the reasons for underdevelopment, analysed the same and addressed the various issues involved in the development of Tourism. A researcher has tried to provide solutions to these problems and focused on regional economic development through tourism.

**Key words** - Sindhudurg-Tourism-Marketing –Facilities- Economy

### **1. Introduction**

Tourism is not only a tour. This is a cultural exchange and sustainable economic growth. Tourism encourages people to explore the beauty of nature and the diversity of our planet. Tourism leads us to discover new places and bridges cultural gaps, contributing significantly to local economies. Therefore, tourism is the growth engine of the regional economy.

The economic development of Sindhudurg district is based on its natural resources like fisheries, mango orchids and sea shores. Tourism is one of the factors which can be fully utilised for regional economic development.

#### **1.1 Main Features of Sindhudurg Tourism**

Sindhudurg is the first and only district in the country that has been declared a tourism district. The Condé Nast Traveller magazine has also included the Sindhudurg district among 30 beautiful places in the world. There are beautiful beaches like Mauritius and mangroves like Seychelles. There are backwaters like Kerala, temples like Goa, folk dance like Sri Lanka and

water sports like Thailand. In addition, there are historical sea forts. All are available in only Sindhudurg district. Now, Sindhudurg District become a newly born tourist destination of India.

This district has a picturesque stretch of land on the west coast of India, endowed with a beautiful seashore, picturesque mountains and scenic natural beauty. This district is famous for tropical fruits like Alphonso mangoes, cashews, jackfruit etc. The following beautiful places have identified for the sightseeing tour in this district.

### 1.2 Tourist interest places

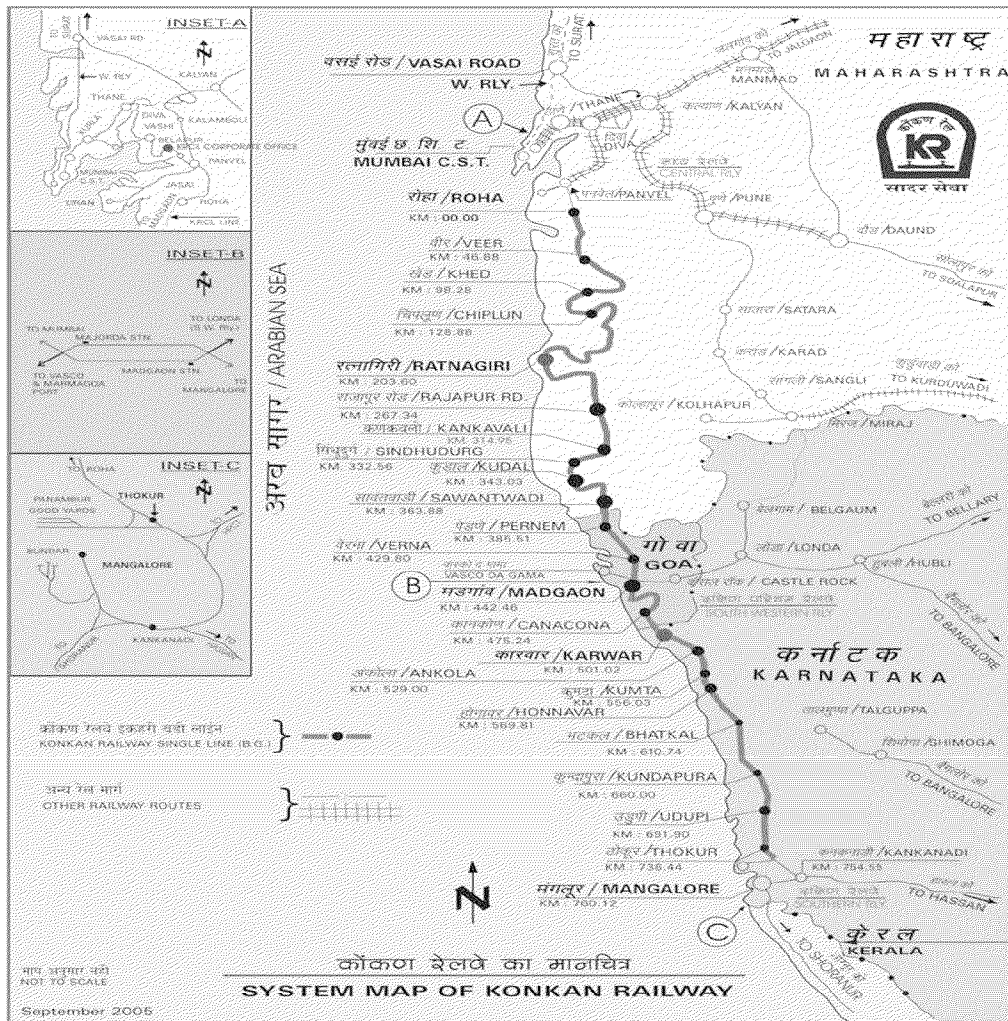
1	<b>Beautiful beaches</b>	Shiroda-Vengurla-Sagreshwar-Bhogawe- -Chivala beach(Malvan) Mithbav- Mithmumbari-Taramumbari, Vijaydurg and Devgad
2	<b>Sea Forts</b>	Sindhudurg (Malvan) Devgad and Vijayadurg.
3	<b>Temples</b>	Kunkeshwar and Rameshwar (Near Vijaydurg) Bharadi Devi
4	<b>Sea Ports</b>	Vengurla-Malvan-Devgad and Vijaydurg.
5	<b>Light Houses</b>	Vengurla and Devgad. You can see panoramic views.
6	<b>Mangroves Safaris/Backwater</b>	Mangroves safari by boat At Taramumbai or Vadatar near Devgad or Mondtar
7	<b>Water sports</b>	Swimming-Boating. Parasailing Banana ride, snorkelling at Shiroda, Tarkari, Devbag, Chilaychi vela (Sea shore of Malvern)
8	<b>Dolphin safari</b>	Kolamb opposite Talashil and round sea fort at Vijaydurg
9	<b>Historical place</b>	Sawantwadi –King palace-Miti Talao (Lake). and
10	<b>Artist Village</b>	Thakur Adiwasi Kala Kendra -Doll Pinguli Tal Kudal
11	<b>Agro Tourism</b>	Aare (Devgad)
12	<b>Sculpture</b>	Devgad Taluka
13	<b>Hill Station</b>	Amboli on Belgaon Swantwadi Highway
14	<b>Local industry</b>	wooden toys in Sawantwadi and traditional fisheries in all seashore

### 1.3 Cultural Programme

The cultural programmes to be performed by locals are a part of tourism. This district is rich in cultural activities and folk dance. The Dashavatar from Mochemad is already famous. It was performed in many cultural programmes on T V. However the Gomucha dance with Ghumat and Kapadkhele or Devkhele are also the main folk dances in this district. However it has not been demonstrated on any platform for the tourist.



1.4 Location Map



(Source: Konkan Railways)

Many trains of Konkan Railways go through this pictorial natural beauty. There is also “Chipi Airport” where flights come from Mumbai. This district is well connected by road with adjunct Goa, Belgaum, Pune, and Kolhapur. Mumbai Goa National Highway passes through this district.

2. Literature Review

The researcher Dr. Ashish Naik studied the unique features of Sindhudurg district as well as historical background. He was a professor at the Arts & Commerce College Phanasgaon, Tal. Devgad Dist. Sindhudurg. He emphasized the slow development of tourism in this district. in his research paper PROBLEMS OF TOURISM DEVELOPMENT IN SINDHUDURG DISTRICT”. He highlighted that water sports like scuba diving and snorkelling have commercialized fast due

to the deep sea. However the infrastructure facilities like roads, fast access to metro cities through rail and air transport, affordable accommodation facilities, drinking water supply, health facilities, and public sanitation facilities on each tourist spot are not available.

### 3. Research Methodology

#### 3.1 Objectives

The objectives of this research are

1. Highlight the tourist interest points
2. Identify the reasons for underdevelopment
3. Analysis same reasons and find solutions

#### 3.2 Hypotheses

- a. Tourism has not developed up to the mark
- b. The facilities to be improve at par with other destination

#### 3.3 Research Methodology

**a. Data Collection :** The researcher has surveyed Terekhol Creek to Vijaydurg and collected primary data.

The researcher has visited the website of Maharashtra Tourism Development Corp for secondary data.

**b. Analysis of data :** The researcher has analysed data with graphics

**c. Recommendation and Suggestions :** The researcher made suitable suggestions based on the analysis of the data.

### 4. Analysis of Data

#### 4.1 Identify the reasons for underdevelopment

The researcher has identified the following problems during his survey

**Tabulation of data -** The facilities which available here can be compared with those facilities available in other tourist places in India and foreign countries. The researcher has compared the same facilities available in other tourist destinations here and awarded the % of the mark.

Sr	Facilities	Value /100
<b>a</b>	3 or 4 stars hotels suitable for national and foreign tourist	<b>10</b>
<b>b</b>	Well-constructed approach roads go to seashores	<b>25</b>
<b>c</b>	Non-availability of package tour operators	<b>5</b>
<b>d</b>	Jetties for embarkation and disembarkation for water sports.	<b>12</b>
<b>e</b>	Poor maintenance of homestay	<b>25</b>
<b>f</b>	Safety-life safety appliances and navigational aids in the tourist boats	<b>30</b>

<b>g</b>	Wi-Fi connectivity in all the places	<b>50</b>
<b>h</b>	Cultural programmes are available for tourists regularly.	<b>20</b>
<b>i</b>	Aggressive marketing policy of the Maharashtra Government	<b>15</b>
<b>j</b>	Professional and skills manpower for the tourism Industry	<b>25</b>

**a. There are no 3-star or 4-star hotels :** There are resorts in Bhogwe, Khwane sea shore or MTDC resorts at Kunkeshwar. The well-constructed holiday homes at Mithbao have not been started even after 4 years. Well-furnished accommodation in 3 or 4-star hotels is not available in this district.

**b. There are no approach roads which go to seashores :** There are many beautiful virgin sea shores all over the district. There is no approach road which leads to sea shore. Examples, Shiroda and Mithbao

**c. No tour operator for package tours for the whole district :** There are small tour operator which covers only Tarkarli Devbag and Malvan. But no full-fledged tour operator who covers all tourist points from Tereknol Creek to Vjaydurg sea fort.

**d. There are no jetties for embarkation and disembarkation for water sports :** Tourists can enjoy watersports at Shiroda, Chivlyachi Vela, Kolamb Talasheel or Devgad but no jetty available at these places

**e. Poor maintenance of homestay :** The government has allowed local people to provide hoteling facilities to the tourists. But there is no standardization. Many holiday homes are not clean and well furnished

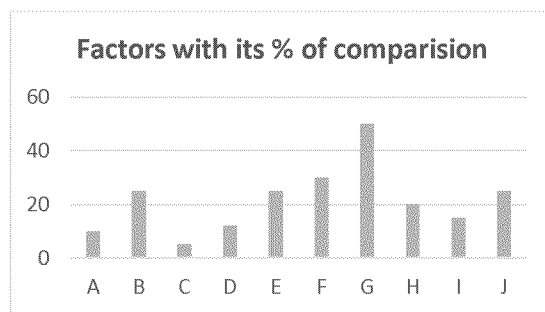
**f. No life safety appliances and navigational aids in the tourist boats :** As per the rule, lifesaving appliances are a must in the boat. However many boats are used for tourism purposes without navigational aids.

**g. No Wi-Fi connectivity in all the places :** No internet connectivity is available due to a lack of mobile towers. Most people are used to Dolphine mobile. But there are no sufficient towers.

**h. No cultural programme for tourists regularly :** Only Dashavtar is available in the southern part of Sindhudurg District. But folk dances Gomucha Dance and Dev Khele are not available to tourists.

**i. No aggressive marketing policy of the Maharashtra Government :** The Tourism Department of Government has not highlighted this unique tourist district on a state or national level. No marketing or image-building efforts for this district.

**j. No professional and skills manpowers :** No English-speaking guide is available at all tourist places. The tourism industry requires skills and knowledgeable manpower.



**Compassion with services**

### Suggestions

The facilities are not at par with national or international level. Therefore, the researcher is suggesting the following measurement based on his foreign tour experience.

**a. There are no 3 or 4-star hotels**

More investment is required to construct 3 or 4-star hotels like other countries. Maharashtra government has to try to bring more investment from another part of the state/nation or foreign country by Foreign Direct Investment.

