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Editorial Message from the Managing Editor



Dear Readers,

The shadow of COVID 19 induced pandemic is looming large over the world. Although, we are working on Volume 2 of Issue 2 of the Seshadripuram Journal of Social Science (SJSS) here at Seshadripuram Research Foundation(SRF) for the welfare of the society, has the scourge spared any facet of our lives? Not at all. Everyone and everything everywhere across the globe is caught in the crushing throes of the virus. The SJSS is seized of this tumultuous economic and health tsunami.

We are devoting this issue of the SJSS to tease out the tentacles of COVID 19 across areas as diverse, yet interlinked, as marketing, entrepreneurship, emotional intelligence, human resource, green marketing, online shopping digital education, financial inclusion, start-up India and so on. Here, indeed, is God's plenty! If the medical fraternity is battling the virus upfront, can social scientists be far behind?

This issue of the SJSS is a vindication of the fact that though COVID 19 is primarily a health challenge, the pandemic has ramifications stretching across the entire spectrum of social sciences. This peer-reviewed, open access, online journal is in the vanguard of social science research, contributing indispensable knowledge and proposing enduring solutions to the problems besetting society from time to time.

Readers, social scientists, researchers, and academics from far and near have contributed to this journal. We are grateful to them, as well as to the editors, reviewers, and supporting staff of Seshadripuram group of institutions.

We look forward to your contributions to our future issues furthermore, and your comments and suggestions.

May this journal continue to live up to its mission of commitment to excellence in social science research..

Dr. Wooday P Krishna

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A CONCEPTUAL ANALYSIS OF GREEN BANKING AND ITS IMPACT ON SOCIETY IN INDIA

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Abstract

This paper is to examine a conceptual analysis on green banking and its impact on society in India. A Green banking in India plays a vital role in sustainable development and protection towards the environment by promoting the advertisements and socially responsible. Now a days many of the banks coming forward to save the environment and go with the concept called “Green Banking”. Adoption of green banking is not very easy task where the slow changes can be done and practices can also make the useful environment, due to all these reasons the banks have started modifying their activities and strategies to ensure the protection to our natural resources and environment. This survey tells about the safe natural resources and environment by considering analysis on green banking and its impact on society in India.

Keywords:

Environmental protection, Green banking, sustainable development, banking

INTRODUCTION

In today's world the people should go with friendly environment society that is "Go Green" mantra must become a prominent in each aspects of business Environment particularly in Banking sector. Today Banking institutions are focusing majorly for sustainable economic development and for this they primarily concentrate on reducing the demand for fossil fuel by following 3R's - Reduce, Reuse and Recycle. Banks are playing vital role for sustainable development by using Green Banking concept. Generally, Banks or Financial institutions are acts like intermediary and which connects link between Economic development and preservation of Environment. The concept of green banking is correspondingly a Innovative concept. In simple words Green Banking means paperless banking which not only reduces the price and time of banking activities but also helps in environment sustainability.

The concept of Green Banking was developed in Dutch country in the year 1980, then later Green Banking Concept was started to adopt by in many countries. In India Union Bank of India (UBI) implemented in the year 1996 and State Bank of India (SBI) had launched green channel counter facility at their branches in the year 2010, later all the public and private banks implemented this concept. The main objective of Green Banking Concept is to preserve environment.

REVIEW OF LITERATURE

1. **According to Chaurasia, (2014)**, This article "highlighted that the benefits, confronting challenges, strategic aspects of green banking and status of Indian banks regarding green Banking adoption. It has found that there has not been much initiative in this regard by the banks in India. Investigator has suggested that the bank should go green and plays a prominent role to take ecological aspects as part of their lending principle, which would force the industries to go for mandated investment for environmental management, to use of appropriate technologies and management systems".
2. **Weber and Remer, (2011)**, described as "Social Banking as a way of value-driven banking that has a positive social and ecological impact at its heart, as well as its own

economic sustainability. These banks attracts the interest of clients to look safe and sensible ways to deposit their money and the conventional banks also embark on the potential which is socially oriented approach towards banking".

3. **Jeucken (2001)** has compared 3 world regions Europe, North America and Oceania for the period 1998-2000 and analyzed some of the important differences between regions, countries and banks with regard to the sustainable banking. The results showed that a safeguarding position towards the environmental issue is adopted by 53% of the banks and many of banks are unaware of the role that they can play for sustainable development.
4. **Goyal & Joshi (2011)**, in their study, they just highlighted "social and ethical issues such as social Banking, ethical Banking, green Banking and rural banking which facilitate the achievements of sustainable development of banking and finance. They concluded that the banks can act as a socially and ethically oriented organizations by disbursement of loan only to those organizations which have environmental concerns".

OBJECTIVES

1. To investigate the concept of Green Banking.
2. To analyze the impact of Green banking in Banking Sector and on Economy.
3. To study the effectiveness of green banking towards economic development.

SCOPE OF THE STUDY

The study titled "**A Conceptual Analysis of Green Banking and its impact on economy in India**" limits its scope to the people in India. Further it limits its scope to the how Green Banking impact on Economy. As such the results of this study are highly applicable to Role of Green Banking in economic development.

SIGNIFICANCE OF THE STUDY

This study will enable to understand the various factors framework which analyze the green marketing. Further study will provide the information about the impact of green marketing on economy in India. So this will be possible to frame, in which banks is following the green banking, how implementation of green banking is done and how will be the impact on economy.

RESEARCH METHODOLOGY

The data required for this study has collected from both primary sources as well as secondary sources i.e. from the journals, magazines and Research Articles. This study takes up under conceptual analysis method of research for in depth knowledge and Information.

PRIMARY DATA

The primary data for the study is collected through the questionnaire with open ended and close ended questions.

SECONDARY DATA

The secondary data for the study is collected from various sources like journals, magazines, Research articles and websites.

SAMPLING

To make the study an more effective one, data has been gathered from the different group of people. The study attempts to examine Impact of Green Banking towards sustainable economic development. This study has been taken under conceptual analysis of research. For the purpose of gathering data and for in depth knowledge, the sample size consists of 50 respondent has been selected.

LIMITATION OF STUDY

This study limited to common people or general people within geographical area. The study deals with the data made available and therefore it may not judge the entire scenario.

DATA ANALYSIS**Table – 1 Profile of the common people**

Personal Factors	Classification	Number of Respondents	Percentage
Gender	Male	35	70
	Female	15	30
Age	Below 20	24	48
	20-40	18	36
	40-60	08	16
	Above 60	00	-
Occupation	House Wife	02	04
	Business	21	42
	Employee	16	32
	Others	11	22
Monthly Income	Below 10000	10	20
	11000-20000	10	20
	21000-30000	22	44
	Above 31000	08	16

Source: Primary data

The above table depicts that majority of respondents are Male and 48% of respondents are belong to the age group of below 20 years and it also depicts that 42% of respondents are having business background and their monthly income are between 21000 to 30000.

Table: 2 Do respondents have a bank account

Reasons	Number of Respondents	Percentage
Yes	45	90
No	05	10

The above table depicts that 90% of respondents are having their own bank account which means people are aware of banking transactions in different banking sectors i.e. in private and public banks.

Table: 3 Do respondents have an idea about Green Banking

Reasons	Number of Respondents	Percentage
Yes	28	56
No	22	44

The above table shows that Majority of respondent's i.e. 56 percent have an idea about Green Banking. Now a days as all banking sectors are practicing Green banking concept which ultimately encourages banking customers for a paperless transaction and further it saves the time and reduces the unnecessary cost.

Table: 4 Descriptive Statistics

Statements	Number of Respondents					Percentage				
	SA	A	N	DA	SDA	SA	A	N	DA	SDA
Green banking helps in reducing operating costs	03	40	00	07	00	06	80	-	14	-
Banks are educating customers regarding the usage of Green banking	03	09	20	14	04	06	18	39	28	08
Green banking reduces employment opportunities in the society	05	17	22	05	01	10	35	43	10	02

SA- Strongly agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly disagree

The above table depicts that 80 percent of respondents have been agreed green banking is performing towards reducing operation cost of banks. As most of banks and financial institutions adopted green banking concept in their day to day activity. It does not require more labor work force as green banking transaction results in paperless activity it reduces maximum unnecessary operating cost in the banking sector and furthermore it also reduces the employment opportunity in the society.

Table: 5 There are different methods of Green banking which kind of banking respondents use.

Methods of Green Banking	Number of Respondents		Percentage	
	Yes	No	Yes	No
Online savings a/c	40	10	80	20
Paperless statements	38	12	76	14
Use direct deposits	15	35	10	90
Online bill payments	38	12	76	14
Reward debit and credit cards	02	48	04	96
Mobile banking	45	05	90	10

The above table depicts that most of the respondents are in the favour of the Green Banking concept. As it saves time and gives all banking details at one shot, customers are likely to be use above different methods of Green Banking. Around 80 percent of respondents are adopted online saving bank transactions. And 76 percent of respondents are giving more preference to paperless statement and for online bill payment which means that customers are giving more preference to green banking transactions as it save time and reduce cost.

Furthermore, 90 percent customers are using mobile banking as it is more convenient and flexible for accessing their bank details and to make online payment. On other hand customers are not giving more preference to online credit card and debit card transactions because of hacking threat and for some privacy issues.

Table: 6 Table showing Names of Banks which are practicing Green Banking System

Banks Which Are Practicing Green Banking In India	Year Of Implementation
1. Union Bank Of India	1996
2. Syndicate Bank	2003
3. Yes Bank	2005
4.ICICI Bank	2007
5. Punjab National Bank (PNB)	2009
6. HDFC Bank	2009

7. AXIS Bank	2010
8. South Indian Bank	2010
9. Canara Bank	2011
10. IDFC Bank	2013

FINDINGS

- Green banking reduces operating cost in the banking sector as all banking transaction are paperless it reduces labour work force.
- Customers are in the favour of Green banking as it is more flexible and convenient and easy to use.
- Banks should encourage customers for online debit and credit card banking transactions by providing security.
- Green banking has set up an trend in the banking era with an idea Paperless banking activity.
- All banking and financial institutions should take on step forward and develop Green marketing concept in rural areas. Particularly in remote areas.

SUGGESTIONS:

Following are the suggestions for the effective implementation of Green Banking in India.

- Banks should take furthermore initiatives to effective implementation of Green Banking concept and to create awareness in the minds of customer regards usage of Paper less banking.
- Banking institutions can also provide environment friendly rewards to the customers.
- Banks can also take part in offering innovative E banking facilities to the customer which is eco-friendly in nature.
- Banks can always insist their customers for online banking transactions.
- Banks should give strict regulations for the customers to maintain secrecy of their Personal Identification Number.

Conclusion

Green Banking concept has just synchronized a trend in banking era. Green banking concept has been introduced with an intention to provide eco-friendly services to the customers and with an aim of economic development of society. All the banks must take it as social responsibilities for better economic development as well as for environment protection. Banks and other financial institutions must create awareness about Green Banking particularly in rural area. All banks, financial institutions and industries must play vital role for better environment protections and for sustainable economic development.

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“A CRITIQUE ON THE SOCIO-ECONOMIC FACTORS INFLUENCE ON WOMEN ENTREPRENEURS”

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Abstract:

Globalisation has opened the gates of opportunities for entrepreneurs. Entrepreneurs are very important for the economy growth of the country. India consists of huge population with 48.02% female population^[1]. Entrepreneurs play major role in development of the country. Entrepreneurs change the society and country towards the betterment. For the development and growth of the country, we have tremendous unutilised women potential. This potential and ability of women will contribute majorly if right way is given to grow and develop them. However, due to the socio-economic factors this potential and ability is been doubted. It is been suppressed for many decades. In view of this, the paper is an attempt to the study those socio-economic factors in detail. The paper has also focused on the motivational factors, which encourages the women entrepreneurs to step out of these barriers.

Keywords: Women entrepreneurs, social factors, economic factors, motivational factors.

Introduction:

In today's world, the role entrepreneurs are very vital. They are creating jobs, innovations that leads to improvement in quality and standard of life. They are serving majorly towards development of the country. Women entrepreneurs are very important contributors toward the development of the world. Women entrepreneurs have become major part of business world. They are very crucial for the development and sustainability of economic growth of the world.

India ranks second in terms of population. Nearly half of the population is women. In 2018, according to the World Bank collection of development indicators India consists of 48.02% of female population ^[1]. This half of the population can lead to socio-economic development if this tremendous potential is utilised. However, for decades this potential has been suppressed by many socio-economic factors. As per the report of 2018 -Sixth Economic Census by the Statistics and Programme Implementation ministry, that India constitutes 14% of women entrepreneurs ^[2]. The government, both state and central are developing various schemes to increase this percentage. The efforts of government are more and still there is lot of scope for women entrepreneurs to grow in the field of entrepreneurship. The women entrepreneurs in India are making their own way and contributing towards betterment of the social environment and business environment. Still there is lot of gap in the position they are today as compared to the position they should be in today's scenario. The scope for women entrepreneurs in India is limitless.

Objectives :

The paper aims at fulfilling the following objectives:

1. To identify the socio-economical factors that affecting the women entrepreneurs.
2. To study the motivational factor that influence women entrepreneurs.

Need for the Study:

The key to develop economy rapidly of the country is entrepreneurship. Entrepreneurship has role not only to contribute towards per capita income but also to initiate the change in the society and business world. In India, nearly half of the population is of women. Hence, the role of women entrepreneurs towards the economic development is major. Therefore, there is a need to identify and examine the various socio-economic factors and reasons those influence women entrepreneurs.

Problem of the Statement: The entrepreneurs are very important for the development of the country. Moreover, without entrepreneurs there no economic development of the country. In India, though the women are playing key part in business progress and social environment but

their potential and capabilities is still doubted. Hence, the socio-economic factors which are pulling women entrepreneurs back to ground, are need to be analysed.

Research Methodology:

The paper based on the conceptual. The study is on reviewing and analysis the research on socio-economic factors influencing Women entrepreneurs.

Literature Review

- 1. Ms. JeevanJyoti(2011)** ^[3] in this article the author highlights the macro factors and variables those influence the orientation and satisfaction of women entrepreneurs. The author discusses about economical, social, religion, cultural and psychological factors and their impact on women entrepreneurs. The article also emphasises on the two motivational aspects: Pull factor and push factor. The article discusses about the gender bias attitude of the society.
- 2. Prof. SelvaraniBalan(2013)** ^[4] The paper emphasises on the factors influencing women entrepreneurs. The study is conducted to analyse the social, economical and motivational factors that impact on the women entrepreneurs. The author has highlighted the issues, which suppress the potential of the women in Indian culture. It discusses about how the personal background, caste, gender discrimination (majorly), lack of confidence of others, social fear and insecurity pulls down the women entrepreneurs.
- 3. Ms Manisha Singh (2014)** ^[5] : The author aims that status of women entrepreneurs in small scale industries. The paper has given very important aspect that the t n of small-scale industries is very important in the economy development of the country. The SSI contribution and the vital role played by the women entrepreneurs in small industries. The hurdles faced by the women entrepreneurs in raising the funds for the enterprise. The paper has given clear picture of the socio-economic factors influencing the status of the women entrepreneurs in the small-scale.
- 4. Ms. Syamala Devi Bhoganadam- 2015** ^[6] There search conducted to focus on the socio cultural aspects in Indian entrepreneurs. The research identifiesthe six focal socio- cultural dimensions which impacts the entrepreneurs: a) Family backgroundb) Education c) Caste d) religion e)social

network f) social background. A conceptual framework is set with use of the six dimensions theories. These theories give clear picture that how individually the factors influence the activities of the entrepreneurs. These factors impact the Indian entrepreneurs in taking up or to start a business.

4. **Dr. Mohammad Israr Khan (2015)** ^[7]:the author aims to discuss the social philosophies which pushes back the women entrepreneurs. The article explores the ground level reality of the social, economical and policies affecting the women entrepreneurs. Further, the author points out the social factor inequality- how it has the effect on the women entrepreneurs. Economical factor ie: demand and supply, it means to increase in the economic growth rate more involvement and contribution of the women entrepreneurs is required. The policy factor in practicality is the wide gap between the policies on papers and the ground reality ie : lack of credit worthiness, etc.

5. **Neera Pal and Dr. Shakuntala Misra(2016)**^[8]The article discusses about the modern scenario of the women entrepreneurs. In today's India how important are the women entrepreneurs and the role they play for the economic growth of the country. The author has also focused on social and cultural barriers and the reason why the women entrepreneurs are not able to contribute to the society as whole. Further,the paper discusses about the schemes provided by the governmentand skill development programmes conducted for the upliftment of the women entrepreneurs.

6. **Mr. Mutambuka Deo,(2016)** ^[9]the article is prepared with primary data with descriptive design. The paper begins with social- economic factor “family” that influence on the women entrepreneurs. The study conducted points out the factors which hindrances the women entrepreneurs. The study reveals that major problems of the women entrepreneurs: lack of managerial skill, afraid to take decisions and family obligations.

7. **N. Rajendhiran(2016)**^[10] : the paper emphasis more on the factors which are suppressing the potential of the women entrepreneurs. The major role of socio-economic factors influencing the women entrepreneurs in rural. The study conducted to know motivation reasons affect the women to be an entrepreneur. The analysis helped to know that the main factor to be flourishing or fruitless entrepreneur depends on the support of the family of the women entrepreneur. The external factors like knowledge , skill and training is also the major part to be successful.

8. Dr. Preeti Sharma (2019)^[11]the study is conducted to know the current scenario of the women entrepreneurs. The article focuses on various motivational and socio-economic factors those influence the women entrepreneurs. These factors affect the women entrepreneurs in both the optimistic and pessimistic ways. For decades, the socio- economic factors negatively affected the women entrepreneurs. However, in current scenario the women entrepreneurs have learnt to overcome these hurdles and make place for their ambitions. Further, well-structured programmes should be initiated to motivate and flourish the spirit of entrepreneurship among women.

9. Mr. TeluSuvam and Mr. Chithirairajan, (2019)^[12]the paper discusses about important point about the gap. This gap is between the government schemes and women entrepreneurs. In spite of providing many schemes by the government for upgrading the women entrepreneurs still why growth rate is low. The reason for the gap is socio- economic factors along with knowledge gap, lack of credit worthiness and financial assistance. Further, it discussed that to eliminate the gap, women entrepreneurs must be encouraged and boosted with the opportunities. It concluded that proper measures must to be taken by the government to make aware of development schemes available to women.

Discussion:

Globalisation has opened the gates of opportunities for entrepreneurs. India consists of huge population with 48.02% female population. This share of population majorly has remained unaccounted and has gone under stereotypes activities. The reason for the present situation is because of various socio- economic factors. These factors are summarized as :

- Religious belief,
- Gender discrimination,
- Lack of knowledge,
- Caste barriers,
- Psychological barriers,
- Cultural values,

- Personal background,
- Afraid of failure,
- Lack of confidence,
- No moral support from family,
- Financial barriers- lack of credit worthiness,
- Lack of education and knowledge,
- Weak social networking, etc.

These elements have pull back the women to take firm decision on her career and suppressed their potential for past many decades. Though urban or rural areas women have to suffer the orthodox attitude from family and the society. If they try to come out their decisions are doubted and thrust towards discontinue. It is not that women do not have potential or skills it is because of the taboo – “it will be wasted or they are not capable for it”. The government has initiated many schemes and programs is overcome this issues but still lot of difference in reality can be seen.

With various problems and barriers, still women are carving to make a mark in business world. There are many socio- economic hurdles but the ambition to do something and self-actualisation spirit has not stopped her to enter into the business world. The motivational factors that encouraging women are:

- Self- actualisation
- Status of Independence
- Family encouragement
- Generation of Income
- Generation employment
- Experience and education
- Continuation of the family business
- Use of reserve funds and financial assistance
- Government assistance through the schemes, etc

The above motivational elements have driven women to be entrepreneurs. The government has shown its support towards the women entrepreneurs by facilitating various schemes and programmes. These schemes provide financial assistance and subsidies to encourage women to build her business. Along with new schemes launched in Make in India is the Startup India

- New Generation Innovation and Entrepreneurship Development Centre (IEDC).
- Aspire - A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship.
- Six Women Makers Doing India Proud: recognition to the six women entrepreneurs for their business and innovation idea.

Conclusion:

At present scenario, there is enormous awakening among women. The women should be given equal opportunities, which they deserve. Earlier the same was denied to them, though it was their fundamental right for various reasons. Recently the situation is changing. Now we find that women are showing their metal in every domain, which were monopoly of male. The socio-economic barriers are slow and steadily falling down. The women have learnt to find their own path from the debris of social barriers and outcaste. The individual motivational factors, support from the government, NGO's and various business houses have encouraged women entrepreneurs. With all these facts, the percentage of the women entrepreneurs is 14% ^[2]in India. There is tremendous scope for women entrepreneurs to grow in the emerging India. There is huge scope and future for the unutilized potential of women entrepreneurs of India.

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A STUDY ON EFFECT OF EMPLOYEE'S PERFORMANCE MANAGEMENT SYSTEM ON EMPLOYEE PERFORMANCE

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Abstract:

Employee Performance Management is about aligning the organisational objectives with the employees' agreed measures, skills, competency requirements, development plans and the delivery of results.

The emphasis is on improvement, learning and development in order to achieve the overall business strategy and to create a high performance workforce.

Managing human resources in today's dynamic environment is becoming more and more complex as well as important. Recognition of people as a valuable resource in the organization has led to increases trends in Employee maintenance, job security, etc.

Many contemporary organizations are placing a greater emphasis on their performance management systems as a means of generating higher levels of job performance. We suggest that producing performance increments may be best achieved by orienting the performance management system to promote employee engagement.

The aim of this paper is to define performance management system, employee performance and employee performance measurement, and also analyze the relationship between performance management system with employee performance.

Keywords: Employee engagement, dynamic environment, performance management

INTRODUCTION:

Once the employee has been selected, trained and motivated, then he / she is appraised for his performance. Performance is the step where the management finds out how effective it has been at hiring and placing employee. If any problems are identified, steps are taken to communicate with the employees and to remedy them. A "Performance Appraisal" is a process of evaluation an employee's performance of a job and in terms of its requirements. Performance management systems began as simple methods of income justification. That is, appraisal was used to decide whether or not the salary or wage of an individual employee was justified. As a result, the traditional emphasis on reward outcomes was progressively rejected.

Performance appraisal or performance review is a process for individual employees and those concerned with their performance, typically line managers, to engage in a dialogue about their performance and development and the support they need in their role. It is used to both assess recent performance and focus on future objectives, opportunities and resources needed.

Performance Management is the process through which managers ensure those employee's activities outputs contributes to the organization's goal. This process requires knowing what activities are desired, observing whether they occur, and providing feedback, managers and employees meet expectations. In the course of providing feedback, managers and employees may identify performance and establish ways to resolve those problems. Performance Appraisal is an important part of performance management. In itself it is not Performance Management, but it is one of the ranges of tools that can be used to manage performance. Because it is most usually carried out by line Managers rather than HR Professionals, it is important that they understand their role in Performance Management and how performance appraisal contributes to the overall aims of Performance Management. But on the contrary with a systematic feedback system, the Manager can identify good and bad performers. Performance Appraisal can also be taken as one aspect of motivating applied in organization context. Job Performance is partially determined by the motivation to work hard.

Purpose of the Study

The purpose of this study was to investigate the effect of performance management system on employee performance.

SCOPE OF THE STUDY

- a) Measures the performance and providing immediate feedback.
- b) Builds confidence among employees to perform successfully.
- c) Regularly rates the performance level of the employees

OBJECTIVES OF THE RESEARCH

- 1. To Study of Performance Management Systems
- 2. To examine why an appraisal system is important.
- 3. To study existing appraisal system.
- 4. To determine the satisfaction level of the appraise.

METHODS TO COLLECT DATA:

Secondary data: Second-hand information was collected from the Available books, articles, and websites.