**b. There are no approach roads which go to seashores**

Make enough budgetary provisions for this purpose.

**c. There is no tour operator for package tours for the whole district**

The researcher himself tried to arrange a package tour for the whole district. But this will be possible if there are 3-star hotels, AC busses and watersports at the every seashore. More aeroplanes are require for connectivity with foreign countries.

**d. There are no jetties for embarkation and disembarkation for water sports**

Maharashtra Maritime Board has to provide jetties to all the places or MMB has to allow their existing passenger jetties for tourists

**e. Poor maintenance of homestay**

The MTDC issues licenses for Home Stay. No periodical checking of facilities. The Owner does not care about customer service and facilities.

**f. No life safety appliances and navigational aids in the tourist boats**

The traditional fishermen use their fishing boats for tourism purposes. The fishermen do not use lifesaving material. The GST on tourist boats is 18% and fishing boat attracts 5%. Therefore, fishermen use their fishing boats to meet the demand of tourism. The central government has to reduce GST from 18 to 5 on boats used for tourist purposes.

**g. No Wi-Fi connectivity at all the places**

No internet connectivity is available due to the lack of mobile towers. The most people are used to Dolphine mobile. But there are no sufficient towers. The central telecom ministry has to provide more mobile towers.

No cultural programme for tourists regularly

The folk dances are traditional and restricted. The local people have to allow artists to participate in the performance in public.

No aggressive marketing policy of the Maharashtra Government

The Kerala government has positioned "Kerala Tourism" as a "Gods owned Country" on national and international levels. However, the Government of Maharashtra has not made such efforts. Therefore national/ international tourist comes to Goa but not adjacent to "Sindhudurg District."

**j. No professional and skills manpower**

There is no full-fledged English Speaking tourist guide for package tours who knows the history-geography and culture of this district. Some of the local colleges started Diploma Courses in Tourism and Hotel Management. But these are general diploma courses. However, it does not meet the requirements of the tourist industry of this unique district. Therefore tailor-made Diploma courses are required.

**General Recommendation**

1. Tourism service Clusters -The government is planning to bring all service providers under one roof on the website. It has to be implemented as early as possible.
2. More aeroplanes for national connectivity
3. Expedite of Mumbai-Goa road repairing work. Same delayed for the last 15 years
4. Elephant Sanctuary in Swantwadi Taluka
5. Boost tourism to see natural sculpture which is under world heritage
6. Create a Marine Park and make available glass bottom boats like Thailand.
7. Forest Safari Trekking like Nepal and Vietnam
8. Re-opened butter-fly garden at Amboli

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## 16. A Comprehensive Review of Effective Handling of Issues and Challenges Faced during the Teaching-Learning Process

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### 1. Abstract

One of the major challenges that educational institutions have been constantly focusing on the recent times in to maximize the output obtained through the Teaching-learning process. With the changing times especially post Covid-19 one of the major challenge faced is to make the process of Teaching-learning more interactive and in favor of the students, as the students have lost a touch of learning by physically being present in the class and are more used to the online methods of learning, especially with the emergence of many educational applications which have students more used to learning from them. The challenges can enhance effectiveness through proper interactive classes where there is equal participation of teachers as well as the students. With the use of Brainstorming sessions, interactive sessions, group discussions, debates, etc. a health studying environment can be created which can avail maximum benefits to the students. Elimination of barriers such as one way communication can be done through open classroom discussions between teachers and the students. It has been practically observed that implementation of such methods has been beneficial to all the students on a broader scale and has benefitted them. Covid19 has provided a platform for educational institutions to bring in changes in ways of teaching and create an atmosphere of inclusive learning.

**Keywords:** Teaching; learning; effectiveness; methods; implementation.

### 1. Introduction

In educational institutions there has been numerous discussions that take place about the best Teaching-learning process that can adhere maximum benefit for all the students, though various methods have been used in the past and many new methods have been used currently there are certain challenges that emerge out in its usage. It has been a topic that has been reviewed continuously and many suggestions have been suggested in the past too, it is necessary that with changing times new solutions are suggested to deal with the challenges. For any educational institution to be successful acknowledgement of these issues and willingness to

tackle them plays a very important role gain success in a broader way. With the various new generation of students coming up each year and taking admissions in educational institutions fulfilment of their expectations will lead them in better way and the guidance provided by teachers can be understood and applied in a better way by the students.

### **2.1 Importance of effective handling of issues faced during the teaching-learning process**

There have been many changes that have taken place in the field of Education in the past few years in the field of education and these changes have impacted the Teaching-learning process in a positive way. It has also enhanced the effectiveness in the teaching level of all the teachers, however there have been certain challenges that have emerged such as generation gaps, ineffective communication channels between teachers and students, one way communication on side of the teacher, etc. this has changed the perception of students towards education. To tackle such challenges, it is important that such issues are acknowledged by the educational institutions, especially the teachers which will create a space of continuous learning.

Generation gaps have emerged in the past few decades where the expectations of the students have changed, their approach towards education has been more towards learning things that can be applied in practical world. Theoretical concepts no longer appeal the current generation students they need education to be as per current market trends. Also, current students are very curious are constantly in quest to learn and understand new things and want to constantly communicate with their teachers and mentors, here creating a proper channel for communication to clear all students doubts becomes more essential.

Proper communication channel ensures that there is effective and constant communication between the students and the teachers creating a space for better learning. One way communication on side of the teachers can be only resolved if teachers are open for communication and make their class more interactive and keep a constant space for regular communication. Students can be encouraged with the help of sessions such as Brainstorming sessions, etc. which will create a better environment for learning and development in the class for all the students which will further facilitate the process of Teaching-learning and help in tackling the issues and challenges faced.

## **3. Review of literature**

### **3.1 Previous studies**

Afzal Sayed Munna\*1 , Md Abul Kalam<sup>2</sup> 1,2School of Business, University of Wales Trinity Saint David, Winchester House, 11 Cranmer Rd, Vassal, London, UK studied that

teachers need to identify the learning barriers as quickly as possible. Furthermore, it is essential for the teachers to enhance student engagement through active learning, to promote student inclusivity through the learning process (experiential and blended learning) and to match outcome with the faculty and student expectations through assessments.

Zulaikha Mohd Basar<sup>1</sup> , Azlin Norhaini Mansor<sup>2</sup> , Khairul Azhar Jamaludin<sup>3\*</sup> , Bity Salwana Alias<sup>4</sup> 1234Faculty of Education, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia mentioned that support within school communities, and among parents and school administrators, is vital to ensure the success of effective Teaching learning process.

Zulaikha Mohd Basar<sup>1</sup> , Azlin Norhaini Mansor<sup>2</sup> , Khairul Azhar Jamaludin<sup>3\*</sup> , Bity Salwana Alias<sup>4</sup> 1234Faculty of Education, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia further concluded that Schools, colleges, and universities are forced to conduct lectures and classes online, as an alternative method by which to continue students' learning.

#### **4. Research gap analysis**

The available literature does not have data about approaches that have proved to be effective in effectively handling the issues and challenges faced during Teaching-learning process.

##### **4.1 Objective**

To study the approaches and ways that can be used to effectively handle the issues and challenges faced during the Teaching-learning process.

#### **5. Methodology**

The study is based on secondary data, with the data being collected from sources such as various sources like books, journals, reports, magazines and websites and newspapers. The data from the other papers has also been collected and used as references.

##### **5.1 Limitations of the study**

The present study has the following limitations :

A major limitation of this study was non usage of primary data sources such as online questionnaire due to shortage of time which reduces the reachability to larger communities with good sample pool.

Another major limitation was the study was restricted to residents of Mumbai itself.

The conclusion is drawn based on the information collected through secondary data sources only

#### **6. Findings**

1. Students who were supported to take initiatives were more interested in their studies and considered studies more seriously.



2. It was observed that Freedom on part of their teachers to their students to ask questions and give examples and discussing in ways that students understand helped them in various ways and facilitated process of teaching.
3. Response towards innovative and modern ways along with facilitation of new ways of teaching and practical examples had a far better impact on the ways in which students presumed studies.

## 7. Conclusion

Present study has made an attempt to understand how effectively issues and challenges faced during Teaching-learning process can be resolved. The study identified that educational institutions and teachers need to acknowledge the issues and challenges timely and make efforts to improve the condition effectively. This can also be done through constant efforts to recognize the new and better ways to handle the situations and create a situation for students to learn and grow.

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## 17. The Role of Social Media Platform as an Income Generating Tool

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### 1. Abstract

Social media marketing is the use of social media platforms to connect with your audience in order to build and promote your brand, increase revenue and engagement, and drive website traffic. This includes creating compelling content on your social media accounts, listening to and connecting with your followers, analyzing data and results, and running social media ads. The most popular social media platforms right now are Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, YouTube, and Snapchat.

Social media has become the most popularly used forum by many users. As a result of the increased usage of these platforms, these virtual spaces have become a major source of income for some people. The easy access and the use of all social media networking websites have enabled people to utilize their inner talents and exhibit it on the internet to earn through these forums. A lot of businesses, influencers, YouTube stars, and entrepreneurs already have a social media presence.

**Keywords :** Social media platforms, Facebook, Instagram, WhatsApp, Twitter, YouTube, earning, individual, money, media marketing.

### YouTube

YouTube was launched in 2005. It was founded by three PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim, who ran the company from an office about a small restaurant in San Mateo. Youtube is the second most used app whereas the first is facebook.

### YouTube Revenue

YouTube has reported more than 30% revenue growth in the past four years. It generated \$ 28.8 billion in 2021, a 46% increase on 2022. YouTube have generated revenue bn \$ (Table 1).

**Table 1 : YouTube annual revenue 2017 to 2021 (\$bn)**

Year	Revenue (\$bn)
2017	8.1
2018	11.1
2019	15.1
2020	19.7
<b>2021</b>	<b>28.8</b>

Source : Alphabet, Social App Report, WSJ

**YouTube Users**

YouTube reached 2.5 billion active users in 2021, making it one of the most popular apps in the world, behind Google and Facebook on total usage. Users have generated revenue in bn \$ (table 2). This shows how users have generated revenue in the upcoming years.

**Table 2 : YouTube annual users 2017 to 2021**

Year	Users (bn)
2017	1.6
2018	1.8
2019	2
2020	2.3
2021	2.5

Source : Company data, Social App Report

**Facebook**

Facebook probably needs no introduction; nonetheless, here is a quick history of the company. The world's biggest and most-famous social network was launched by Mark Zuckerberg while he was a student at Harvard University, in early 2004.

**Facebook Revenue**

Facebook surpassed \$100 billion revenue in 2021 for the first time, increasing its revenue by 37% year-on-year to \$117.9 billion in 2021.

**Table no. 3**

Year	Revenue (\$bn)
2017	40.65
2018	55.83
2019	70.69
2020	85.96
2021	117.92

Source : Company data, Social App Report

### Facebook revenue by region

About 43% of Facebook's revenue comes from North America, but Europe and Asia-Pacific have been growing at a faster rate in the past two years.

### Facebook profit

Facebook has seen an increase in operating profit each year, apart from in 2019, when it declined by 4%. In 2021, it reported \$46.7 billion in operating profit.

Facebook have generated profit in \$bn (table 4).

**Table 4 : facebook annual net income 2017 to 2021**

Year	Net income (\$bn)
2017	15.9
2018	22.1
2019	18.4
2020	29.1
2021	39.3

Source : Company data, Social App Report

### Facebook Monthly Active users

Facebook has 2.9 billion monthly active users (MAUs), but for the first time since it launched, user growth stalled in (table 5) 2021.

**Table 5 : Facebook annual MAUs 2017 to 2021 (mm)**

Year	MAUs (mm)
2017	2000
2018	2230
2019	2410
2020	2700
<b>2021</b>	<b>2910</b>

Source : Company data

### Instagram

Instagram is a photo and short video sharing social network. It was founded in 2010 by software engineer Michel Krieger and computer programmer and former Google-employee Kevin Systrom.

### Instagram revenue

Instagram's revenue has increased rapidly in the past two years, as the pandemic drew more users and brands onto the platform. It made an estimated \$47.6 billion revenue in 2021.

**Table 8 : Instagram annual revenue 2017 to 2021**

Year	Revenue (\$bn)
2017	4.1
2018	10.3
2019	19.4
2020	26.8
2021	47.6

Source : Instagram Report

**Instagram users**

Instagram reached two billion active users in (table 9) 2021 and has continued to grow at a steady pace. It is on track to reach 2.5 billion by 2023.

**Table 9 : Instagram annual users 2017 to 2021**

Year	Users (mm)
2017	700
2018	1000
2019	1210
2020	1520
2021	1890

Source : Instagram Report

**Literature Review**

In the present technology driven world, social systems administration locales have turned into a road where retailers can stretch out their marketing efforts to a more extensive scope of consumers. Chi (2011) characterizes social media marketing as a “connection among brands and consumers, offering a personal channel and cash for client focused systems administration and social collaboration.” The tools and methodologies for speaking with clients have changed extraordinarily with the rise of social media; in this way, organizations must figure out how to utilize social media in a way that is reliable with their strategy (Mangold and Faulds, 2009). As a relatively new behavior, donation to content creators in social media has become very popular in the last few years. Different from traditional donation to nonprofit organization or victims, donation to content creators in social media has received little attention from academic researchers. On the basis of the socio-technical systems framework and attachment theory, this study develops a model to investigate the effects of social and technological factors on users’ donation behavior. Our results indicate that donation intention is determined by the emotional attachment to the content creator and functional dependence on social media, which are

influenced by both social factors (identification, interaction, and information value) and technical factors (sociability and personalization).

When examining social media and adolescents, studies have shown that adolescents display a variety of set patterns in their interactions among peer groups. Adolescents are capable of differentiating between a very close friend, someone who would be just considered a friend or an acquaintance. This is important in determining who to share intimate information about and who is simply apart of a generic social circle (Cotterell, 2007).

### **Objective of the study**

- To explore the potential of social media platforms as source of income generating tool.
- To identify the impact of using Facebook, Instagram, YouTube to the public.
- To find out the knowledge about social media platform to the general public.

### **Research methodology**

A mix method of structure questionnaire was used in which close ended questions were asked. Questions related to use of social media, frequency of use, user satisfaction were asked. The availability of specific scale that suits the objective of the research was scarce; hence self-made questionnaire was drafted and was tested through pilot study. Post pilot study questionnaire was modified wherever required and was distributed among the population of the research.

### **Sample size**

The sample size taken for the research was 140. The age of the sample is between 18 to 45years. The occupation of the sample was service, business, students, teacher, youtuber, influencer, housewife, etc.

### **Data collection**

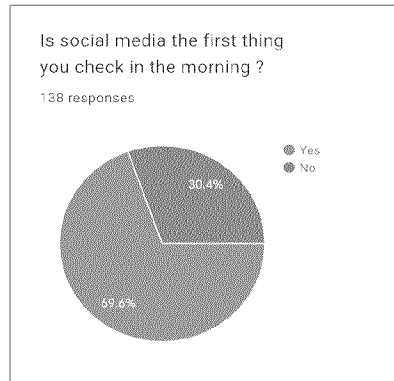
The questionnaire method was used for the project. The questionnaire was made with the Google form, sent through electronic format such as emails & social media platforms. In the survey, 140 responses were collected, from that 8 Responses were eliminated in the editing.

### **Data collection and Analysis**

#### **Is social media the first thing you check in the morning ?**

<b>Response</b>	<b>Respondents</b>	<b>Percentage</b>
Yes	96	69.6
No	42	30.4
Total	138	100

Source: Prepared by researcher based on responses collected

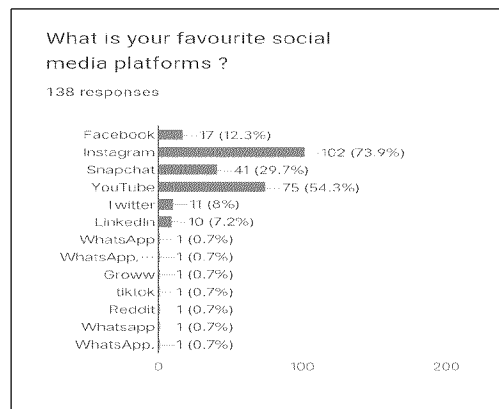


**Interpretation** - It is observed that 69.6% of the respondents check the social media platforms in the morning, 30.4% respondents do not check the social media in the morning.

**What is your favorite social media platform?**

Responses	Respondents	Percentage
Facebook	17	12.3
Instagram	102	73.9
Snapchat	41	29.7
YouTube	75	54.3
Twitter	11	8
LinkedIn	10	7.2
Others	1	0.7

Source: Prepared by researcher based on responses collected

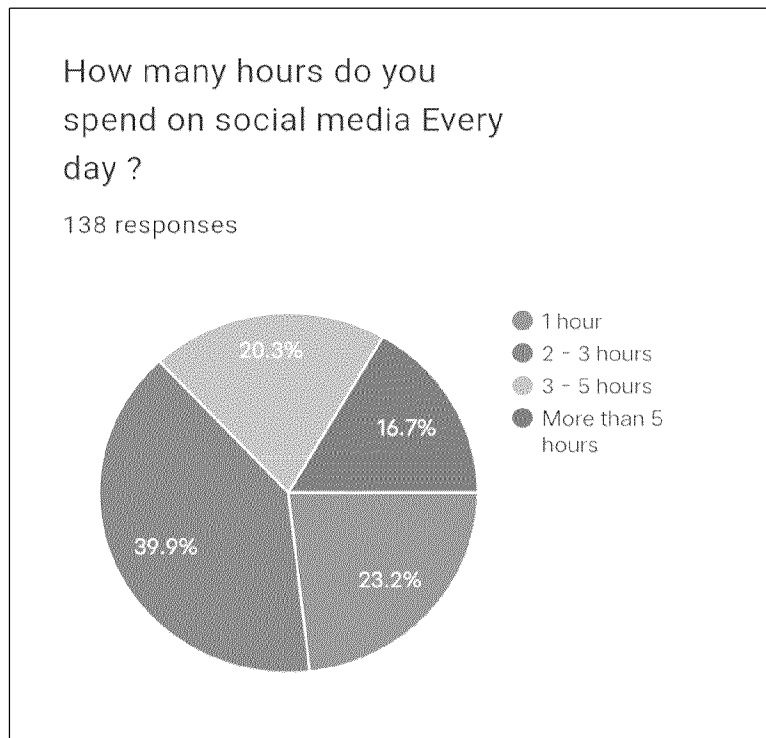


**Interpretation** – It is observed that the maximum of the respondents i.e. 73.9% favorite social media platform is instagram , 54.3% of the respondents favorite social media platform is YouTube, 12.3% of the respondents favorite social media platform is facebook.

**How many hours do you spend on social media everyday?**

<b>Responses</b>	<b>Respondents</b>	<b>Percentage</b>
1 hour	32	23.2
2-3 hours	55	39.9
3-5 hours	28	20.3
More than 5 hours	23	16.6
<b>Total</b>	<b>138</b>	<b>100</b>

Source: Prepared by researcher based on responses collected



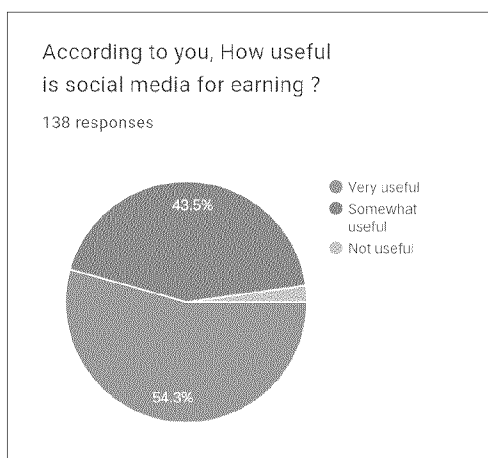
**Interpretation** – It is observed that 39.9% of the respondents use social media 2-3 hours a day, 23.2% of the respondents use social media 1 hour a day, 20.3% of the respondents use social media 3-5 hours a day and 16.6% of the respondents use social media platforms more than 5 hours a day.

**According to you, how useful is social media for earning?**

<b>Responses</b>	<b>Respondents</b>	<b>Percentage</b>
Very useful	75	54.3
Somewhat useful	60	43.5
Not useful	3	2.2

Source: Prepared by researcher based on responses collected



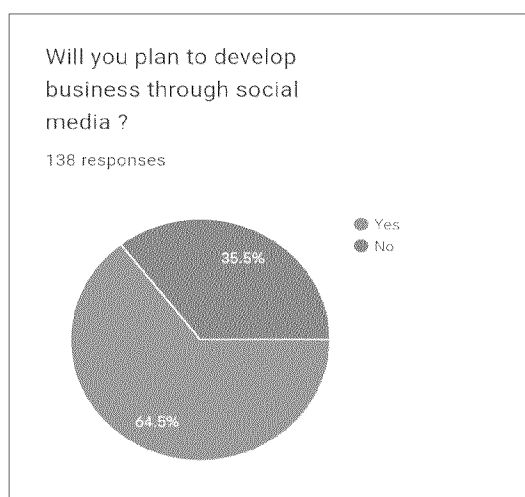


**Interpretation** – It is observed that 54.3% of the respondents thinks social media can be very useful for earning purpose, 43.3% of the respondents think somewhat is can be useful for earning, and 2.2% of the respondents feels social media cannot be useful for earning purpose.

**Will you plan to develop your business through social media?**

Responses	Respondents	Percentage
Yes	89	64.5
No	49	35.5
Total	138	100

Source: Prepared by researcher based on responses collected



**Interpretation** – It is observed that 64.5% of the respondents will plan to develop their business through social media and 35.5% of the respondents do not think they will plan their business with social media.

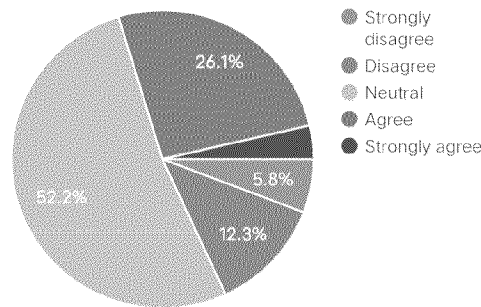
**Social media marketing is better than traditional marketing?**

<b>Responses</b>	<b>Respondents</b>	<b>Percentage</b>
Strongly disagree	8	5.8
Disagree	17	12.3
Neutral	72	52.2
Agree	36	26.1
Strongly agree	5	3.6

Source: Prepared by researcher based on responses collected

Social media marketing is better than traditional marketing

138 responses



**Interpretation** - It is observed that 52.2% of the respondents feels both social media marketing and traditional marketing is important, 26.1% of the respondents agrees to social media marketing is better than traditional marketing, and 12.3% of the respondents does not agree to the statement.

**Suggestions/Recommendations**

**Create a strategy**

Each platform needs its strategy. Every platform is different in some way and it is important to understand what works best to create targeted content and generate engagement.

Some questions to consider are:

- Why am I using this platform?
- Who is my target audience?
- What brand message am I trying to push?

### **Track and Analyze Metrics**

Diving deep into social media analytics is one of the most important steps to do when building your brand online. Thankfully, most social media apps already track your metrics, as long as it is a business account. With the data and statistics, you can effectively analyze your strategy and continue to drive performance.

### **Conclusion**

We have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks. The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice.

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## 18. A Study on Impact of Zomato's Viral Instagram Post on Customer Engagement

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### Abstract

Instagram is one of the popular and most used social media applications around the globe. Whereas, Zomato being one of the largest food delivery platform in India. Today, with the changing times, modes of advertisements and promotions have changed. Social media advertising is mostly used by all the brands. In this current study researcher tries to understand the impact of Zomato's Instagram post on Customer Engagement. The study focuses that how a particular Instagram post by Zomato is liked, disliked by the users of social media.

**Key words:** Social Media, Instagram, Zomato, Customer Engagement.

### Introduction

Zomato is one of the largest and the popular online food delivery platform. It was founded by Deepinder Goyal and Pankaj Chaddah in the year 2008. Over the journey of 15 years, Zomato has acquired various rounds of funding, acquired many stakes in industry. As of 2022-23, Zomato operates and serves in 1000 Indian cities and towns. Zomato is popular for delivering food from restaurant to client at the earliest at the lowest possible delivery fees being charged. Instagram, being one of the popular social media platforms founded in the year 2010. Today, the company is owned by Meta Platforms. Instagram has various features such as stories, reels, posts, threads, hashtags. Zomato has a verified account on Instagram with 858k followers. Zomato likes to keep up with trends such as sports, memes, music, movies, and politics and try to keep engaging with consumers.