LITERATURE REVIEW

According to Nandinichawla and Ajoychawla (2002), When a team or organization meets its expected objectives, it is considered a good performance. It results in high-quality output, costs under control, etc. Finally, a good performance means meeting expectations across the standard level of cost, time, quality- repeatedly. Performance management system is essential, when the goals are compound when there is an involvement of large teams and also when there is an essential of job rotation, etc.

According to T.V. Roa (2002), Performance improvements should focus on teams besides individuals for a better return on performance management system. It is important to identify and give importance to the team performance management besides the individual performance. Organisations should concentrate equally on the team and individual performance

and also it is essential that employees must get feedback for both the individual level and group level.

According to Herman Aguinis (2011), Performance Management is a never-ending continuous process, which helps to identify and measure the performance level of each and every individuals and teams. It also aligns the performance of employees with the strategic goals of an organisation. Performance management is the system which evaluates the performance level of each and every employees, periodically and provides certain feedback and gives the coach, so that the performance can be improved by adopting the appropriate effective performance management process.

Training and development on employee productivity

Training and Development basically deals with the acquirement of understanding, know-how, techniques and practices. In reality, training and development is one of the essentials of human resource management as it can better performance at individual, collegial and organizational levels. As the course of „increasing one’s capacity to take action, organizations are now progressively becoming meticulous with organizational learning and therefore collective development. Robert (2014) explains that employers should not take training programs for granted. They should ensure that the people who conduct the training understand the difference between demonstrating a skill and teaching that skill to someone learning it for the first time. He further added that organizations should customize their activities to the ability level of the employee being trained. Khawaja, et al. (2013) in their study on “association of training satisfaction with employee development aspect of job satisfaction” that training giving to employees will result to improved the level of satisfaction of their current jobs: it underlines the need of company to concentrate on building employee capability and development to achieve job satisfaction. According to (Abdus, 2011), training is seen to have a huge impact on organizations efficiency. It is also observed that more expertise in training has led to more productivity.

Reward system on employee productivity

Reward systems are the instruments that make this happen. An effective reward program may have three components: immediate, short-term and long term. This implies instantaneous recognition of a good performance, short- term rewards for performance could be offered monthly or quarterly and long- term rewards are given for having been loyal over the years. Long-term rewards are awarded to employees who have been performing well. Such an employee will become loyal to his or her organization and it reduces employee turnover. Long term rewards may comprise of being made partner, or monetary reimbursements that mature after many years of service or at retirement. The management of individual performance within organizations has traditionally centred on assessing performance and allocating reward, with effective performance seen as the result of the interaction between individual ability and motivation. It is increasingly being recognized that planning and having a conducive environment have a vital effect on individual performance, with performance goals and standards, suitable resources, direction and support from the managers all being central (Torrington, Hall & Stephen, 2008).. Companies use cash bonuses to reward their employees' performance during the year under appraisal. But there is also the tacit prospect that these bonuses will be a factor in motivating employees' performance next year as well. Human resource policies and practices indeed do affect organizational as well as individual performance. Job satisfaction for example, has for a long time been seen as key to affecting business performance as well as commitment. In addition researchers have also identified motivation as the mediating mechanism and some identify trust and morale.

How employees see and interpret experiences with the performance management system

There is a negative perception the employees have concerning Performance Management System. They believe that the system is influenced by subjectivity, according to the investigation done by (Newel, 2000) concerning the perception that employees have of performance management system. There is very little employee involvement in formulating criteria, agreeing performance standards and objectives when designing performance systems. Management selects a few top representatives to develop the system in the absence of staff. 11 According to Makori, (2014) on a study that he carried out on employee perceptions of performance management, the

employees in the hotel industry believed that they performed better in their daily tasks but there was no significant relationship between their individual performance and the perception they had of the initiatives that the hotel had put in place for performance appraisal. The study therefore concluded that employee perception on performance management was not necessarily influencing individual performance in the hotel industry.

Performance Appraisal and Employee Productivity

Wellins, Bernthal, Phelps (2006) define engagement as extent to which people enjoy and believe in what they do and feel valued for doing it. Employee engagement is assessed through attitudes or organizational climate surveys. Surveys are typically filled in by managers and employees. Scores from the survey are correlating with various business metrics including staff turnover, absenteeism, productivity and sales. Wellins, Bernthal and Phelps (2006) suggests that performance appraisal enables the right employees are place in the right jobs, exceptional leadership and organizational systems and strategies are the key drivers of employee engagement. An organization drives engagement by leveraging three sources of influence for change that includes the employees, leaders and organizational systems and strategies. Such systems foster employee engagements through hiring, promotion, performance management, recognition, compensation, training and career development.

Feedback and Productivity

The performance appraisal feedback plays an important role in employee productivity. This gives an opportunity for feedback on the past performance against objectives set earlier as well as to identify any performance gap. For managers and supervisors this is the process that identifies the current performance level, discuss strengths and weaknesses and future opportunities (Jackson & Schuller, 2012). The performance feedback provides a discussion that helps employees to understand how they are doing, receive coaching and 22 feedback; clarify expectations about career development (Brown & Benson, 2013). Performance feedback does a good job to make people aware of the objectives and outcomes of the performance appraisal process. Prevailing number of employees believe that their appraisal is fair and stimulates their

performance. There is also a belief that managers and supervisors are handling relatively well the process of feedback (Mone & London, 2010).

What are the types of Performance Management System?

A transparent system should be encouraged, performance management to be carried out regularly, perform job design in order to match staff qualifications to the right job, boost staff morale by giving them longer contracts, create job growth path for staff and orient new staff on performance management and engrave it to the organization policy. organization needs to highlight the organization objectives which will contain clear criteria and standards of expected performance from all the sectors and each employee. The performance management tool should be negotiated and agreed with the staff and management. The performance measures or key performance indicators should be agreed upfront with all employees, irrespective of their level in the organization. 360 degree feedback is suitable for organization. It involves the appraisee receiving feedback from people whose views are considered helpful and relevant. The feedback is typically provided on a form showing job and skills criteria and scoring or value judgment system. The appraisee should also assess himself or herself using the same feedback instrument

Challenges of performance management system

Performance appraisals have always been carried out in a retrospective manner. The traditional appraisal in many organizations occurs once a year with a few conducting it semiannually or annually. There is usually a gap in months between establishing goals and reviewing them and also the objectives that have been set when the year begins are usually referred to at the appraisal time. According to Lee, (2006), performance appraisal gives a chance to both the employee and the supervisor to review the goals and targets that they set together and also to confirm whether the employee is on course, how far they are from accomplishing their goals and also to identify any possible challenges that the employee may face. According to Bridger, (2014) the appraisal process may be open to biased ratings.

CONCLUSION: -

1. Performance Appraisal is a systematic means of ensuring that Manager's and staff meet regularly to discuss past and present performance issues and to agree what future is appropriate on both sides.

2. From the study results it's evident that both the appraisees and appraisers' expectations from the Performance appraisal system are the same i.e. "Determination of Promotion or Transfer" and "Salary Administration and Benefits". Hence a single performance appraisal system can satisfy needs of both the Appraiser and appraisee. Therefore the Performance appraisal program would be designed in such a way that the appraiser would be able to analyze the contribution of the employee to the organization periodically and all the employees who have been performing well would be rewarded suitably either by an increase in the salary or a promotion. Through this the appraiser can also motivate the employees who felt that they had no growth in the organization and serves the purpose of employee development. Thus performance appraisals can be used as a significant tool.

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A STUDY ON EMOTIONAL INTELLIGENCE ON IT INDUSTRIES

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ABSTRACT:

Emotional intelligence (EI) is being aware of one's own ability to understand and manage the emotions. In today's modern world organizations need the employees who maintain and controlling of situations and with good decision making. The present research study is based on the key variable of EI such as self awareness, social awareness, stress management, organizational commitment, conflict handling, job satisfaction and their effects on demographic factors. A survey has been conducted by selecting random sampling technique in Mysuru, Bengaluru, and Hyderabad. A total of 65 respondents have been considered out of 100 for analyzing of the data. The method of the study is pilot study. The hypothesis framed for this study is whether there is significant difference between demographic factors and factors affecting the EI. The results have been analyzed through statistical tools t-test and ANNOVA.

Key Words: Emotional Intelligence, Job satisfaction, Conflict handling, Self awareness, Social awareness.

I.INTRODUCTION

Emotional Intelligence (EI) is being aware of one's emotions which can impact positively or negatively oneself and others in a workplace or given any other social environment. EI plays a vital role in the organization for the employee effectiveness to complete their task. It will help the employees know their capabilities, abilities and confident of a well thought action to fulfill their goals efficiently. India has become one of the largest and fastest growing economic sectors in the world. Manufacturing and service sectors plays a vital role in increase of national income. In this scenario employees play the key role in industrial sectors. Effective and efficient employees are bane to the industries. Emotional Intelligence can be determined factors like job satisfaction, working environment, job recognition, and various other factors. Employees who

are emotionally intelligence can recognize and manage their emotions and respond widely in majority of the situations. Apart from the five primary senses that receive external stimuli a human can also respond internally by receiving and understanding information through emotions and feelings. The term Emotional Intelligence was first derived by Daniel Goleman (1995) in his book entitled “Emotional Intelligence: Why it can matter more than IQ”. In summary the book tells us that high IQ is no guarantee of success, happiness, or virtue, but until Emotional Intelligence comes into the equation i.e., rational and irrational part of the brains working in tandem to make the best of any given situation. The concept of EI has emerged globally among the leaders of organizational behavior and industrial psychologists and is given due recognition by the industry. It is widely being practiced by the leading industries around the world.

II.LITERATURE REVIEW

Subhashini (2016) stated that there is a strong correlation between the emotional intelligence and the effectiveness of the employees. EI is been observed more in the supervisor level rather that the workers level. The research paper also stated that the EI has the higher index rate in the hierarchy level employees rather that the lower grade employees. The article find out that emotionally intelligent employees performs in a better manner rather that the employees in lower emotional intelligence. If the enhanced measures for the development of EI are taken there would be significantly better performance of the employees.

Sathya (2020) stated that managing emotions helps to develop the psychological resilience in people which is utmost important in current world. High emotional intelligence in employees can solve better problems more effectively and creates the conducive working environment.

Himanshu (2017) Compensation and other fringe benefits motivates the IT employees to perform better but congenial working environment plays a key role in the job satisfaction of the employees. The research findings showed that emotional intelligence has the direct impact on the manner in which employees balance their work life. Employees show higher self efficacy and organizational commitment and gets focused on the organizational as well as personal goals.

Krishnaveni (2011) The research findings suggested that emotionally more intelligent employees handle more stress efficiently. Further stated that EI are able to identify stressors and they develop strategies for coping up which results to greater job satisfaction.

Neerpal Rathi (2009) Employees with higher level of emotional intelligence exhibit a higher level of self-efficacy. The reason is that employees control their emotions and being more confident and control over the tasks they perform. The study also stated that employees with higher levels of emotional intelligence results in organizational commitment.

Abedi (2016) The research study states that employees should have their self-knowledge about their strengths and weakness. Emotionally intelligent employees control and manage themselves based on the knowledge and experience these results in job satisfaction. The study also stated that self motivation results in gaining more trust among other employees. The ability of employees to empathize with sub ordinates will lead to greater job satisfaction. Social awareness and relationships plays a vital role in understanding employee's emotions.

Khaliq (2014) The research work examines the relation between emotional intelligence and job performance. An employee relation is the important variable for employee performance in the organization.

III.RESEARCH METHODOLOGY:

The study is an attempt to analyze how emotional intelligence and demographic factors changes the behavior of the employees. Further, this study will also help to analyze is there a correlation between the emotional intelligence and factors affecting this intelligence. Many researchers have suggested that for success of an employee both traditional intelligence (IQ) as well as emotional intelligence (EQ) plays a vital role. Findings and outcome of this study shows that how the factors enhances the emotional intelligence of an employee. Hence, the study has been undertaken in these core areas covering vital variables. The study is done through random sampling. The research study covers IT professionals working in Bengaluru, Mysuru, and Hyderabad. The Questionnaire were distributed though Google forms, self administered. The

responses however that fulfilled to be finally considered were sixty five in number. Statistical tests that were used for the study were t-test and Anova.