### Review of literature

**Agam, D. N. L. A. (2017)** has presented a study on impact of viral marketing. The study was conducted on 100 clients of MaatinShakir Clothing Line through structured questionnaire through Instagram and Facebook. The study finds that majority of the respondents prefer using

Instagram than Facebook. They are of the opinion that consumers prefer viral marketing as they get a platform to express their views about the product. They not only share the negatives but also share the pointers on which brands could improve their product. Viral Marketing is useful to consumers getting update about the new products. Brands get a platform to interact and communicate with the consumers.

**Yanuar, D., Azman, Z., Nurrahmi, F., & Kamara, F. (2021)** presented a research to study the use of viral marketing via Instagram in increasing their brand awareness. The study was based on a coffee shop in Banda Aceh named 'Harvies Coffee'. Harvies coffee is quite popular brand on Instagram having 10000 followers. This brand had conducted viral marketing activity three times i.e. in 2014, 2019 & 2020. The first time was unplanned where as in the third attempt they had made use of plan, techniques through Instagram. They have tried to raise the brand awareness through word of mouth. The study finds that viral marketing helps in to reach lot of consumers without spending a lot of money on them. It helps in seamless and easy communications.

**Razali, G., Nikmah, M., Sutaguna, I. N. T., Putri, P. A. N., & Yusuf, M. (2023)** presented a study to understand the relation and influence of viral marketing, brand awareness purchase decisions. The study was based on the respondents who are the followers on Instagram page of Bandung Matuka Cake. Using SEM for data analysis, it was found that majority are the women who follow Bandung Matuka Cake's Instagram account. It was found that viral marketing contributes towards brand awareness by 38.7 percent. This brand awareness in return influences positive purchase decision.

### **Objectives of the Study**

1. To study the viral Instagram post of Zomato.
2. To study the impact of Zomato's viral Instagram pages on consumer engagement.

### **Scope of the Study**

The study focuses on understanding the consumer reactions towards Zomato's trending posts on Instagram. Instagram is one of the popular social media platforms and Zomato is one of the popular online food delivery platforms. Zomato regularly updates his Instagram page with posts with trending topics and memes to catch customers' attention. This research study is primarily focuses on the impact of Zomato's trending post on Instagram on consumer engagement.

## Limitations of the Study

The study is a secondary based study. It is limited to trending/ viral posts of Instagram. It is also limited to the popular online food delivery platform i.e. Zomato.

## Research Methodology

### Data Collection and Source

The study is based on secondary data. The secondary data is collected from various sources and materials published online, journals, books, and websites. As the study is based on the viral post of Instagram, sources and posts have also been taken from Instagram

### Viral Post of Instagram

Zomato has 858K followers on Instagram and till date they have 2692 post on their Instagram page. Zomato always like to keep up with trends. From cricket to politics, from movies to national and international content; they try to keep their audience engaged with their trending post. Instagram is a platform where Zomato freely communicates with their audience. Customers get a platform to connect with the brand, share their views, suggestions, feedback. Instagram is a platform to reach majority of the customers easily.

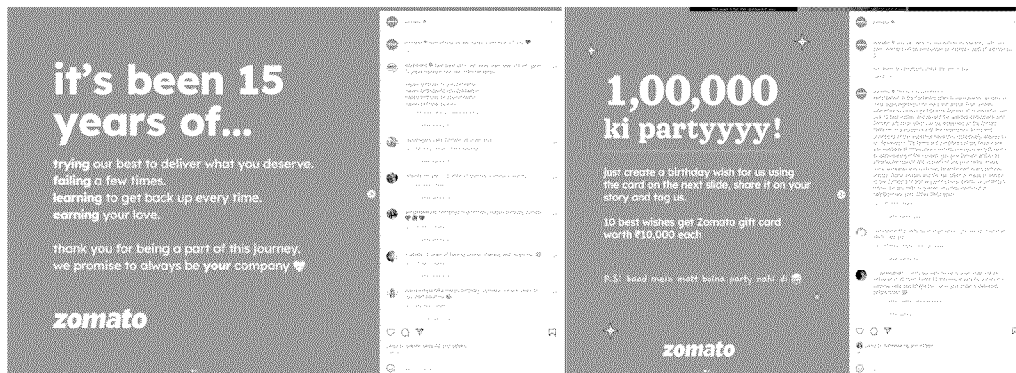
Let us study the impact and reaction of customers on some of the viral posts of Zomato on Instagram:



**Source:** <https://www.instagram.com/p/CwSY4WaSdiG/>

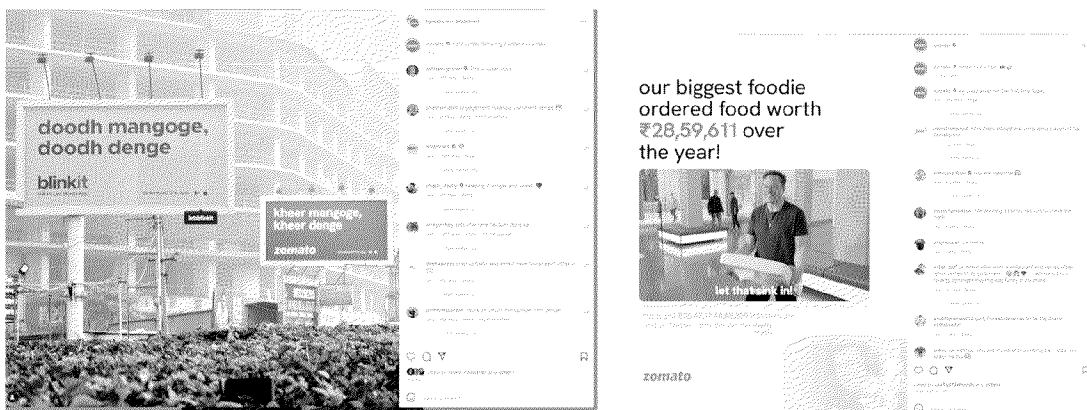
This is the post recently posted by Zomato on Instagram on the successful landing of Chandrayaan 3 on Moon. Zomato celebrates India's achievement with their followers. Some of

comments show that customers demand free GulabJamun or certain discounts by Zomato on this big achievement.



Source: [https://www.instagram.com/p/CugZwfhJ238/?img\\_index=1](https://www.instagram.com/p/CugZwfhJ238/?img_index=1)

The above Instagram post shows that Zomato loves to share their achievements with their customer’s on Instagram. Here, Zomato is celebrating its 15 years of being in Industry by offering some discounts. People share their positive and negative experiences about Zomato in the comment section of this page.

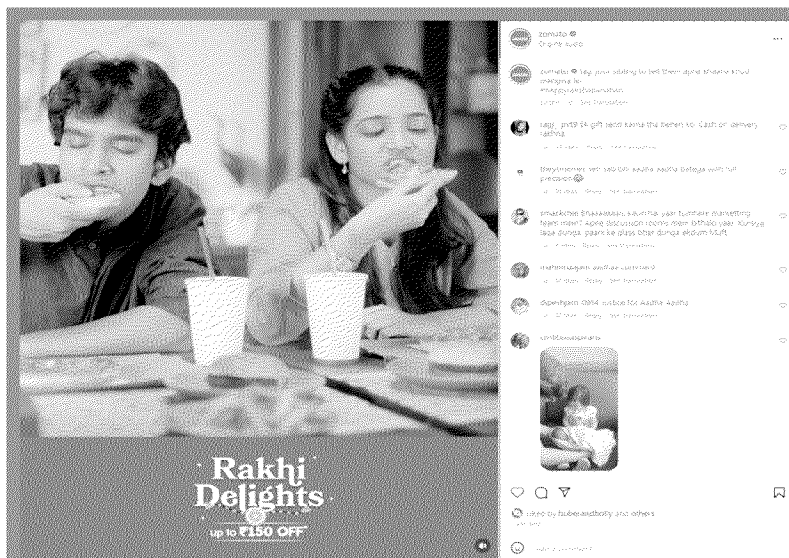


Source : [https://www.instagram.com/p/CmtlpOepxTV/?img\\_index=2](https://www.instagram.com/p/CmtlpOepxTV/?img_index=2)

The above are few other trending Zomato’s post on Instagram where they have received the highest engagement. Be it the trendingpost which competes with Blinkit; the famous billboard post of Zomato has caught millions of views of Instagram. It was one of the most viral posts. Users loved this postZomato. They shared their funny views in the comment section.

Whereas, on the other hand Zomato is one of the preferred choices while ordering food during the whole year of 2022. As per the update from Zomato on Instagram, that Zomato has delivered 186 Biryani’s per minute, where as one of the customer had ordered food worth Rs.28,

59,611 in 2022. On the other hand, a customer from Delhi named Ankur had placed 3330 orders during the whole year.



## Conclusion

It has been clearly seen from the Zomato's Instagram page, Zomato keeps their page up to date with their customer. Be it any festive, occasion, event, achievement, trend etc. Zomato comes up with the engaging post on their Instagram Page. Instagram is a platform where they can easily connect with people at large. Users also get a free interactive platform to share their views. Every post of Zomato, has thousands of comments and likes and shares. This shows that customers like engagement with Zomato.

As per the article shared by Economic Times on Jan 16,2022; an intern of Zomato had created a post which got viral and gained 20K likes within one hour whereas and it received 50K within few hours. Seeing this over whelming response by the users, Zomato had offered full time position to that intern via a social media post.

This shows that Instagram proves to be a beneficial platform for Zomato in terms of their users. Social media marketing is indeed helpful for all the brands in giving them a platform to engage customers, gain popularity, have a constant engagement with their users. Use of posts, videos, memes, hashtags, stories, interactive polls on social media platform such as Instagram is indeed helpful and beneficial for Zomato in gaining their popularity as well in being in constant touch with their customers.



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## 19. A Study of Covid Impact on CSR Expenditure of Different States of India

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### **Abstract**

With the New Companies Act, 2013, in early April 2014, India became the first country in the world to make Corporate Social Responsibility (CSR) mandatory. As a result, businesses are allowed to invest all of their profits in areas such as education, gender equality, poverty, and hunger, which is an important element of any CSR compliance. Corporate Social Responsibility (CSR), is an organization's commitment to manage the social, environmental and economic effects of its operations responsibly and in line with public and stakeholder expectations. At issue for CSR are the "societal expectations of corporate behaviour; a behaviour that is alleged by a stakeholder to be expected by society or morally required and is therefore justifiably demanded of a business" (Whetten et al. 2002: 374). Objectives: 1. To understand concept of Corporate Social Responsibility. 2. To study covid impact on CSR expenditure of different states of India. Hypotheses: H0: CSR expenditure of different states of India had not reduced in covid period. H1: CSR expenditure of different states of India had reduced in covid period. Secondary data was collected from National CSR portal. Limitation of the study: Scope of the study: Data was used for six years from 2014-15 to 2021-22. Limitations of the study were time, money and secondary research data was National CSR portal. Utility of the study: The research paper will be useful to government to make polices relating to CSR and it will be useful to research scholars to do further research. Findings: CSR total expenditure of India (all states) was Rs. 24891.63 in 2019-20 and Rs. 24865.46 in 2021-22. It reduced during covid period.

**Keywords:** CSR, SEBI, BRR, DPE and PSU.

### **1. Introduction**

With the New Companies Act, 2013, in early April 2014, India became the first country in the world to make Corporate Social Responsibility (CSR) mandatory. As a result, businesses are allowed to invest all of their profits in areas such as education, gender equality, poverty, and

hunger, which is an important element of any CSR compliance. Furthermore, in the midst of the coronavirus outbreak, the Ministry of Corporate Affairs has announced that a company's expenditures used to combat the pandemic will be considered valid under various CSR initiatives. Funds may be used for a variety of initiatives related to the COVID-19 pandemic, such as healthcare promotion, including preventative sanitation and healthcare, disaster management, and so on.

The board of directors usually has a Corporate Social Responsibility Committee and all funds provided under the Corporate Social Responsibility programme are primarily and solely for the purpose of addressing social development issues and improving the living standards of hundreds of thousands of economically poor and disadvantaged people in our society so that they can live a dignified and productive life as well. CSR is considered as a corporate initiative to take responsibility for and assess the company's impact on social welfare and environmental repercussions. It has a lot to do with businesses' efforts to promote positive social and environmental change.