IV. OBJECTIVES OF THE STUDY:

The following are the Objectives of the Study:

1. To identify the factors that affects emotional intelligence.
2. To know the affect of demographic factors on emotional intelligence

V. SCOPE OF THE STUDY:

The above literature review briefs that emotional Intelligence strong correlation between the emotional intelligence and the effectiveness of the employees, high emotional intelligence in employees can solve better problems more effectively and creates the conducive working environment, employees with higher levels of emotional intelligence results in organizational commitment and also an employee relation is the important variable for employee performance in the organization. However, there is a dearth need to study the Emotional Intelligence as a vital factor especially in IT industry with affecting variables viz., Self awareness, Job satisfaction, Conflict handling, Social Awareness, Stress management, Job performance and Organizational commitment. The study with these variables covers IT professional working in Hyderabad and Karnataka.

VI. RESEARCH HYPOTHESIS:

H_0 : There is no significant difference between demographic factors and factors affecting emotional intelligence.

H_1 : There is a significant difference between demographic factors and factors affecting emotional intelligence.

VII. RESULTS AND DISCUSSIONS:

Table no 1 showing demographic details of respondents

		Frequency	Percentage
AGE	< 25 YRS	13	20
	25-30 YRS	42	65
	30-35 YRS	07	10
	>35 YRS	03	5
Total		65	100
Gender	Male	43	66
	Female	22	33
Total		65	100
Level of Management	Managerial	30	46
	Non managerial	35	54
Total		65	100
Salary	<20,000	7	11
	21,000-31,000	8	12
	31,000-41,000	12	19
	>41,000	38	59
Total		65	100
Qualification	Graduate	41	63
	Post graduate	18	28
	Others	6	9
Total		65	100

Experience	< 2 Years	7	11
	2-4 Years	22	34
	4-6 Years	19	29
	>6 Years	17	26
Total		65	100

Source: Primary

Table no 2 showing significant difference between Experience and Emotional Intelligence Factors

	Sum of Squares	df	Mean Square	F	Sig.
Awareness of one's own strength	Between Groups Within Groups Total	3 61 64	1.759 .520	3.385	.024
Enough opportunities for career development	Between Groups Within Groups Total	3 61 64	1.765 .560	3.152	.031
Compromising during an argument	Between Groups Within Groups Total	3 61 64	4.478 .762	5.875	.001
Correlation between job performance and work ethics	Between Groups Within Groups Total	3 61 64	2.123 .664	3.198	.030

Source: Primary

The above table depicts significance difference between experience and emotional intelligence factors whereby the null hypothesis is rejected. It is proven that the factors in connection with the awareness of one's own strength and weakness (self-awareness) with the p value $0.240 < 0.05$ along with enough opportunities with career development (job satisfaction) $0.031 < 0.05$, being the p value $0.001 < 0.05$ of compromising during an argument (conflict management), $0.03 < 0.05$ is the p value for correlation between job performance and work ethics (job performance) are considered for rejection of null hypothesis.

Table no 3 showing significant difference between Qualification and Emotional Intelligence Factors

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Emotional attachment towards the job Between Groups	9.830	2	4.915	6.408	.003
Within Groups	47.554	62	.767		
Total	57.385	64			

Source: Primary

The obtained p value is 0.03 is less than 0.05. Thus, the null hypothesis is rejected which tells there is a difference between the emotional attachment towards the job (job satisfaction) and the qualification of the respondents.

Table no 4 showing significant difference between Salary and Emotional Intelligence Factors

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Organization plays Between Groups	15.959	3	5.320	4.629	.006

effective role in	Within Groups	70.103	61	1.149		
handling the stress	Total	86.062	64			
Compromising during	Between Groups	7.969	3	2.656	3.118	.032
an argument	Within Groups	51.969	61	.852		
	Total	59.938	64			

Source: Primary

Table no 4 shows the p value as $0.06 < 0.05$. The hypothesis H_0 is rejected between organizations plays effective role in handling the stress (stress management) and salary along with p value $0.032 < 0.05$ for compromising during an argument may be necessary (conflict handling).

Table no 5 showing significant difference between gender and Emotional Intelligence Factors

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Enough opportunities	Between Groups	3	1.032	1.731	.170
for career development	Within Groups	61	.596		
	Total	64			
Organization plays	Between Groups	3	1.329	.988	.404
effective role in	Within Groups	61	1.345		
handling the stress	Total	64			
Emotions cannot be	Between Groups	3	.711	.908	.442
controlled when stressed	Within Groups	61	.782		
out	Total	64			

Source: Primary

Above table shows the obtained p value as 0.170 is less than the error level 0.05 where by the H_0 is rejected that the factors related to organization encourages and provides enough opportunities for career development (job satisfaction), also the p value is 0.404 < 0.05 shows that there is significant difference between the organization plays the effective role in handling the stress and gender. 0.442 being the p value less than 0.05 for emotions cannot be controlled when an individual is stressed out.

Table no 6 showing significant difference between level of management and Emotional Intelligence Factors

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Emotions cannot be controlled when	Equal variances assumed	.359	.551	-1.950	63	.056	-.41905	.21492	-.84854	.01044

stressed out	Equal variance s not assumed			-1.938	59.733	.057	-.41905	.21623	-.85162	.01352
Relationships with family and friends gets affected	Equal variance s assumed	2.904	.093	-2.132	63	.037	-.39048	.18319	-.75655	-.02440
	Equal variance s not assumed			-2.059	47.073	.045	-.39048	.18961	-.77191	-.00904
Work productivity gets affected due to stress	Equal variance s assumed	.005	.944	2.173	63	.034	.36667	.16871	.02953	.70381
	Equal variance s not assumed			2.227	61.410	.030	.36667	.16466	.03745	.69588

Source: Primary

The above table shows the obtained p value $0.056 < 0.05$ which shows that null hypothesis is rejected. In other words there is significant difference between emotions cannot be controlled when an individual is stressed out (stress management) and level of management. 0.037 is lower than 0.05 indicated significance between relationships between family and friends gets affected because of stress (stress management) and level of management. The obtained p value for work productivity gets affected due to stress (stress management) is 0.034 which shows that null hypothesis is rejected.

VII CONCLUSION:

Emotions play a vital role in every individual life. It is a very powerful tool for an employee to have self knowledge and maintain relationships in the organization. Employees who control their emotions can respond wisely on different situations, problem solving and creativity abilities can be improved. Emotional intelligence can be learned and strengthened with the time and situations. It will help in managerial process and helps in increase the leadership skills of an employee. Emotional intelligence will also get the ability to effectively deal with emotions in the workplace and helps employees to manage organizational commitment. The key variables stress management, conflict management, and social awareness job satisfaction and maintain the psychological well being.

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A STUDY ON IMPLEMENTATION OF GREEN MARKETING TOWARDS REDUCING ENVIRONMENTAL POLLUTION

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ABSTRACT

The study is a valuable study of information with regards to reduction of pollution in the environment with help of green marketing. Green marketing is a popular topic in the modern world. Green marketing was first introduced in the year 1980's. literature review coded from past to present are taken in the consideration to evaluate the impact of green marketing towards reducing environmental pollution. Green market is been gaining more attention from the masses. Initial adoption of green marketing might be challenging but is not termed impossible. Though 'greening' has gained prominence worldwide it is not able to reach its full potential. It now stands as a customer friendly stature. It is proven that companies are not up to the stature because of its evolution from traditional to greening whole new dimensions of challenge have risen. The catastrophe might become a major factor in tilting the deck. The other major concern is that only developed countries are bagging the opportunity where as some countries like India are partially interested. Although the odds stacked up the companies are ready to go to a greater extent to gain the edge in the competition and try to outperform themselves in and out or they are even ready to sacrifice their comfort zone. The study was a comparison between pros and cons and data's that complement the statements. The study is a sketching which speaks about all the attributes and positive future for green marketing in India and how the trend and adaptable strategy plays a vital role.

INTRODUCTION

It incorporates a broad range of activities, including product modification, changes to the production process sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge and change those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

The term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

DEFINITION

According to American marketing association, Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities.

INITIATIVES

1. Tide Coldwater Challenge: This landmark marketing campaign addressed the money saved by washing in cold water and the product's deep cleaning and whitening abilities making green the ancillary benefit. The far-reaching campaign included national advertising, in-store programs, product sampling, a strong Internet presence, consumer promotions and strategic alliances. (2005)

2. TOMS Shoes “Project Holiday”: For the month leading up to Christmas 2008, TOMS promoted their Project Holiday campaign to sell 30,000 pairs of shoes, so they could give the same number of protective rubber shoes to kids in Ethiopia. By the end of the campaign, they exceed their goal by 23% and raised unprecedented awareness for their cause – all without paid media. (2008)

3. Philips Light's CFL: Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.

4. Introduction of CNG in Delhi: New Delhi, capital of India, was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

5. Ashoka Buildcon's CSR activity: Energy conservation continues to be a focus area for the Company. Energy conservation measures are meticulously followed and conform to the highest standards. ABL is committed to participate in social development at various levels. From extending a helping hand to under privileged individuals to creating international quality educational and research facilities, the vision is to contribute in building the nation into a fully developed country.

GREEN OPPORTUNITIES:

1. Competitive advantage
2. Increasing the consumer base
3. Government legislation and receiving subsidies from Government
4. Reduction in cost

5. Corporate social responsibility

These Opportunities also become the reason for companies to adopt Green Marketing.

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organizations believe they have a moral obligation to be more socially responsible. Governmental bodies are forcing firms to become more responsible.
3. Competitors' environmental activities pressure firms to change their environmental marketing activities.
4. Governmental bodies are forcing firms to become more responsible.
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.

OBJECTIVES

- To identify the segments of green consumers.
- To explore the challenges and opportunities businesses have with green marketing.
- To understand awareness level of green products.
- To examines the present trends of green marketing in India and its future.

METHODOLOGY OF THE STUDY:

The present study is based on questioner method where in questioners were distributed through the help of google form which was conducted among approximately 100 plus candidates.

ANALYSIS

STRENGTHS

1. Marketers get access to new markets and gain an advantage over competitors that are not focusing on “greenness.”
2. Marketers can charge a premium on products that are seen as more eco-responsible.
3. Organizations that adopt green marketing are perceived to be more socially responsible.
4. Green marketing builds brand equity and wins brand loyalty among customers.

WEAKNESS

1. Most customers choose to satisfy their personal needs before caring for environment.
2. Overemphasizing greenness rather than customer needs can prove devastating for a product.
3. Many customers keep away from products labelled “Green” because they see such labelling as a marketing gimmick, and they may lose trust in an organization that suddenly claims to be green.

OPPORTUNITIES

1. Marketing to segment which are becoming more environmentally aware and concerned. These consumers are demanding products that conform to these new attitudes.
2. Organizations perceive green marketing to be a competitive advantage, relative to the competitors. Firms, therefore, strive to improve upon their societal awareness. This complements the increase in consumers’ socially conscious behaviour and will therefore give them an advantage over competitors who do not address these issues.

THREATS

1. Uncertainty as to the environmental impact of present activities, including that is perceived to be less environmentally harmful.

2. Uncertainty as to which green marketing activities are acceptable from a government perspective.

3. The possibility of a backlash from consumers or government based on existing green marketing claims, threat one and two above may cause backlash to arise.

Analysis is based on percentage bases due to time constraint.