Corporate Social Responsibility (CSR), is an organization's commitment to manage the social, environmental and economic effects of its operations responsibly and in line with public and stakeholder expectations. CSR is strongly connected with the principles of sustainability. The Authority commits to make decisions based not only on financial or operational factors, but also on the social and environmental consequences. Organizations increasingly use CSR activities to position their corporate brand in the eyes of consumers and other stakeholders, such as through their annual reports (Sweeney and Coughlan 2008) and websites (Maignan and Ralston 2002; Wanderley et al. 2008).

An issue for CSR are the "societal expectations of corporate behavior; a behavior that is alleged by a stakeholder to be expected by society or morally required and is therefore justifiably demanded of a business" (Whetten et al. 2002: 374). As a stakeholder-oriented concept, CSR holds that organizations exist within networks of stakeholders, face the potentially conflicting demands of these stakeholders, and translate the demands into CSR objectives and policies. In some cases though, organizations attempt to change stakeholders' expectations (Lamberg et al. 2003). Although CSR now appears as an important dimension of contemporary business activities (Kotler and Keller 2008), the dynamic and practical aspects of developing a CSR

orientation within an organization have emerged only recently in literature (Jonker and de Witte 2006; Lindgreen et al. 2009).

The starting point for any company that wishes to establish a new CSR policy or to review its existing policy is to assemble a working group composed of the appropriate legal and operational leaders. Members might include board directors, key operations executives, communications executives and in-house counsel. A company's CSR program should be shaped by legal requirements, corporate values, market, industry and societal norms and the commercial context in which the company operates. Department of Public Enterprises (DPE) has been issuing guidelines to Public Sector Undertakings (PSUs) to implement CSR, in addition to the provisions of Companies Act, 2013. Securities and Exchange Board of India (SEBI) has mandated the top 500 companies, by market capitalization, to report on the implementation of these principles through the Business Responsibility Report (BRR).

## **2. Literature Review**

In a third study, Garriga and Melé (2004) distinguish four groups of CSR theories, considering their respective focus on four different aspects of the social reality: economics, politics, social integration, and ethics. Howard R. Bowen marked the beginning of the modern period of CSR literature with his book *Social Responsibility of the Businessman*, published in 1953. He started by asking the following: 'What responsibility to society may businessmen reasonably be expected to assume?' Preston and Post (1975) introduced the notion of 'public responsibility'. With this notion, they tried to define the function of organizational management within the specific context of public life.

## **3. Objectives**

1. To understand concept of Corporate Social Responsibility
2. To study covid impact on CSR expenditure of different states of India

## **4. Hypotheses**

H0: CSR expenditure of different states of India had not reduced in covid period.

H1: CSR expenditure of different states of India had reduced in covid period.

## **5. Research Methodology**

Secondary data was collected from National CSR portal. Anova (F Test) was used to analysis data.

## 6. Research Work

### 6.1 Data Analysis and Interpretation

**Table 1 : CSR Expenditure State wise from 2014-15 to 2020-21**

State including UTs	FY 2014-2015 (INR Cr.)	FY 2015-2016 (INR Cr.)	FY 2016-2017 (INR Cr.)	FY 2017-2018 (INR Cr.)	FY 2018-2019 (INR Cr.)	FY 2019-2020 (INR Cr.)	FY 2020-2021 (INR Cr.)
Andaman And Nicobar	0.29	0.55	0.63	0.73	0.82	1.29	2.19
Andhra Pradesh	414.28	1276.73	741.52	575.07	664.87	710	662.39
Arunachal Pradesh	11.05	1.48	24.05	11.91	24.56	18.02	10.58
Assam	134.78	158.97	256.92	211.33	210	282.14	163.21
Bihar	36.69	123.8	100.62	106.17	137.57	110.15	78.02
Chandigarh	1.77	5.34	21.96	20.51	11.46	15.58	13.12
Chhattisgarh	161.3	239.72	84.66	176.7	149.35	268.18	305.73
Dadra And Nagar Haveli	4.41	12.03	7.37	6.98	13.48	18.34	18.08
Daman And Diu	20.05	2.39	2.63	20.23	6.25	9.53	5.25
Delhi	237.44	455.17	460.25	579.37	749.24	827.74	657.73
Goa	27.11	28.15	33.28	53.77	46.77	43.86	40.95
Gujarat	313.41	547.94	864.83	967.97	1082.09	982.53	1397.26
Haryana	187.41	373.44	386.17	363.43	377.53	521.11	536.86
Himachal Pradesh	10.95	52.2	22.83	69.23	78.79	78.61	104.6
Jammu And Kashmir	38.48	107.8	42.65	50.77	36.44	25.27	35.1
Jharkhand	79.44	116.93	95.49	109.23	109.8	155.21	208.34
Karnataka	403.47	771.59	875.38	1145.42	1250.39	1445.8	1205.23
Kerala	68.23	145.03	133.82	219.71	354.67	295.78	283.78
Lakshadweep	0	0.3	0	2.27	0.39	0	0.01
Madhya Pradesh	141.85	171.58	161.11	163.92	243.17	215.06	344.13
Maharashtra	1445.92	2026.91	2414.8	2797.53	3144.23	3336.14	3306.72
Manipur	2.44	6.25	12.35	4.81	7.81	14.21	9.66
Meghalaya	3.53	5.59	9.75	11.18	16.54	17.65	12.46
Mizoram	1.03	1.07	0.08	1.28	0.11	0.25	0.81
Nagaland	1.11	0.95	0.53	1.81	2.12	5.1	3.57
Odisha	252.18	618.69	316.31	504.22	688.25	714.82	547.57
Puducherry	2.02	6.37	7.43	6.09	9.15	11.32	11.79
Punjab	55.61	69.14	75.05	112.36	166	188.52	126.01
Rajasthan	299.76	483.99	324.23	443.35	595.44	733.95	643.07
Sikkim	1.19	1.45	6.71	7	5.87	10.99	15.15
Tamil Nadu	539.64	588.22	544.43	669.65	876.83	1069.45	1082.33
Telangana	101.96	263.6	256.15	380.56	428.06	445.56	579.75
Tripura	1.33	1.39	1.25	1.88	23.06	9.4	9.29
Uttar Pradesh	148.9	416.99	321.23	435.21	519.14	577.08	826.67
Uttarakhand	74.79	73.11	102.37	85.79	172.26	124.65	151.3
West Bengal	194.86	412.14	275.68	338.32	381.77	416.97	427.44
<b>Grand Total</b>	<b>10065.93</b>	<b>14517.21</b>	<b>14344.87</b>	<b>17098.18</b>	<b>20172.07</b>	<b>24891.63</b>	<b>24865.46</b>

**Table 2 : Comparison of CSR Expenditure of States before Covid 19 and during Covid 19 period**

State including UTs	FY 2019-2020 (INR Cr.)	FY 2020-2021 (INR Cr.)	Changes Increase/ Decrease	Percentage %
	Period Before Covid 19	Covid 19 Period		
Andaman And Nicobar	1.29	2.19	0.9	70%
Andhra Pradesh	710	662.39	-47.61	-7%
Arunachal Pradesh	18.02	10.58	-7.44	-41%
Assam	282.14	163.21	-118.93	-42%
Bihar	110.15	78.02	-32.13	-29%
Chandigarh	15.58	13.12	-2.46	-16%
Chhattisgarh	268.18	305.73	37.55	14%
Dadra And Nagar Haveli	18.34	18.08	-0.26	-1%
Daman And Diu	9.53	5.25	-4.28	-45%
Delhi	827.74	657.73	-170.01	-21%
Goa	43.86	40.95	-2.91	-7%
Gujarat	982.53	1397.26	414.73	42%
Haryana	521.11	536.86	15.75	3%
Himachal Pradesh	78.61	104.6	25.99	33%
Jammu And Kashmir	25.27	35.1	9.83	39%
Jharkhand	155.21	208.34	53.13	34%
Karnataka	1445.8	1205.23	-240.57	-17%
Kerala	295.78	283.78	-12	-4%
Lakshadweep	0	0.01	0.01	
Madhya Pradesh	215.06	344.13	129.07	60%
Maharashtra	3336.14	3306.72	-29.42	-1%
Manipur	14.21	9.66	-4.55	-32%
Meghalaya	17.65	12.46	-5.19	-29%
Mizoram	0.25	0.81	0.56	224%
Nagaland	5.1	3.57	-1.53	-30%
Odisha	714.82	547.57	-167.25	-23%
Puducherry	11.32	11.79	0.47	4%
Punjab	188.52	126.01	-62.51	-33%
Rajasthan	733.95	643.07	-90.88	-12%
Sikkim	10.99	15.15	4.16	38%
Tamil Nadu	1069.45	1082.33	12.88	1%
Telangana	445.56	579.75	134.19	30%
Tripura	9.4	9.29	-0.11	-1%
Uttar Pradesh	577.08	826.67	249.59	43%
Uttarakhand	124.65	151.3	26.65	21%
West Bengal	416.97	427.44	10.47	3%

## 6.2 Hypotheses

H0: CSR expenditure of different states of India had not reduced in covid period.

H1: CSR expenditure of different states of India had reduced in covid period.

**Table 3 - Analysis of data**

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Period Before covid 19	36.00	13700.26	380.56	391842.61		
Period after covid 19	36.00	13826.15	384.06	391382.26		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	220.12	1.00	220.12	0.00	0.98	3.98

Null hypothesis is failed to reject as P – value is 0.98 which is less than F critical value of 3.98 and P-Value is more than 0.5. Hence, Researcher assumed that CSR Expenditure of different states of India had not reduced in covid period.

## 6.3 Scope of the study

Data was used for six years from 2014-15 to 2021-22. Limitations of the study were time, money and secondary research data was National CSR portal.

## 6.4 Utility of the study

The research paper will be useful to government to make polices relating to CSR and it will be useful to research scholars to do further research

## 6.5 Limitations of the study

Limitations of the study were time, money and secondary research data was National CSR portal. CSR data of State wise expenditure was not available for the Financial Year 2021-22 in National CSR portal.

## 7. Findings

- i. Total CSR expenditure of states was Rs.10065.93 crores in 2014-15, which was increased to 24865.46 in 2020-21 i.e by Rs.14799.53 crores (59.52%).
- ii. If you see CSR expenditure of states in 2019-20 was 24891.63 and in 2020-21 it was 24865.46. It had reduced by Rs.26.17 crores (0.11%) due covid 19. It clearly shows that Covid 19 had effected badly on CSR expenditure of states.

- iii. 16 states CSR Expenditure increased whereas 19 states CSR Expenditure decreased during covid 19 period.

### **8. Conclusions**

Researcher concluded that CSR expenditure is indispensable in the Vertical and Horizontal growth of the country. During Covid 19 CSR expenditure of different states had been reduced, which affected different themes such as Slum Area Development, Rural Development, Heritage Art and Culture, Poverty Alleviation and Health Care, Gender Equality and Women Empowerment.

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## 20. A Comprehensive Review of Reverse Logistics

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### 1. Abstract

Intensifying competition due to globalization and rapid technological development has led organizations to strive for efficiency in their supply chain. Making reverse logistics processes more efficient, such as recycling returned products or disposing of products at the end of their useful life, is an opportunity for companies to maintain and increase their competitiveness and market share. The volume and financial value of products moving in the opposite direction in the supply chain have increased and will continue to increase, especially as the environmental, legal, and customer service requirements increase in the market. It has been reported that the value of returned products in the commercial sector has exceeded \$100 billion per year. This process of returning products through the supply chain is a reverse logistics process and can involve many different logistics activities. This article discusses reverse logistics and describes its advantages and disadvantages.