DEPICTION OF DIFFERENT VIEWS OF MANAGEMENT AND CONSUMERS REDUCING ENVIRONMENTAL POLLUTION

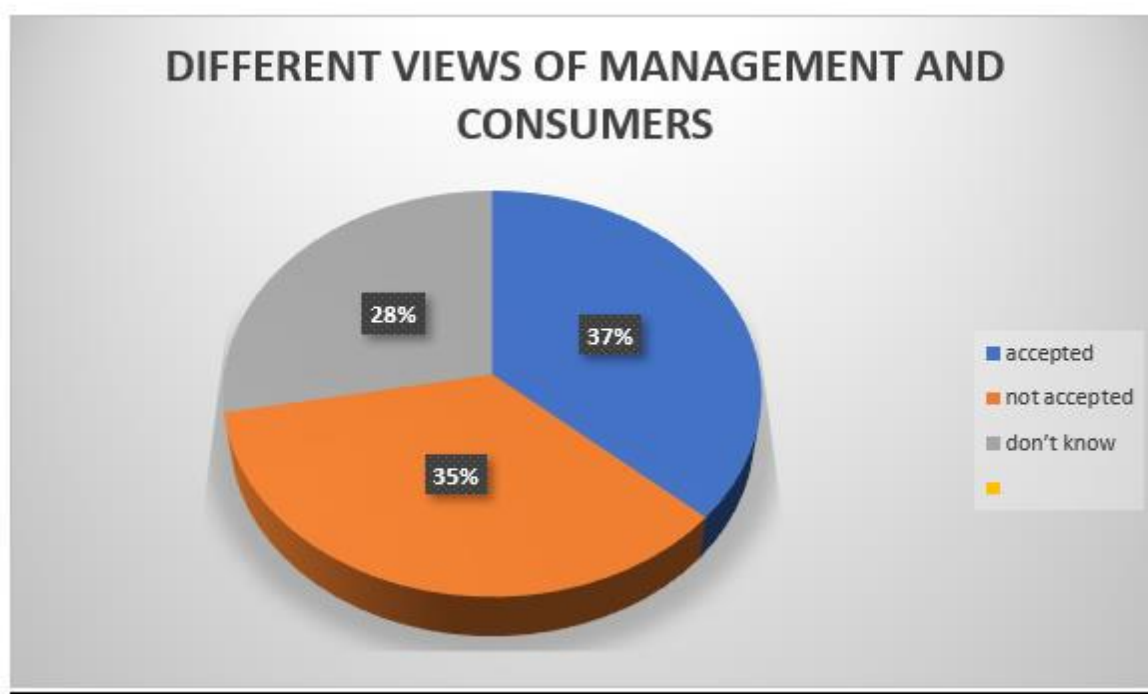
1. How many firms agree on green marketing given stipulations and drawbacks it contains even though they know its eco-friendly?
2. Without the government acceptance are the companies are ready to proceed?
3. In an Indian economy is green marketing excepted with its high cost even when it's not harmful?
4. Is India consumers willing to accept the change in marketing structure knowing it could benefit health?
5. Is India falling pray to this gimmick if it is a gimmick?
6. Do you really think green marketing can reduce profits?
7. Do the companies prefer profit over environmental pollution?

TABLE SHOWING NUMBER OF VIEWS REDUCING ENVIRONMENTAL POLLUTION

PARTICULARS	YES	NO	DON'T KNOW
1st question	25%	41%	34%
2nd question	19%	50%	31%
3rd question	30%	42%	28%
4th question	41%	32%	27%

5 th question	50%	29%	21%
6 th question	22%	37%	41%
7 th question	69%	17%	14%

**CHART SHOWING NUMBER OF VIEWS REDUCING
ENVIRONMENTAL POLLUTION**



CONCLUSION

Green market is still not a very popular subject. Yes, green marketing is trending but people are still not fully aware of its benefits and a lot of gimmicks are played to increase sale or profit and some people have the idea that its very expensive and they forget that its good for the environment and people can benefit in various other forms. From my study I am sure that green market is helping the society become more pollution free.

A STUDY ON WOMEN EMPOWERMENT THROUGH SELF- HELP GROUPS

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ABSTRACT:

We all know that poverty and unemployment are the major problems of any under developed countries. To make the country developed it is very important that all of the citizens of the country must be employed. We can still see that many of the rural women do not come forward to work which in turn leads to poverty. It is very important that rural women should take initiative to come forward and start to work as the rural women is the centre of rural development. They play a major role in eradication of poverty and helps in Economic Growth and stability. The three major problems of rural India is poverty unemployment and food-insecurity ,so to reduce all these problems the Government has introduced a single- self employment programs which is good step by the Government to empower the rural poor women. It is a good measure taken by Government to eradicate unemployment and Empower rural development.

KEYWORDS: Women Empowerment, Rural Development, Economic Growth, Eradication of Poverty, Self-help Groups.

INTRODUCTION

Women Empowerment refers to the ability for women to enjoy their right to the fullest to control and benefit from resources, assets, Income and other means, by this they will get an ability to manage risk and improve their Economic status and well-being through women empowerment.

Rural women will get many opportunities to improve themselves. It also gives them the motivation to start up the business or organization by women. To enhance rural Empowerment the govt has undertaken Self-help Group. Then Self-help Group is a Group of rural poor females who have volunteered to organise themselves in a Group to eradicate Poverty and motivate rural women. The main focus of this paper is to enhance women empowerment and eradicate Poverty and help in providing new business opportunities to rural women.

REVIEW OF LITERATURE

Dr. M Nandini (2011) reveals that Self-help Group helps the rural women to increase their status and aids to raise the standard of living of them. Through Self-help Groups women are becoming Entrepreneurs and helps in empowering them too.

Satpal, Rupa Rathee and Pallavi Rajain June 2014(vol-2, No.2) in their research paper “Women entrepreneurship, Challenges in the present Technological Era”. Here they have focused mainly on major challenges faced by women entrepreneurs and also given the suggestion how to overcome those problems.

Jatin Pandey and Rini Roberts in their paper a study on Empowerment of rural women through Self-help Groups have discussed that women’s Empowerment can be measured by number of factors contributing to each of the following that is Personal, Economic, Family and Political Empowerment. Even household and inter-families relations are also to be included in influencing women Empowerment.

Alay P and Vidyashree D.V. (2018) in their paper “A study on factors influencing on women entrepreneurs to enter global market with special reference to rural Bangalore “ has discussed that the problem faced by female entrepreneurs in developing countries at micro and macro level perspectives and tells how to overcome to problems faced by women in rural India and how they get new opportunities to enhance their talent and work.

OBJECTIVES:

1. To enhance women empowerment of rural women.

2. To provide new opportunities to women.
3. To find the benefit derived for women out of SHG.
4. A study on how to eradicate Poverty in rural India through women employment.
5. Factors influencing women Empowerment.

RESEARCH METHODOLOGY

The present paper is based on secondary data and it's in descriptive in nature. The data was collected from various websites, journals, research, paper etc.

WOMEN EMPOWERMENT

Women Empowerment is a concept which consist of Economic Empowerment, Socio-Cultural Empowerment and Political Empowerment. We can see that there are number of problems why women set back to come forward this maybe due to their personal problems, financial factors, human resources factor and also the social factors. To motivate women to come forward and start up the own business or organization the Government is undertaking many initiatives to support them both financially and giving them an opportunity to start up new business.

For this purpose only Government has started up with Self-help Groups to give assistance to women financially through this the rural women can be benefited in many forms which helps them in giving credit which enables them to start the small business firms.

IMPACT OF SHG's

Self-help Groups are the Groups which are formed voluntarily by the individuals joining together. They come together as a group to attain certain collective goals that could be Economic, Social or any of these or both. But actually the origin of SHG's is from the Grameen Bank of Bangladesh which was founded by Mohammed Yunus. These were stated and formed in 1975. These Groups normally consist of 10-20 members in it who equally contributes to attain a common goal so that it will be beneficiary to everyone in the society.

Today it is very well said that SHG's play a major role in providing employment opportunities, enhancing rural Empowerment ,which in turn improves the economy of the country which in turn improves the well being of poor families in rural areas,helps in providing good household nutrition and especially act as a motivation to many rural women.

ADVANTAGES OF SHG's TO RURAL WOMEN.

- **INITIATIVE:** The main aim behind Self-help Groups is to solve the problem of rural women or any other individual. This group contains 10 to 20 members who provide assistance in many ways giving employment opportunities, recognizing the talent of the individual. It also gives financial assistance which motivates many rural women to come forward and start up with small business or expand their existing business.
- **RESPONSIBILITY:** In the absence of Self-help Groups we see that no individual was coming forward to participate in any kind of jobs or other field due to lack of motivation. But with the Establishment of Self-help Groups which provide assistance in many forms and act as an encouragement to many rural women helps to be independent by starting the small business which in turn makes them to be more responsible in the work they do and be accountable as well.
- **OWNERSHIP:** It also gives the right to ownership which boosts the confidence in rural women through Self-help Groups only the rural women will also know their capacity, their talent which makes them more confident and take up challenging tasks in future. When rural women come forward to start up business or organization they become owners for their firm and make them independent. It also motivates them to take up more challenging jobs in future as well.
- **MUTUAL HELP:** The main motive behind Self-help Groups is to share each others problems and provide a solution for it. The members of the group try to help those who needs help in any form and provide them with the assistance; they care for each other in the group and create good relationship among the members of the group. They look into that all individuals have some basic needs to survive.

- **SELF CONFIDENCE AND SELF ESTEEM:** It creates self confidence in each and every individual. The members of the group provide with lots of assistance to take up new job as they provide with lots of opportunities it creates motivation to rural women and helps in creating self confidence to take up any challenging task in future.

WAYS TO ENHANCE WOMEN EMPOWERMENT.

- **EDUCATE THE GIRL CHILD:** We are all aware that girls in poor communities often miss school because of lack of poor facilities. A live example which we have seen is many girls use to go 20 miles to fetch water instead of attending the classes. A good system of education and good facilities should be provided to enhance women Empowerment in rural area. Educating the girl child is an asset to the country which makes them to be independent in future.
- **SUPPORT GIRLS AND WOMEN IN CRISIS/PROBLEMS:**
In the present Era we see day to day million of girls are subjected to abuse ,child labour, child marriage. It is very much important to protect girls and women by equipping skilled, local staff to offer training, medical care, frequent counselling. And now many measures have also been taken by the government to empower rural women by giving them assistance in many ways.
- **MENTOR A GIRL CLOSE TO HOME:** It is very important to educate a girl child from the very small age. One way to establish a mentorship is through elder brothers, elder sisters. When these steps are taken, they act as motivational tool to many girls to be unique and independent in future by establishing their own firms, knowing the value of themselves. Always a kind of motivation talk should be given to women telling I take care don't worry, all this world creates & boosts confidence.

SOME FACTORS FACED BY WOMEN ENTREPRENEURS

- **PERSONAL FACTORS:** It is very much difficult for a woman to manage both the personal as well as professional life. Personal conflicts relates to family conflicts, lack of education, mental status, physical ability, spouse support especially the balance

between the family and career. We see that women in India are very much emotionally attached to the family and children.

- **SOCIAL FACTORS:** Social factors relates to the tradition, culture that prevails in Indian societies which also sometimes stands as an obstacle for women to grow castes and religion which plays a prominent role in Hindu culture and also in other religion hinder women entrepreneurs too. Especially rural women are more attached to tradition, culture, belief, practices, norms etc.,
- **FINANCIAL FACTORS:** It is the most major and serious problem faced by rural women in India. They do not have enough capacity to raise the loan for meeting the financial needs. It is the practice that no assets will be in the name of the girl child which makes her difficult to obtain a loan from Bank or other financial institutions. But now Government has undertaken many steps to provide financial assistance to women to develop. They also face financial problems due to blockage of funds in raw materials, inventory, work-in-progress, non-receipts of payment from customers in time, lack of encouragement by financial agencies.

FINDINGS

1. Government has taken many initiatives to provide financial aids to rural women.
2. Opportunities provided to rural women to enhance themselves through Self-help Groups.
3. Many rural women set back without coming forward due to family problems, social factors, human resources factors, cultural factors also.
4. Awareness programmes and training programs must be given to rural entrepreneurs to motivate themselves so that it helps them to take challenging task in future.
5. Educating the girl child is very important so that it makes them to face and overcome any kind of problems in future.
6. Establishment of Self-help Groups which can develop rural women in many ways.

SUGGESTIONS:

- Firstly, to enhance women Empowerment giving education to a girl child from the very young age is must and important and also to remove the barriers that are tied around the rural women to come forward and start up the business.
- Giving new opportunities to enhance their talent.
- Initiatives to be taken by the Government in giving full assistance to women entrepreneurs financially that is Government should come forward to provide separate financial aids.
- Training programmes must be undertaken to create awareness to rural women.
- Support of family member is also very much required.
- Good motivation by giving the reward for their achievements in any field for women.