**Keywords** - Reverse Logistics, process, recycle, sustainable development, profits.

### 2. Introduction

Reverse logistics is defined as "the process of planning, executing and directing the flow of raw materials, work-in-progress and finished goods from production, distribution or use to recovery or appropriate disposal." In other words, Reverse Logistics deals with processes related to products, components, and materials from users/owners to recyclers. A company that can correctly expand and develop its reverse logistics tactics for product returns and reverse logistics can be useful for the organization and clients. Greater insight into elements related to reverse logistics and product performance can help to identify areas of supply chain management and manufacturing where changes may be needed in the reverse logistics process. Operations in this subject include disposal, recycling, recovery, disposal, resale, storage, or transport; depending on the type of product or material being returned. The main features of reverse logistics are product return management, reproduction, packaging, repair, and decommissioning. It can simplify

business processes and reduce losses by focusing on the five R's of reverse logistics - return, resell, repair, repack, and recycle. Some functions of reverse logistics have a counterpart in the forward distribution channel, but the difference lies mainly in the sales functions and the final operation of the product. These activities are a key factor why company management must direct the necessary resources to the reverse logistics process and properly monitor and measure their reverse logistics processes. Possible consequences of not meeting a company's reverse logistics needs can include higher transportation costs, higher storage and warehousing costs, higher repair costs for returned products, and other reductions in value. defective products or processes. The purpose of this paper is to develop a solid understanding of the role and key benefits that impact the reverse logistics process within an organization in a supply chain context.

### **3. Objectives**

- To study an overall view of reverse logistics.
- To analyze the advantages and disadvantages of reverse logistics in industry and on customers.
- To understand customer satisfaction and the company's perception of reverse logistics.

### **4. Hypotheses**

The following hypotheses were framed to analyze the perception of respondents in the Reverse Logistics process.

- H0: There is no significant difference in the perception of reverse logistics among different groups based on different factors of the respondents.
- H1: There is a significant difference in the perception of reverse logistics among different groups based on different factors of the respondents.

### **5. Research Methodology**

#### **a. Primary Data Collection**

Primary Data is collected from the respondents through structured questionnaires prepared via Google Forms.

#### **b. Sample**

A sample of 50 Respondents from Thane District, Maharashtra, India has been collected. The sample is selected through the Convenience Sampling Method.

#### **c. Tools and Techniques of Analysis**

Data is analyzed by using the percentage method.

#### **d. Limitation of the study**

The study is limited to Thane District, Maharashtra, India due to constraint of time, and Physical limitation therefore only a convenience sample of 50 Respondents are selected.

#### **6. Review of Literature**

In the article “**Reverse logistics processes in plastic supply chains**” **Magdalena** conveyed that plastic plays a key role in economic development and also contributes to sustainable growth. Plastic is used in many different ways, in vehicles it is used to lighten the weight of the car to reduce fuel consumption, in factories to pack goods, and in the food industry to protect food. Everything we use requires plastic, but at the same time, it is a material that is not inherently recyclable. It also states that the plastic industry must use reverse logistics to channel used plastic productively. This can be done by utilizing and processing plastic waste according to environmental standards and considering a holistic approach to the use of plastic.

In the article “**The Components of Reverse Logistics Management**” by **Punyapon** focuses on reverse logistics components. In order to find a suitable solution, the researcher used two methods: the qualitative method and the focus group method, and interviewed 21 people in the logistics industry and 15 people from the supply chain industry. After research, it was concluded that First Return Policy and Procedures (RPP) are guidelines for returning products from a wholesaler or retailer to their point of origin, the production site. The second is Remanufacturing or Refurbishment (ROR) which began from a process of sorting components for inspection to determine their value to be sent back for recycling and reuse in the remanufacturing process.

In the article “**Reverse Logistics: Overview and Challenges for Supply Chain Management**” **Sergio Rubio and Beartriz Jimenez** concluded that reverse logistics is a major part of the industry and all companies and professionals are currently considering reviving EoU products as a business opportunity. The biggest challenge is designing the reverse logistics network. This includes the collection, examination, and recovery process. Nowadays, many experts and various organizations have started to show interest in RL activities, and a large amount of data is available to work in this field.

In the article “**Investigation of barriers and factors affecting the reverse logistics of waste management practice: A case study in Thailand**” by **Sumalee Pumpinyo and Vilas** if waste can be separated from the sources, which really reduces costs, where end users elsewhere

want to continue waste recycling, waste purity, and proper sorting in the production house. It also says that non-franchise Thai companies should improve the skills, technology, and economies of scale of their employees through appropriate training and information system development. The development of this sector can support recycling and training programs for RL experts and government support initiatives to improve recycling practices in the country.

In the article “**Reverse Logistics and Challenges: Supply Chain Management of Automobile Industry**” by **Syed Abdul and Yu Zhang** says that reverse logistics can be defined as a process in which products lead to their orderly removal from their final destination. Over time, the importance of RL in the automotive industry is increasing. It is now very important for the organization to focus on RL so that the resources are used properly. This study focuses on various issues faced by the automotive industry in implementing RL. These challenges include lower willingness to pay, competition, lack of retail support, and negative consumer and distributor attitudes.

## **7. Advantages and Disadvantages**

The following are the advantages of reverse logistics:

### **A. Lower Cost**

An effective reverse logistics system can help the business to reduce costs in a number of ways. With the right tools and processes, it can save on shipping, administration, repair, technical support, quality assurance, distribution, and disposal costs. It can measure cost savings by tracking the total cost of ownership for each product category. If it gets value from resold or recycled goods and the rest of the business is running efficiently, the business's bottom line will improve.

### **B. Happier Customers**

One of the best ways to achieve the business targets is to focus on customer retention. Attracting new customers is much more difficult than keeping existing customers. Research shows that approximately 96% of consumers are willing to buy from a retailer again if they have a positive return experience. Some of the ways that can make customers happy with their return experience include:

- Offer free returns
- Guarantee full refunds to customers (don't charge refund fees)
- Do not force customers to return the original package

**C. Better Brand Reputation**

Customers pay focus on how business reacts to their reviews. In fact, some customers won't get into business, if the business doesn't have a friendly return policy. If customers feel like businesses are making it difficult for them when they want or need to return something, it hurts the business. On the other hand, businesses get a reputation for easy income like Amazon or Zappos, which will do wonders for brand image and attract new customers.

**D. Reduced Risk**

Although this advantage may not apply to all companies, a proper reverse logistics process takes into account all the risks associated with exchanging and disposing of products. Some products may be recalled and must be removed immediately. Others may contain sensitive information that must be removed before recycling or disposal.

**E. Improved Sustainability**

There is a common misconception that everything that comes back through the supply chain is scrap and can be disposed of immediately. Some items will need to be disposed of properly, but many can still be used. By using additional items, we can keep items out of landfills for as long as possible. It is also suggested that certain items, such as electronics, be recycled or disposed of properly to reduce their negative impact on the environment.

**F. Higher Profits**

One of the most important benefits of optimizing reverse logistics is the impact on the bottom line. Keep in mind that many of the items returned by customers are simply because the size, color, or model number did not meet their needs. Products are often in perfect condition for resale. A well-functioning reverse logistics process ensures a smooth return to the customer, where the product is received at a transit area, inspected, any necessary repairs are made, and returned to inventory for sale. Some items may be discounted or marked as obsolete, but the sales will be for money that wouldn't have been earned if business hadn't set up a secondary market for their products.

The following are the disadvantages of reverse logistics:

**I. Lack of Trained Personnel:** This is the most concerning issue that one may confront while outsourcing logistics. With the absence of prepared experts, no specialist organization will fulfill the needs of their administrations. Just trained professionals and prepared chiefs will have the capacity to furnish the most recent and front-line innovation.

**II. Time and cost of damaged returns:** Reverse logistics is costly. Costs such as transportation, handling, inspection, redelivery, and customer support can conservatively account for 59% of an item's selling price. To reduce costs and increase profits, businesses must have comprehensive return policies and effective inventory management systems.

**III. Fraud:** Unfortunately, unscrupulous customers try to manipulate return logistics to get something for free. A well-thought-out return policy having a Return Deadline date can reduce losses when returning products.

**IV. Customer expectations:** Today's savvy online consumers have different demands. They look forward to an efficient shopping experience, including an easy and free return policy. To overcome this challenge and maintain customer loyalty, companies must understand consumer expectations and create a pleasant post-purchase experience.

**V. Reducing carbon emissions:** Most responsible companies strive to reduce waste. Reverse logistics can pose challenges to reducing carbon emissions unless sustainability is integrated. This may include environmentally friendly supply chain initiatives such as Things like zero-waste packaging, reusing returned items, and using environmentally friendly methods to dispose of items that need to be thrown away.

**VI. Complex return flows:** Effective reverse logistics is a complex process with multiple steps, including processing and inspecting returns, repairing or recycling them, and repackaging and returning them to the consumer. With so many promotions, it can be difficult to track orders and keep products flowing. With technology and comprehensive planning, we can ensure smooth reverse logistics flow and satisfy customers.

## 8. Data Analysis & Interpretation

### A. Whether customers and the company support reverse logistics operations.

Sr. no	Opinion	Respondent	%
1.	Support	50	100
2.	No Support	0	0
	Total	50	100

All the respondents had the opinion that they had full support for the Reverse Logistics operations in the companies.

### B. Whether a company should have a special strategy or ways of dealing with reverse logistics.

Sr. no	Opinion	Respondent	%
1.	Must have a special strategy	40	80
2.	No requirement special strategy	10	20
	Total	50	100

Research states that 80% of respondents are of the opinion that there must be some special strategy implemented and the rest 20% don't require any strategy.

### C. Importance of Reverse Logistics in any Organization

Sr. no	Opinion	Respondent	%
1.	Highly Agree	32	64
2.	Agree	10	20
3.	Neutral	5	10
4.	Disagree	3	6
5	Highly Disagree	0	0
	Total	50	100

The research concludes that 64% of respondents Highly Agreed importance of reverse logistics, 20% Agreed, while Neutral and Disagree responses were 10% and 6% respectively.

### D. Benefits of Reverse Logistics

Sr. no	Opinion	Respondent	%
1.	Cost Control	24	48
2.	Goodwill	6	12
3.	Customer Satisfaction	10	20
4.	Minimal Wastage	5	10
5	No benefits	5	10
	Total	50	100

The research states that 48% of responses point out cost control as a major benefit of reverse logistics, while customer satisfaction was at 2<sup>nd</sup> preference with 20%, Goodwill at 3<sup>rd</sup> with 12% responses, and 10% responses for minimal wastage and no benefits.

## 9. Conclusion

Finally, this conceptual research paper on reverse logistics covers deep insights into its importance, advantages, and disadvantages. One of the stories we have managed to establish is that reverse logistics should no longer be viewed as just a cost center for retailers. On the other hand, a well-planned reverse logistics strategy can play a key element in giving a company's competitive advantage and creating tangible and intangible market opportunities. With well-

defined processes and metrics, retailers can improve efficiency and gather valuable information that makes reverse logistics a worthwhile investment. In retail, reverse logistics plays a key role in consumer returns and how retailers can effectively process returns. While this may seem like a simple process of transporting goods from customers to return centers, retailers face many operational challenges.

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## 21. A Study on Issues of Commuters while using Escalator at Bandra Railway Station, Mumbai

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### 1. Abstract

Transportation helps moving people from one place to another place. Different mode of transport such as Airways, Roadways and Railways are available for the purpose moving geographically. In metropolitan city like Mumbai Railway Transportation is most prefer mode of transport as railway is having good speed, accuracy and it is cheapest mode of transport. 80 % of Mumbai's population using Railway as mode of transport in their day to day life to reach to their destination. Railways is having one of the highly build infrastructure facility for its passengers. With change of time Railway made major changes in its infrastructure and one of the examples is installation of Escalator for the benefit of its passengers. This is the best innovation by the authorities for the benefits of Senior Citizen, Disabled Persons, and passengers caring Heavy language especially during rushy hours.

By keeping in mind, difficulties faced by passengers during their travelling, Railway authorities have introduced "Escalator". These Escalators are very much useful to Senior Citizen, Disabled Persons, and passengers caring Heavy language to climbed stair. But every coin has two sides, same introduction of Escalator also has some drawbacks. Many commuters are facing various difficulties while using Escalator, this gives raise to study the issues faced by commuters while using Escalators. Hence this study is taken to find out problems and provide suggestions to authority as required by its actual users.

**Keywords :** Railway, Commuters, Escalators, Difficulties and Suggestions

Transformations means change in existing conditions. It leads to growth, enhancement of working condition, It increase efficiency in providing services, reduce the cost of maintenance and providing better customer services. It's needed in all area of auxiliary services of Commerce such, Banking, Insurance, Communication, Warehousing and Transportation.

Transportation is back bone of commerce as it reduces the gap of Place “From” to “To”. Different mode of Transport such as Roadways, Railways, Waterways and Airways plays a its significant role in their respective area as service provider. Roadways provides Door to Door services, at the same time, Railway also carrying large number of people from one place to another place. Hence, Railway has its own importance in carrying people and goods in masses.