CONCLUSION:

We all know that entrepreneurial development is the key to the Economic development of the country. Especially employment opportunities to a rural woman play a major role in the Economic development of the country. In this 21st century the Government has taken up lot of initiatives to promote rural Empowerment and help them in giving opportunities to start up new business. When sufficient motivations are given to women they come forward to start up business, take new challenges in life. In early days caste systems and the traditions followed in the society was not allowing the women to come forward and contribute something to the country. A male child was preferred as he was seen to ensure progeny of the family, when this thing happens in the women might also increase naturally.

We see some areas where the ability of women is better than men in performing certain kind of jobs, so the emergence of women in the society cannot be ignored.

It is very much important to give higher education and awareness program to women. Family support must be given to women which act as a major tool to women Empowerment. The Government must take more initiatives to promote women entrepreneurship in Global market. A self-help group also plays a major role in women Empowerment in rural India.

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5. Jatin Pandey and Rini Roberts in their paper “A study on Empowerment of rural women”.
6. Book of essentials of entrepreneurship by Raj Shankar.

ARTICLE ON ROLE OF DIGITAL MARKETING DURING COVID -19 PANDEMIC IN INDIA

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Abstract

Digital Marketing encompasses the marketing activities that use an internet networks or the electronic devices to reach the consumers in the modern technological era. Digital marketing achieves targets of marketing a business through different online shopping modes or channels. Digital marketing is that the all mighty gateway between electronic technology and marketing psychology.

COVID-19 is that the communicable disease caused by severe acute respiratory syndrome. The virus is very dangerous because it is spread between people during close contact. The impact of this COVID -19 is on Social and Economic factors; no doubt the virus is tragedy of human worldwide or in the global scale.

The article aims to identify the factors of digital marketing the lead to resound in the economy of India and also to study the rapid growth in the impact of digital marketing. The article concluded with the factors like internet utility, Consumers Consumption behavior for the growth of digital marketing.

Keywords: Digital marketing, Indian economy, online shopping, Consumption behavior.

I Introduction

Digital marketing: Digital marketing encircles all the types of marketing efforts the uses an electronic gadget or the internet networks. Digital marketing reaches the consumers very easily

with the help of the internet, mobile phones, search engines, social media and many other online modes. Some of the examples for digital marketing are search engine optimization, search engine marketing, affiliate marketing, email marketing, instant message marketing etc. Digital marketing is the part and parcel of marketing which avail/make use of internet and online based technologies. Digital marketing is the term used for the targeted, interactive and measurable marketing of commodities and services with the help of digital instruments.

COVID 19 is the Communicable disease caused by severe acute respiratory syndrome. COVID which is also known as corona virus pandemic is a continuous pandemic. The virus is spread between people during close contact due to small droplets which is produced by cough. The Pandemic which was considered an unlikely activity for a long time even before the COVID-19 outbreak which has been identified as one of the important key challenges to businesses, according to a survey conducted in 2007. Marketing theory offers few insights to the potential impact of the disruptive events. People gradually started adjusting to the very new reality in their lives.

II REVIEW OF LITERATURE

1. Kakodkar P, Kaka N, Baig M (April 06, 2020): A Comprehensive Review of the Literature on the Clinical Presentation, and Management of the Pandemic Coronavirus Disease 2019 (COVID-19). The clinical and epidemiological differences between COVID-19 and other infections causing outbreaks (SARS, MERS, H1N1) are elucidated.
2. Sana salehi, Adin Abedi, Sudheer Balakrishnan, Ali Gholamrezanezhad (April 20, 2020) : Coronavirus Disease 2019 (covid-19) : A scientific Review of imaging finding in 919 patients. This systematic review of current literature on covid-19 provides insight into the initial and follow up CT characteristics of the disease.

3. Prof.Russell M Viner ,Simon J Russell ,Jessica parker (April 06,2020) : School closure and management practices during coronavirus outbreaks :A Rapid systematic review. Disruptive social distancing interventions in schools require further consideration if restrictive social distancing policies are implemented for long periods.
As per the observation of the researcher the position of the digital sales in COVID era has neither increased nor decreased.

III Statement of the problem

A researcher has found the gap between the crisis during COVID-19 and to study the impact of digital marketing.

IV Objectives

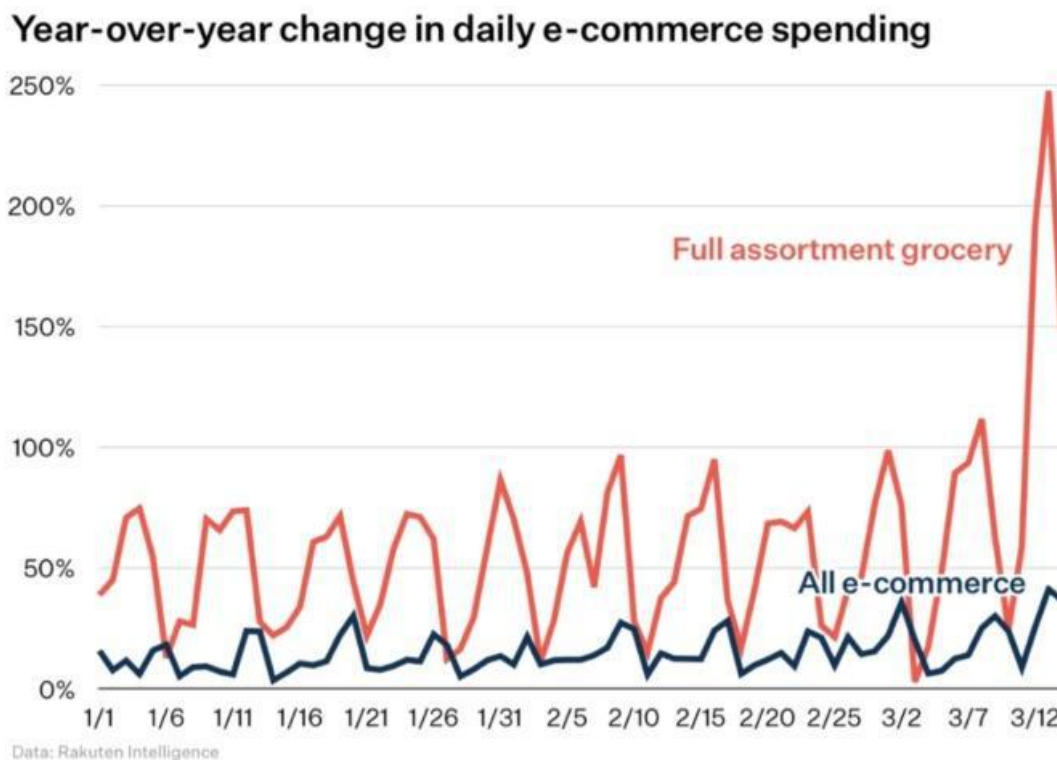
- 1) To identify the growth rate of digital marketing during COVID crisis situation.
- 2) To analyze the impact on brand loyalty of consumers.
- 3) To identify the sudden changes due to Covid in the digital era.

V Research Methodology

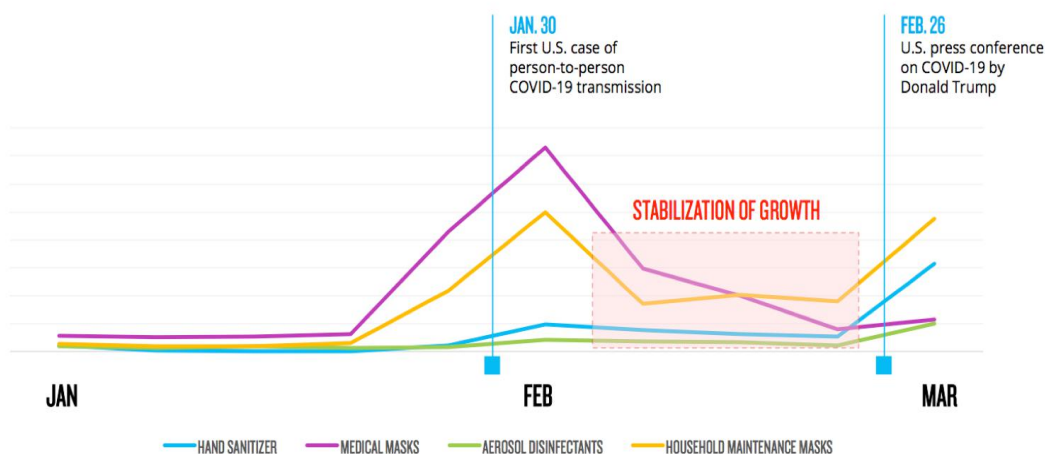
The study is based on content analysis. A researcher has taken the information through newspapers, websites, articles, reports, journals and books. Review of Literature was done by the researchers to have a proper picture for preparation of paper and understanding the article clearly. A secondary data has been taken to study the impact of digital marketing in this COVID-19 crisis situation. Random sampling method has taken for analysis and interpretation of data.

VI Data Analysis and Interpretation

As per the objectives and Statement of problem framed by the researcher on the topic “Article on Role of Digital Marketing during COVID -19 pandemic in India” the analysis was as follows.



While less about the immediacy of protecting and feeding themselves, it comes as no surprise that as people are homebound and not pursuing external entertainment options that there's an increase in digital streaming services. In addition to streaming services like Netflix, Amazon, Hulu, and Disney+ seeing atypical gains in subscribers within the half-moon of 2020, non-traditional streaming services like movie studios are releasing media streaming, on-demand, sometimes before projected release.



TIGHT PURCHASE TURN AROUND TO COVID-19 NEWS CYCLE



In an analysis of Feedvisor customer sales data, predominantly across Amazon's and Walmart's U.S. marketplaces, the COVID-19 impact on e-commerce is undeniable. Grocery and Gourmet,

for instance, which has historically been slow to penetrate e-commerce, is up 37% since Feb. 3, 2020.



Based on the Customers buying behavior and consumption habitat, these are the most common industrial categories which has highly impacted by COVID-19.

VII Conclusion

Your customers try their best to adapt to strange times without tons of footholds and shifting their behavior as a result. As a business owner, you're facing much of an equivalent uncertainty, while trying to support your customers' needs and your own.

Depending on your industry and audience, your response to the ever-evolving situation will change. You know your customers better than anyone. We hope this resource has helped you understand a number of the ways their behaviors are changing, so you'll still serve them as best you'll.

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AWARENESS AMONG STUDENT TEACHERS ON HUMAN RIGHTS MADURAI DISTRICT

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ABSTRACT

Human Rights is the basic knowledge need for every citizen of India. We can easily transferred the knowledge on Human rights to the society through future Teachers to the next generation. For that first of all the teachers must have knowledge on it . So, the researcher want to know about the knowledge on human rights among student teachers. He take 100 samples from Madurai district. From this study we came to understand that the male student teachers have more awareness on human rights than the female student teachers.

KEYWORDS: Awareness, Student Teachers, Human Rights.

INTRODUCTION

Human Rights is the basic knowledge need for every citizen of India. We can easily transferred the knowledge on Human rights to the society through future Teachers to the next generation. For that first of all the teachers must have knowledge on it. The constitutional values are should be followed in the entire constitution of India, its preamble bodies the fundamental values and the philosophy on which the constitution is based. These are sovereignty, socialism, secularism, democracy, republican, character, justice, liberty, equality, fraternity, human, dignity and the unity and integrity of the nation. Student teachers have awareness about the Human Rights and what is the level and do in our society is very important. The student teachers are the future teachers in India, if they have knowledge on Human rights they transferred to next generation in very large numbers. Human rights values are to be inculcated in the student at all stages of education. There has been growing sense of awareness about this responsibility after independence of each and every individual.

NEED AND SIGNIFICANCE OF THE STUDY

The preamble of the constitution sets the direction in which the education system of the country has to move. The task of educating the younger generation about the human rights, citizenship, values, ideals and ethos enshrined in the constitution are at last borne upon the teachers. In an economically and technologically driven age, the teacher education needs to awaken humanistic and spiritual values in order to encourage peace, justice, freedom, equality and fraternity. If the student teachers have knowledge on Human rights the whole society get knowledge on it.

STATEMENT OF THE PROBLEM

The statement of the problem is “AWARENESS AMONG STUDENT TEACHERS ON HUMAN RIGHTS MADURAI DISTRICT”.

OBJECTIVES OF THE STUDY

- To measure the awareness of student teacher on Human rights.
- To find out the level of interest of student teachers towards Human Rights with reference to certain social variable.

HYPOTHESIS OF THE STUDY

- There is no significant difference in the awareness of student teacher on Human rights with respect to location, gender, medium of instruction, stream and qualification.

MEHODOLOGY

METHOD OF RESEARCH-SURVEY

The aim of the research was to create awareness about student teachers on Human rights to know their views on the level of achievement of these values in present context. Survey method was used in the present rights.

TOOL

- ❖ The tool used for the study of self-constructed by the researcher.
- ❖ Sample of the study included 100 student teachers from Various Education Colleges in Madurai.

VALIDITY AND RELIABILITY OF THE TOOL

The tool consisted of 15 statements and if way given to experts from the field of education, law, and Constitution rights to check for validating.

POPULATION AND SAMPLE

The population of the study was the student teacher of various B.Ed., college. Sample of 100 student teachers was taken up for the study.

SAMPLING AND STATISTICAL TECHNIQUE

Random sampling technique is adopted for this study. In the present study the following statistical techniques used

- Mean value,
- standard deviation and
- 't' test adopted

DATA ANALYSIS

HYPOTHESIS

There is no significant difference in the attitude of student teachers towards constitution rights With respect to gender, location and medium of instruction.

VARIABLE	SUB VARIABLE	NUMBER	MEAN	SD	't' value	LEVEL OF SIGNIFICANT
Gender	Male	24	38.64	4.82	3.40	Significant
	Female	76	35.22	4.12		
Locality	Rural	43	36.72	3.34	1.78	No significant

	Urban	57	38.00	3.77		
Medium	Tamil	15	38.60	3.58	1.23	No significant
	English	85	38.24	3.51		

From the above table, It can be insured that the calculated 't' value based on gender the calculated t value is 3.40 which is greater than the table value 1.96. So the hypothesis is rejected for the variable gender. So, the mean value of male is higher than the female value it shows that the male have more awareness than the female. In the case of variables locality, medium of instruction respectively are less than the table 't' value 1.96 at 0.05 level of significance. Hence the null hypothesis accepted.

FINDINGS AND SUGGESTION

- There is a signification difference in the awareness of the student teachers on Human rights based on gender. The male have more awareness than the female.
- There is no signification difference in the awareness of the student teachers on Human rights based on locality.
- There is no signification difference in the awareness of the student teachers on Human rights based on medium of instruction.

CONCLUSION

On the basis of the data obtained from the survey carried out on the sample of student teachers in the Maudrai District. We conclude that the student teachers of both the section are largely very much awareness having organized the constitution Rights at their B.Ed., college. The survey confirmed that there is no variation. Awareness in particular Human rights activities among the student of no different. Most of the student teachers have less awareness of B.Ed. student teachers on Human rights. The male have more awareness than the female. The government organize various programme to the female student teachers to make awareness on Human rights.

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**CONSUMER APPROACH TOWARDS ONLINE SHOPPING UNDER IOT -
A SURVEY CONDUCTED AT SOUTH BENGALURU CITY IN
KARNATAKA.**

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Abstract

Online Shopping has emerged as alternative and convenient method of shopping to physical shopping (retail store visit) it has taken a very important role in the present days as customer are busy with tight schedule.

In addition to this, penetration 4G Internet of Things services, availability of smart phones at competitive prices, EMI facilities, encouragement to use Debit/Credit cards, customization of delivery options, effective logistics infrastructure, wide range of availability of products and services, quick comparison of the same, easy return policies are making online shopping more popular.

This study covers brief history of online shopping, major online shopping platforms and goods and services offered, demographic details, responses from online retailers towards, quality of service, scope for improvement, saving time and money, safety etc.

Key Words: Online Shopping, E-Commerce, Internet of Things shopping, Consumer behavior

Introduction:

Today in India, the market place is flooded with several Ecommerce options for retailers to choose from. A variety of innovative goods and services are being offered spoiling customers for

choice. Online shopping is no more a privilege enjoyed by friends and family living across the country. In the last couple of years, the growth of Ecommerce industry in India has been phenomenal as more retailers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Bengalureans psyche and cater to their needs. Internet of Things is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet of Things with the aim of cutting marketing costs, thereby reducing the price of their goods and services in order to stay ahead in highly competitive markets. Companies also use the Internet of Things to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet of Things not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the Ecommerce market, the Internet of Things provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from B2B, the practitioners of B2C not lose confidence. It has been more than a decade since B2C Ecommerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers behaviour from different perspectives.

History of Online Shopping:-

During the year 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. Since then other technological advances took place, such as online banking and the opening and other activities started to support the business with the customers. When customer buy a product or a service through Internet of Things, instead of going to a traditional brick-and mortar store, it is called online shopping. This trend from buying through Internet of Things is growing not only in India but, globally we see an increasing number of customer are buying over the Internet of Things because of its convenience. Online

shopping had a rather slow and disorderly journey in India, it has not picked up as much as it should have primarily due to the fact that Internet of Things penetration itself was quite low and secondly (and importantly) the customers were not aware about it as well. Moreover the customers are not ready to take the risk of buying a product without seeing it physically. Traditionally, Bengalureans are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. Online shopping started early in 1995 by the introduction of Internet of Things in Chikpet of Bengaluru. Online shopping became popular during the Internet of Things boom in 1999-2000. Later on following the success of Amazon, many other bookstores with a physical presence also created an online presence on the Internet of Things. Thereafter in 2005 bazee.com was taken up by eBay. The trend of online shopping took a good pace and many new portals started like Amazon, Flipkart, Snapdeal, Yebhi, Gadgets guru, Myntra, iBibo, Makemytrip, Yatra, Craftsvilla, now Zomato, Swiggy and many more. Many home portals such as Yahoo.com, Indiatimes.com and Rediff.com came up with online shopping options for the Bengalureans consumer. It is convenient, faster and sometimes also cheaper than the traditional buying. Now a day's buying train ticket, bus ticket, air ticket all of them have gone through online option as well. Rather than standing in a long queue and waiting for customer's turn to purchase a ticket, customer are finding it simpler to log on to a website and buy it. In some instances, customer may have to pay a premium for an online purchase but it is still preferred because the convenience factor is much higher. For example, if customer want to buy bus tickets online during festival season, customer may have to pay extra amount over the actual price of the ticket but because of its convenience, customer are opting for it. Buying or placing an order online is also useful when customer need to send a gift to a friend who is staying in a different city or country. For example, customer can send flowers, cake and chocolates to a friend in New York on his/her birthday by placing an order for it on the Internet of Things from customer home in Bengaluru. In current scenario customer can buy anything from Internet. Customer can purchase almost anything online starting with groceries, medicine, apparels, furniture, electronics, books, greeting cards to cell phones and ringtones for the cell phones, everything can be purchased online and what not. Still many customers find it convenient to buy their groceries from the neighborhood shop; many customers

are purchasing rail, air tickets and their holiday destinations over the Internet of Things. Not only this but many customer and corporate as well, are also purchasing a variety of services online such as a broking service, banking service and job search service.

Review of literature:-

According to the survey, over 19,000 online retailers in 19 different zones which asks consumers about their purchasing preferences, use of different shopping channels. According to this survey remains the retail touch point with the highest frequency. More than one in three (36%) of our global sample goes to a physical store at least weekly. That is a significant difference compared to how often they shop weekly online via PC (20%), online via tablet (10%), and online via mobile phone (11%). It is still very early days for the transformative effects that both mobile and social networks will have on retail. When we looked at their mobile phone shopping frequency against the rest of our survey respondents, for example, our digital natives shopped via phone more than the rest of our sample in every category: daily, weekly, monthly, fortnightly a few times a year, and once a year. Moreover, just 39% of our digital natives said they never shop via their smart phone, while 56% of other age groups said they never shop via their smart phone. As GDP growth continues to be robust in these regions millions more consumers will join the middle class every year. Total retail survey research coupled with our interviews with retailers—provides a distinctive perspective on the current state of retail. The breadth of this year's analysis, covering as it does so many countries in every corner of the globe, provides critical data for almost every retailer, regardless of market or base of operations. There are a variety of reasons behind why users they believe returning a product would be a complicated process. Sixty-one percent of retailers would leave a website if it didn't have free shipping, and 51 percent would abandon a purchase if shipping options weren't fast enough. Six in 10 consumers said they were concerned about credit-card fraud.

On the basis of this research provide 27 ways to motivate consumers to buy online.

Retailers search for the following while they are in an Online Store:-

- Warranty Information (66%)

- Pricing (52%)
- Model Information (51%)
- Payment Information (47%)

What stops retailers from buying online:-

- Returning Product: 69% consumers feel that returning items purchased online is a complicated process.
- Not having a real buying experience: 54% consumers want to actually see the product before purchasing.
- Shipping Cost: 61% of consumers would leave the website if it doesn't offer free shipping.
- Delivery Options: 51% of consumers don't want to wait to receive their item.
- Credit card fraud: 6 out of 10 online consumers are concerned about online security.

How to motivate the consumers to purchase online : -

- Help Customer to find customer.
- Provide the top of the search result page.
- Incorporate and encouraging social sharing.
- Provide free shipping.
- Special highlight discounted prices.
- Provide clear product description.
- Provide high level overviews of the products.
- Use costumer reviews.
- Provide high Quality Product Image.
- Create sense of scale customer image.
- Show multiple images in multiple angles.
- Enable zoom for a closer look at product image.
- Enable easy editing of cart.
- Enable in site product comparison.

- Create a clear, will define shipping and return policy.
- Offer same and next day delivery system.
- Offer multiple payment options.
- Display a security certificate.
- Offer excellent support system and make customer contact number prominent.

As per the research, 90% of online consumers are planning to buy more products online which reflect on the positive experience of the users.

In terms of top product categories ever purchased online:-

- Apparels & accessories was among the top category (84%)
- Electronics (71%)
- Beauty & personal care (64%)
- Books (62%)
- Household products (61%)
-

Is it online buying or browsing?

Consumers using the Internet of Things to research products with the intention of making a purchase online, or are they taking their new-found knowledge back to brick-and-mortar retail locations to make the transaction? The answer largely depends on the product—and customer may be surprised by some of the findings. When it comes to shopping for clothes, event tickets, books and toys, or making reservations for tours and hotels, consumers typically have something specific in mind. For these transactions, there is mostly a one-to-one correlation between online searching and shopping—those who browse online also buy online. These closely linked browsing/buying items are also among those with the highest respondent purchase intention rates, which range between 35% and 46%. Consumable products, on the other hand, have lower online browse/ buy intention rates than non -consumable products, but surprisingly, they boast just as strong browse-to-buy correlations. For example, for cosmetics, 33% of global respondents say they browse and 31% say they buy: nearly a one-to-one correlation. Similarly, about one-third of global respondents say they browse and buy personal care products (31%/29%) and

groceries (30%/27%). About one-fourth browse and buy pet products (24%/21%) and baby supplies (23%/20%), and roughly one-fifth browse/buy flowers (20%/18%) and alcoholic drinks (20%/17%). Strong online browse-to-buy correlation rates for fast-moving consumer goods translates to loyal repeat customers for these categories, said Burbank. —While these categories are still in the early stages of online adoption, these correlations signal great news for retailers. Now is the time to create many-channel experiences for consumers who are actively using both digital and physical platforms to research and purchase, as increasingly, they don't make a distinction between the two. As noted, customers are more likely to buy non-consumables online. But some have lower browse/buy ratios. Products more conducive to online browsing than buying include: electronic equipment, mobile phones, computer hardware/software, sporting goods and cars/ motorcycles. These products can carry a high price tag and often require a physical try-before-customer-buy test run. The browse-to-buy difference for these products averages about 7 percentage points. 22 categories in the study, the only category with a higher global online buy-to-browse ratio are airline tickets (48% buy/40% browse). Securing air travel plans online has proven to be a reliable and effective method for many. Ecommerce has come a long way in a short time. Online purchase intention rates have doubled in three short years for more than half of the categories measured between 2014 and 2019. And these high-growth categories still have plenty of room to grow digitally. Global online purchase intention rates in 2014 have doubled for movie tickets (41%), electronic books (34%), sporting goods (31%), toys/dolls (29%), videos/DVDs/games (28%), music (27%), pet supplies (21%)*, flowers (18%), cars/accessories (17%) and alcoholic drinks (17%). And rates have tripled in these three years for computer software (27%) and nearly tripled for baby supplies (20%). With a plethora of Internet of Things-connected devices to choose from, there is no shortage of ways for consumers to browse and buy online. And the device of choice is decidedly different around the world.