In 1853, first railway was started from Mumbai (V.T. / CST) to Thane in India. Over a period of time it was established and connected major part of India as Indian Railway. Railway Station, Bridges, Tracks are build to connect the India. Years old infrastructure need to transform over a period of time and hence Railway has taken initiative to reconstruct their infrastructure and “Thane” was the first railway station which has provided with escalator facility to its commuters.

Over a period of time it was introduced in major railway station of Central Line, Harbor Line and Western Line in Mumbai form CST to Kalyan, CST to Panvel and Churchgate to Virar. For the purpose of study in Western Line railway station Bandra railway station was selected.

### **1. Objectives of Study**

1. To find out willingness of commuters to use escalator at Bandra Railway Station.
2. To understand various issues face by disable commuters while using the escalator at Bandra Railway Station.
3. To know different issues face by regular and senior citizen commuters while using the escalator at Bandra Railway Station.
4. To study safety measures provided by Railway authorities in case of emergency arise due to use of escalator at Bandra Railway Station.
5. To give better solution for the benefits of commuters who using the escalator at Bandra Railway Station.

### **2. Hypotheses**

1.  $H_0$  : Regular commuters are not willing to use escalators at Bandra Railway Station.  
 $H_1$  : Regular commuters are willing to use escalators at Bandra Railway Station.
2.  $H_0$  : Commuters are not facing various issues while using escalators at Bandra Railway Station.  
 $H_2$  : Commuters are facing various issues while using escalators at Bandra Railway Station.

### 3. Data Collection and Analysis

**Table No 1. Summary of Data Collection and Analysis**

<b>Problem Face during lockdown</b>	<b>Yes a</b>	<b>No b</b>	<b>P Value</b>	<b>Less Than 0.05</b>	<b>Accepted/ Rejected</b>
1. Are you regularly visitng at Bandra Railway Station?	250	50	5.27	0.05	a- Accepted
2. Do you use Escalator on your visit to Bandra Railway Station?	280	20	4.47	0.05	a- Accepted
3. Is Escalator is working everytime you visited at Bandra Railway Station?	100	200	8.75	0.05	b- Accepted
4. Is Escalator is working in good condition during rushy hours at Bandra Railway Station?	100	200	8.75	0.05	b- Accepted
5. Do you feel 100 % safe while using Escalator at Bandra Railway Station?	200	100	8.74	0.05	a- Accepted
6. Any Safety Mesures imformed befor using Escalator at Bandra Railway Station?	250	50	5.27	0.05	a- Accepted
7. Do you still use Escalator when its not woking at Bandra Railway Station?	50	250	5.27	0.05	b- Accepted
8. Do you worried when you use stop Escalator at Bandra Railway Station?	10	40	0.007	0.05	b- Accepted
9. Is Escaltor is clean at Bandra Railway Station?	265	35	6.28	0.05	a- Accepted
10. Is maintenace of Escalator is taking place at Bandra Railway Station?	160	140	4.26	0.05	a- Accepted
11. The speed of Escalator is enough when its operats at Bandra Railway Station?	270	30	6.68	0.05	a- Accepted
12. Is there any feed back system after using the Escalator at Bandra Railway Station ?	00	300	6.24	0.05	b- Accepted
13. Do you need improvment in its operating system at Bandra Railway Station?	230	70	4.36	0.05	a- Accepted
14. Do you think it is more beneficial for Disable commuters and senior citizen at Bandra Railway Station?	300	00	6.24	0.05	a- Accepted
15. Do you thing it is more benficial for heavy lagueage carring commuters at Bandra Railway Station?	300	00	6.24	0.05	a- Accepted

Source : Primary Data

#### **4. Statistics and Analysis Method**

##### **4.1 Methods of Data Collection**

Primary Method of data collection is used for research study. A questionnaire was prepared to collect the data from the “Commuters using escalator at Bandra Railway Station.”

##### **4.2 Samples**

Commuters viz Regular, Visitors, Senior Citizens, Disabled, were selected as respondents for the purpose of research study.

**a. Sample Size :** For the purpose of research studied 300 “Commuters using escalators at Bandra Railway Station” were selected.

##### **4.3 Methods of Data Analysis**

Chi-square Method of data analysis is used, as sample size is >50.

##### **4.4 Limitations of the study**

For the purpose of research study commuters visiting at Bandra Railway Station for research study where there are large numbers of commuters are using escalator. Result of this research topic may differ if, any other railway station was selected for research.

##### **4.5 Scope of further study**

Other researchers can take further research related to the topic on Dadar Railway Station, Mumbai Central Railway Station in Western Railway.

#### **5. Findings**

For the purpose of testing hypothesis, questionnaire was drawn and data was collected. Chi-square method of data analysis was used and from above mentioned summarised record of data analysis followings are finding and conclusion of research :

1. As Bandra Railway is connected with Churchgate to Virar, Bandra to CST, Bandra Via Wadal to Panvel, and Bandra Terminal large numbers of commuters are visiting and using Escalator at Bandra Railway Station. Since it is also connected with Bandra Terminals out station visitors do have to get down at Bandra Railway Station to reach to Bandra Terminal.
2. Commuters preferred to use Escalator on their visit it Bandra Railway Station, but still some are using traditional stairs as a kind of exercise to their body.
3. In opinion of commuters, escalator is not working at all time. Majority of time its un operated and under maintenance due to break down of Escalator.

4. Major use when Escalator is not working during working and rushy hours. Need to take measure to keep it operated during working hours.
5. Safety is most concern while using Escalator. Still 100 % safety if not provide by the Railway authorities for the commuters. Some time Escalator get stopped while in operation.
6. No safety measures are listed for commuters before using Escalator, yes, some announcement is always broadcasted while using Escalator.
7. When Escalator is not working commuter find it unsafe to use, they worried with if it start in between may cause accident, Commuters don't want to take risk walking on stopped Escalator.
8. Cleanliness is an issue even for Escalator, collection of garbage is one of the cause of require more maintenance of Escalator.
9. Running of Escalator is slow, climbing is faster, in case of rushy hours commuters still prefer to use Traditional stair.
10. Escalators is more beneficial to Disable commuters, Senior citizens and Commuters with heavy language.

## **6. Suggestions**

1. As Bandra Railway Station has more excess and in all seven platforms and only one Escalator, it is suggested to increase the number of Escalator as more commuters are visiting.
2. Regular maintenance of Escalator is required, irrespective its working. Proper Annual Maintenance Contract for regular repair, Maintenance vendor need to be appointed to keep Escalator in regular working conditions.
3. Proper safety measures to be adopted, sufficient instructions and information must be given to regular and new users.
4. To avoid accident, commuters are strictly not allowed to walk when Escalator is stopped or under repair.
5. Speed of Escalator is to be increased specially during working hours as more commuters are travelling.
6. Proper feedback system should be provided for suggestion of improvement in present working condition of Escalator at Bandra Railway Station.

7. Many commuters are using other mode of transport to avoid climbing stairs, which increase the cost of living. Hence more and more Platforms are to be connected with Escalator.
8. When Escalator is under maintenance some other provision is to be made available for the help of Disable, Senior Citizen and commuters travelling with heavy language.
9. Frequent of breakdown of Escalator is to be avoided by adopting proper maintenance method and speeding repair work.
10. Development of Breakdown software, Maintenance Planning Programmes must be adopted.

### **Conclusion**

From the research study it was concluded that Commuters at Bandra Railway Station are Willing to use Escalator in large number on regular basis, but due to continuous Breakdown and other major issues of running it Escalator remain stopped during the rushy hours. Suggestions given by regular commuters, disable commuters, senior citizens must be incorporated by the Railway authority to keep it in good working condition.

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## 22. Addressing Cross-Cultural Business Challenges in International Trade for Effective Solutions and Strategies

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### 1. Abstract

This research paper delves into the complexities of cross-cultural business challenges in international trade. It highlights the significance of cultural competence training, technology-driven data analytics, and localization strategies. The paper emphasizes the role of collaboration tools and cultural advisory services, offering comprehensive solutions for effective cross-cultural collaboration in the evolving landscape of commerce.

### Introduction

In today's interconnected world, international trade is the lifeblood of global commerce. Businesses of all sizes seek opportunities beyond their borders, but as they do, they encounter a complex web of cross-cultural challenges. These challenges can often lead to miscommunication, misunderstandings, and missed opportunities. Drawing on extensive data and real-world cases, we aim to shed light on these obstacles and offer practical solutions. We emphasize the need for a deeper understanding of cultural intricacies and the importance of training programs to equip professionals with the skills needed to navigate the intricacies of international trade.

Furthermore, we examine how technology, data analytics, and innovative communication tools can bridge cultural gaps and promote more effective cross-cultural collaboration. Additionally, we explore strategies for tailoring marketing efforts to meet diverse cultural expectations and highlight the role of collaborative platforms in fostering cross-border teamwork. By leveraging cultural advisory services, businesses can gain valuable insights to navigate the complexities of cross-cultural trade successfully. Our research aims to provide a roadmap for addressing these challenges, ultimately enabling more harmonious cross-cultural collaboration and ensuring global success.

### **Objectives of Study**

- Analyze common cultural challenges that hinder effective international trade relationships.
- Investigate instances of cross-cultural misunderstandings and their impact on business transactions.
- Assess the effectiveness of cross-cultural training programs in improving cultural competence among business professionals.

### **Research Method**

- Descriptive Method of research is followed for this research paper.

### **Sources of Data**

- Secondary data is used including magazines, newspaper, internet etc.

### **Limitations of Study**

- The study's findings are grounded in existing cultural and communication data, potentially overlooking unique and unpredictable real-world cross-cultural challenges.
- While offering strategies for effective collaboration, the research may not fully address the need for customized approaches in individual business contexts and specific industry complexities.

### **Findings**

#### **Cultural Challenges in Cross-cultural business practices**

**Communication Styles :** Different cultures have varying communication styles, which can lead to misunderstandings. For example, in some cultures, indirect communication is preferred, while others value direct and explicit communication. These differences can result in misinterpretations and hinder effective communication. A Chinese business executive might use indirect language to convey a negative message, which could be misunderstood by a Western business partner as a positive response.

**Negotiation Techniques :** Cultural norms influence negotiation tactics. Some cultures prioritize building relationships before discussing business matters, while others prefer a more transactional approach. These varying negotiation styles can lead to conflicts or stalled negotiations. Japanese business negotiations often involve a prolonged period of relationship-building and consensus-building before reaching a deal, which may frustrate a Western negotiator looking for quick results.



**Business Etiquette :** Cultural norms dictate appropriate business etiquette, including greetings, gestures, and gift-giving. A lack of awareness of these norms can lead to unintended disrespect or offense. In many Middle Eastern cultures, it is customary to exchange gifts during business meetings. Failure to reciprocate can be seen as a breach of etiquette and harm the business relationship.

**Time Orientation :** Different time orientations can lead to scheduling conflicts and misunderstandings. In some cultures, punctuality is highly valued, while in others, flexibility is the norm. In Germany, a business meeting starting even a few minutes late may be considered disrespectful, whereas in certain Latin American cultures, a more relaxed approach to time is accepted.

**Trust Building :** Establishing trust is a multifaceted challenge. In some cultures, trust is built through shared experiences and personal connections, while in others, it relies on contractual agreements and professionalism. Middle Eastern business partners often prioritize building trust through personal connections, which may involve multiple meetings and social engagements before reaching a formal agreement.

**Gift-giving & bribery :** The practice of gift-giving can be complex. In some Asian cultures, it is customary as a gesture of goodwill, but in Western cultures, it may raise ethical concerns related to bribery. Presenting a gift to a Chinese business partner as a sign of respect is common, but it's important to understand the cultural nuances and avoid the appearance of impropriety.

**Hierarchy and Decision-Making :** Understanding decision-making structures is crucial. In hierarchical cultures, decisions are often made by senior leaders, while in more egalitarian cultures, consensus is sought. Japanese companies often prioritize group decision-making, where consensus is reached through discussion and input from all members, while American businesses may rely on a top-down decision-making approach.

**Gift-giving Traditions :** Gift-giving practices can vary significantly between cultures and may have different symbolic meanings. It's important to understand the appropriate occasions for giving gifts, the types of gifts considered acceptable, and the cultural significance attached to them. In Chinese culture, the color red symbolizes luck and happiness, so giving a gift wrapped in red paper can be seen as a positive gesture. However, in some Western cultures, red can also symbolize danger or caution, leading to potential misunderstandings.

**Face-Saving and Conflict Resolution:** Some cultures place a strong emphasis on "saving face" or preserving one's dignity and reputation. This can affect how conflicts are handled and resolved in business interactions. In many Asian cultures, openly confronting someone about a mistake or disagreement may be avoided to prevent loss of face. Instead, issues may be addressed indirectly or privately to maintain harmony.

**Cultural Perceptions of Time :** Different cultures have varying perceptions of time. Some cultures are more past-oriented, valuing tradition and history, while others are future-oriented, emphasizing innovation and progress. In India, where the past and tradition are highly regarded, discussions about historical context and background information may be more extensive in business negotiations. In contrast, in the United States, there is often a greater focus on future opportunities and potential.

### **Strategies for effective cross-cultural business trade**

#### **1. Cultural Competence Training**

Cultural Competence Training is vital for commerce transformation in our globalized, tech-driven world. It equips employees and leaders with essential cross-cultural skills. Leveraging e-learning and virtual reality, it immerses participants in diverse scenarios, enhancing their adaptability to different cultures and their ability to navigate cross-cultural challenges effectively.

#### **2. Utilizing Technology for Communication**

In the realm of cross-cultural business, contemporary communication technology plays a central role. The digital transformation of commerce has brought video conferencing, instant messaging, and collaboration tools to the forefront. These technologies facilitate immediate cross-border communication, bridging geographical and cultural divides, promoting more transparent interactions, and strengthening connections with international partners and clients.

#### **3. Data-Driven Insights**

Technology-driven data analytics is revolutionizing commerce, offering crucial insights into consumer behavior and market trends. In cross-cultural trade, this data helps understand diverse customer preferences. By analyzing it, businesses can customize products, marketing, and customer experiences to match cultural expectations, fostering international success.

#### **4. Localization of Marketing and Content**

To thrive in evolving commerce, businesses must adopt localization strategies. This means tailoring marketing materials and content to match target market cultures. Advanced translation tech and content management systems streamline this, enabling efficient creation of culturally resonant content for global consumer engagement.

#### **5. Collaborative Tools and Platforms**

Collaboration is vital in cross-cultural trade, and tech trends have brought collaborative platforms and project tools to the forefront. These enable real-time document sharing, workflow automation, and task tracking, fostering seamless international teamwork, conquering time zone hurdles, and boosting productivity.

#### **6. Cultural Advisory Services**

To enhance cultural understanding, businesses are embracing cultural advisory services, leveraging technology for real-time insights and advice. Cultural experts and digital platforms help companies make informed decisions and navigate cultural nuances in cross-cultural trade.

#### **7. Continuous Learning and Adaptation**

Amidst evolving commerce, successful cross-cultural trade relies on a culture of continuous learning and adaptation. Encouraging employees to stay informed on global trends, cultural shifts, and emerging technologies through online platforms and knowledge-sharing tools is crucial.

#### **Suggestions**

This research paper, titled "Addressing Cross-Cultural Business Challenges in International Trade for Effective Solutions and Strategies," is geared towards fostering discussions that resonate with the evolving dynamics of the global business landscape. In this context, we propose several key suggestions for conference deliberations. Firstly, exploring the integration of cutting-edge technologies like artificial intelligence and blockchain can significantly mitigate cross-cultural barriers and facilitate smoother international trade transactions. Secondly, discussions can revolve around the adoption of data-driven decision-making, leveraging analytics to anticipate cultural challenges and optimize cross-border strategies. Furthermore, we encourage conversations on the role of continuous learning and upskilling in enhancing cultural competence among business professionals, emphasizing the significance of adaptable skill sets in today's transformative commerce environment. Lastly, a

focus on sustainable and ethical cross-cultural practices in international trade should be part of the discourse, acknowledging the growing importance of responsible global business operations. Together, these suggestions aim to promote a forward-looking and inclusive dialogue on navigating the complex terrain of international trade while embracing technological innovations and cultural awareness as catalysts for transformative success.

### **Conclusion**

In conclusion, this research illuminates the complexities of cross-cultural business practices in international trade. Globalization, driven by technology, underscores the inescapable reality of cross-cultural collaboration. Challenges span linguistic, behavioral, and ethical dimensions, highlighting the intricacies of navigating diverse cultural landscapes.

However, innovative strategies, such as cultural sensitivity training and digital tools for cross-border communication, bridge cultural divides, fostering trust and fruitful partnerships. These challenges also bring potential pitfalls but adept handling can lead to expanded market reach and enhanced competitiveness.

Looking ahead, commerce trends, including e-commerce evolution, AI-driven translation tools, and new global marketplaces, intensify the importance of cultural competence. Embracing these trends while remaining culturally adaptable is vital for thriving in the interconnected, multicultural world of international trade. Proactive businesses can unlock the full potential of cross-cultural collaboration in this ever-changing commerce landscape.

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## 23. Technological Innovation: Luddite Fallacy vs. Technological Unemployment

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### 1. Abstract

This research paper provides an understanding of the Luddite fallacy regarding emerging technological innovations and the feared Job loss. In this paper, we examined the impact of technological innovation on employment. The main objective of this study is to find out whether technological innovation leads to technological unemployment or is just a Luddite fallacy. The first section briefs on the history of the Luddites and their opposition to technology adoption and the concept of Technological Unemployment. The second section briefs about the consequence of technological advancements on employment. We found that the rate of labour displacement may accelerate which can upsurge unemployment but it is for the time being and new jobs will appear in the other area. Despite reducing the required labour per unit of output, technology has not reduced aggregate employment. Our results show that the adoption of new technology has increased the demand for highly skilled workers.

**Keywords:** Luddite fallacy, technological innovation, technological unemployment, employment, labour demand

### Introduction

Technological innovation can give rise to concerns related to both the “Luddite fallacy” and “technological unemployment”, but it’s important to distinguish between the two concepts:

#### 1. Luddite fallacy

The Luddite fallacy is the mistaken belief that technological advancements will inevitably lead to widespread unemployment. This belief overlooks the fact that while automation and technology can displace certain jobs, they also create new job opportunities and industries. The Luddite fallacy suggests that fears of job loss due to technology are generally unfounded and fail to consider the overall net effect on employment.

### **History of luddites**

Luddites were a group of English textile workers lived during first industrial revolution period. They feared that machines will destroy their jobs and livelihoods and hence destroyed machines. In the medium term, Britain has not undergone the unemployment that many feared. The notion of the Luddites about the fear of the unemployment in the context of the technological change is described as Luddite fallacy.

### **2. Technological unemployment**

Technological unemployment refers to instances where automation and technological advancements do result in job displacement and unemployment in certain sectors or for specific types of jobs. While it's not a universal outcome, some industries and job roles can be negatively impacted by automation, leading to unemployment for individuals who previously held those jobs.

According to the World Bank, automation threatens 69 per cent of the jobs in India, while 77 percent in China.<sup>1</sup>

In the context of technological innovation, it's possible to observe both phenomena. Some argue that technological innovation, particularly in areas like AI and automation, may lead to job displacement in certain sectors. However, history has shown that over the long term, technological innovation often results in job creation and economic growth.

The key is managing the transition and addressing the potential negative impacts of technological change by investing in education and workforce development, encouraging the development of new industries, and implementing policies that support workers affected by automation.

So, while technological innovation can trigger concerns about job displacement, it doesn't necessarily validate the Luddite fallacy. It underscores the need for proactive measures to ensure that the benefits of innovation are more evenly distributed, and the workforce is equipped with the skills needed to thrive in a changing job landscape.

### **Objective**

The main objective of this study is to find out whether technological innovation leads to technological unemployment or is just a Luddite fallacy.

### **Data Collection**

The study relies on the secondary data. It contains statistics from the World Bank Report, ILOSTATS and various research papers and news articles.

### **Impact of Technological Innovation on employment in India**

Technological innovation in India, like in many other countries, can have a mixed impact on employment. Here's how it can affect employment in India:

#### **1. Job Creation**

Technological innovation can lead to the creation of new industries, businesses, and job opportunities. For example, the growth of the IT and software industry in India has generated millions of jobs for software engineers, analysts, and support staff.

#### **2. Skill Enhancement**

Innovation often requires a skilled workforce, which can lead to increased demand for individuals with technical and specialized skills. This can incentivize people to acquire new skills and improve their employability.

#### **3. Automation and Job Displacement**

On the flip side, certain jobs, particularly those involving routine, repetitive tasks, may become automated. This could result in job displacement in sectors like manufacturing and certain service industries. Workers in these sectors may need to transition to new roles, which can be challenging.

#### **4. Economic Growth**

Technological innovation can drive economic growth, which, in turn, can lead to more job opportunities in various sectors. Increased economic activity can stimulate demand for goods and services, creating a multiplier effect on employment.

#### **5. Inequality**

The benefits of technological innovation are not always distributed equally. There can be income disparities between those who have the skills to thrive in the tech-driven economy and those who do not. This can exacerbate income inequality in India.

#### **6. Government Initiatives**

Government policies and initiatives play a crucial role in shaping the impact of technological innovation on employment. Programs that promote skill development, entrepreneurship, and job creation can help mitigate unemployment challenges.

In India, there is recognition of the need to address potential unemployment issues stemming from automation and innovation. Government initiatives such as "Skill India" aim to provide training and up skilling opportunities for the workforce, helping them adapt to the changing job landscape.

### **Technological change and unemployment**

In the long term, there has never been any evidence that technological advances have increased the overall unemployment rate. In 1920, there were 1.3 million coal miners in UK. Now there are less than 6,000. That doesn't mean UK has 1.3 million unemployed coal miners. Those jobs get absorbed into new areas of economy.

However, technological change can cause relatively significant levels of unemployment, especially amongst unskilled workers. Unskilled workers face unemployment due to following major factors:

- Occupational immobility: lack of skills to work in the service sector
- Geographical immobility : difficulties of moving to areas where new jobs are created

### **Technological change and Pareto improvement**

Technological change can lead to Pareto improvements in certain situations. A Pareto improvement occurs when at least one individual becomes better off without making anyone else worse off. Here's how technological change can relate to this concept:

#### **1. Increased efficiency**

Technological advancements often lead to increased efficiency in production or resource utilization. For example, if a new manufacturing process reduces the amount of raw material needed to produce a product, it can result in cost savings. If these savings are passed on to consumers in the form of lower prices, consumers benefit without harming producers, which is a Pareto improvement.

#### **2. New Opportunities**

Technological innovations can create new job opportunities and industries. When this happens, individuals who were previously unemployed or underemployed may find better-paying jobs, leading to an overall improvement in their economic well-being.

#### **3. Improved Quality of Life**

Technological advancements in healthcare, transportation, and communication can enhance people's quality of life. For instance, medical breakthroughs can lead to better



treatments and longer lifespans, while innovations in transportation can reduce commuting times, giving individuals more leisure time.

#### **4. Environmental Benefits**

Some technological changes can also lead to Pareto improvements by addressing environmental concerns. For instance, the development of cleaner energy sources can reduce pollution and improve air quality, benefiting everyone's health and well-being.

However, it's essential to note that technological change doesn't always result in Pareto improvements. Disruptions caused by technological advancements, such as automation leading to job displacement, can harm certain individuals or groups in the short term. Achieving Pareto improvements often requires well-thought-out policies and measures to redistribute benefits and address negative consequences.

In summary, while technological change can lead to Pareto improvements through increased efficiency, new opportunities, improved quality of life, and environmental benefits, it's crucial to manage the potential negative impacts to ensure a more equitable distribution of benefits."

#### **Suggestions**

1. To overcome from the problem job loss due to technical advancement government have to remove labour market inflexibilities.
2. Pareto improvement with the help of unemployment insurance relief or free training: technological change improves real income of the people which leads to small rise in standard of living. But some faces drop in living standards as they lost their jobs. Therefore, government should provide unemployment insurance relief and free training to unemployed to achieve Pareto improvement.

#### **Conclusion**

The impact of technological innovation on unemployment in India will depend on various factors, including the rate of innovation, the ability of the workforce to adapt, and the effectiveness of government policies in managing this transition. While some jobs may be at risk, there is also the potential for India to harness innovation for inclusive economic growth and job creation.

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**Footnote**

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