Age of consumers:-

Millennial (age 21-34) are a coveted demographic for marketers in just about any industry, and Ecommerce is no exception. This age segment has grown up in the digital era, so this comes as no surprise. But while Millennial comprise more than half of respondents (53%) who plan to

make an online purchase across every product category in the study, older generations represent a sizeable 40% share, too. Reaching older age segments, however, is much more fragmented territory than with their customer counterparts. As expected, the older the age, the greater their decline in online shopping. Globally, Generation X (age 35-49) respondents comprise about 28% of those willing to make a purchase online and Baby Boomers (age 50-64) make up about 10%. The Silent Generation (age 65+) contributes roughly 2%. The customer age group, Generation Z (under age 20), represents about 7% of those who intend to purchase online.

Computers are the favored device for online browsing and buying among respondents in all regions, but mobile phones are a close second pick for respondents in the region and growing in prominence. In developing markets, mobile is often the first-access device to the Internet of Things. Tablets— which have been available for just four years, beginning with the introduction of Apple's iPad—are used by nearly one-third (31%) of global respondents for online shopping. The online survey conducted by Easy Size on March 2010; under this survey easy size covered respondents aging 16 - 51, being of different backgrounds and coming from 24 countries. Besides various benefits of online clothes shopping, there are still some risks that should be watched out. We all know they do exist, however, we barely understand them. Running the survey, we want to dive deeper into the itches of Ecommerce in general and online clothes shopping in particular. In other words, we want to understand online retailers better, who have experienced buying clothes online and faced some particular problems. A few were taken from each online shopper and now some very interesting facts can be learnt. What is the most significant matter seen from the survey? The answer is to know better the biggest enemy of online clothes purchases. **90%** of consumers did return clothes *at least once*, as being clearly seen from the survey. The pain is undeniably annoying for both shop-owners and consumers, why is that? Returns not only cause extra costs, but also leave negative shopping experience, which in **64. 6%** of cases will lead to low repeat purchase rate. To return or not to return? That is the question? As being shown apparently from the survey, the main reason to return is the *right problem*: **65%** of consumers returned clothes to online shops are due to the *wrong size*. In addition, customer did not return even though they were not satisfied, mainly because of difficult return conditions, high delivery cost, or simply laziness. Obviously, the market is huge with

increasingly growing demands for sizing solutions. In fact, quite many digital tools have been introduced to ease the pain so far. **71.7%** of consumers however, said that they still use old-fashion solutions: checking size charts or ordering few sizes, which might be the reason why the pain is still there and itching more than ever. In order to solve fit problem, most of the current fitting solutions require users to share their body measurements. The survey shows that **51.3%** of consumers, however, are *not* willing to share their measurements on the Internet of Things. In addition, according to the survey, consumers do not know their own measurements, or do not even want to measure themselves or don't want to share it due to privacy matter. Truthfully speaking, most of us are hardly satisfied with our own body measurements, which might also affect a conversion to sales! Facing such a huge barrier, can the future of fitting tools still be seen? Fortunately, there is a way to solve fit problem without making online consumers bother too much about their body measurements. According to the survey, **55.8%** of consumers do know their size for a specific brand. Meanwhile, Easy size technology only requests a known brand size to define the correct size for any other brand. The data-driven technology analyses online-shops orders and returns data and is able to predict the correct clothes size in **79.45%**.

Some major factors which highly consider by the online consumers at time to purchase online: - The web allows for the amassing, analysis, and control of large quantities of specialized data, which enables comparison shopping and speeds the process of finding items. The Web also facilitates trials and can provide instant gratification; customers can test products online, which may stimulate purchase. Ease of use of technology, effectiveness of online search, and user satisfaction are antecedents of the perceived benefits of information search.

Future of Internet of Things Shopping:-

Customer use the Internet of Things to shop online for mobile phones, laptops and other consumer goods. If the Internet of Things is anything to go by, the technological and economic growth has moved into the top gear. With more online shopping registering a phenomenal 100 per cent annual growth, many retail chains and consumer durable companies are joining the web bandwagon to tap the shopping market. The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at

Rs.46, 000 crore and is growing at 100 per cent per year. According to Google, India have more than 500 million mobile users, out of which around half opt for online purchases and the number is growing every year. With such a large market size, companies, right from retail shops to consumer goods, are entering the Web space to attract potential customers. Even traditional retailers like retailers stop, Westside and Pantaloons are looking at the online shopping space for growth. According to industry leaders, portals offering daily deals and discount offers with good delivery services attract the largest number of online consumers. The companies that provide daily deals or discount offers are doing brisk business. Customer is looking for value shopping that saves their money as well as time. The customer behaviour is changing dramatically. Customer are not only using the Web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances. Buoyed by rising mobile adoption in the Asia-Pacific region especially in India and China, mobile penetration globally should reach 70 to 80% by 2022 - almost double the total number of users in 2020. According to Forrester, global mobile device usage is expected to reach more than 5.5 billion users by 2022. We expect the number of global Smartphone users to reach 4.8 billion by 2022, crossing the 50% mark for Smartphone penetration by population and reaching 66% by 2022. Nearly 94% of Smartphone owners use Android or iOS. Android is expected to capture 73% of the market share (with more than 1.8 billion users), followed by Apple (21%) and Windows (4%). Large-screen Smartphone's are contributing to the decline in tablet users: In China and India, 65% and 62% of online adult Smartphone users, respectively, have a screen size between 5.0 and 6.0 inch. India's mobile phone subscriber base has reached the one billion users' mark, according to data released recently by the Telecom Regulatory Authority of India (TRAI), country's telecom regulator. India currently has a Smartphone use base of over 300 million. This is part of the decline in the purchase of tablets, with the total tablet installed base expected to decline at a CAGR of 1.1% from 2017 to 2022, dropping from 615 million in 2016 to 579 million in 2022. Consumer adoption of tablets is decreasing while business adoption is rising. The number of consumer-owned tablets will decline at a CAGR of 3.3%, while the number of business-owned tablet will grow at a CAGR of 6.9% by 2022, powered by adoption of the iPad Pro and 2-in-1 devices, it added. Seeing this bold consumer

behaviour, more companies are collaborating with such daily deal and discount sites. All the top consumer electronics and home appliances companies are listed with us. In the growing competition space companies with good delivery services score points over others. Keeping in mind these growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders. According to eBay, Bengalureans online consumers remain brand savvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and Reebok continue to top buyers' charts. Category-wise lifestyle products, such as cosmetics, jewellery, watches, fashion products and fitness equipment contribute 45 per cent plus to eBay's sales in India.

New Customers, new strategies and new experiences:-

In many ways, the Ecommerce sites of today are organized for the class of customer that is already familiar with online shopping. If customer have a rough idea what customer want to buy, customer go online and order it. But for the categories of customer coming online, they're probably looking for new experiences, experiences that don't exist yet. For example, Amazon, India has a window shopping experience here (called Window-shop) that could work well with some customization.

New Product Selection:-

There's evidence that customer from Tier-2 and Tier-3 cities aren't sure what they're looking for online, and consequently don't know how to go about it. They may also be unhappy with or unable to figure out the selection of products available online. Ecommerce sites should use data, analytics and the power of big data to figure out products could appeal to these new customers. A powerful recommendation engine that understands the —aspiration dimension may be the need of the day.

New ways to connect:-

According to estimates that localization is one of the top 3 factors that will drive Ecommerce in India.

Ranking	Website Name	Product and services
1.	Flipkart.com	One of the most popular online shopping sites in India is Flipkart.com, which is based in Bangalore. The website started as online book store, but gradually added products like electronics, mobiles, clothing, accessories, etc. The site accepts products like electronics, mobiles, clothing, accessories, etc. The site accepts payments by Cash on Delivery, debit/credit cards, net banking and e-vouchers.
2.	Snapdeal.com	Featuring next on the list of top 12 online shopping sites in India 2015 is Snapdeal.com, a site which is based in New Delhi and deals in products like clothing, accessories, consumer goods, cell phones in addition to services like salons and restaurants. Excellent discounts and great service are the reasons of popularity of this website.
3.	Amazon.in	The next name to be included in the list of best online shopping websites in India is that of amazon.in, a global leader which showcases a great variety of products. Ranging from books, CDs, clothing, accessories, electronics and a lot more. The website offers free shipping and incredible discounts.
4.	Shopclues.com	Featuring next on the list of the best online shopping sites in India 2015 is a site called shopclues.com, which showcases countless products like jewelry accessories, mobiles, cameras, books, laptops and many more, at wonderful discounted deals.
5.	eBay-in	EBay-in is a popular international online shopping website, which has captured a major share in the

		Bengalureans market too. The website brings a wonderful variety in products for buyers, along with attractions like massive discounts and free shipping.
6.	Paytm.com	Paytm started with Mobile Recharge and Bill Payment website now Paytm selling everything from Home Appliances, Home Decor items, Men, Women and Kids Clothing, Laptops and Mobiles etc items at lower prices. In a very short period Paytm grown fast and able to place under our Top 10 Bengalureans Shopping site list.
7.	Myntra.com	Myntra.com is a Bangalore based fashion website which brings in excellent variety

Objectives of Study:-

1. To study to understand the online buying behaviour of consumers in South Bengaluru.
2. To study and to get information about the impact of cost on online shopping.
3. To study is intended to provide useful information to marketing professionals to develop a better marketing strategy to enhancement the online shopping scope in Bengaluru retail market to attract maximum number of consumers.

Research Design:-

Focusing the objective of the present study, a survey was conducted with the help of a structured questionnaire to collect data about the consumer behaviour for online shopping in Bengaluru. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to:

- ☐ The experience of Internet of Things usage,
- ☐ The purpose of using Internet of Things,
- ☐ Types of products purchased online,
- ☐ Factors affecting consumer behaviour while online shopping etc. were asked from the respondents.

Considering the time and budget constraints, the data was collected confined to south Bengaluru. Convenience sampling methods was used and questionnaires were got filled by email and personal interview methods. A target of 150 respondents. Simple charting and tabulation tools are used to understand the behaviour of the respondents for online shopping. The following table gives a description of demographic profile of the respondents

Table 1:- Demographic Profile of Respondents.

Type	Number of Respondent	Percentage in total Sample
Gender		
Male	84	56
Female	66	44
Age		
Under 20	37	24.7
21-25	31	20.7
26-30	48	32
31-35	32	21.3
36-40	02	1.3
40& Above	00	0.0
Occupation		
Businessman	12	8
Service	60	40
Professional	25	16.7
Student	53	35.3
Monthly Income		
Below20, 000	6	4
21,000-40,000	49	32.7
41,000-60,000	27	18
61,000-80,000	11	7.3
81000-100000	11	7.3
Above 100,000	13	8.7
No Income	33	22

Analysis and Interpretation:-

The following table has broadly analyzed the survey questions. The data collected has given some interesting findings. It has not only provided the information about the buying behaviour of the consumers through online mode but has also help the online sellers how to improve in web stores selling strategies which help full to increase sell and reduce cost. The findings can be

useful for taking strategic marketing decisions to capture the huge retail market through e-stores. In addition to above information, the respondents also shared the information regarding their expectations and experiences regarding for the improvement in online shopping packages. The respondents expressed that by improving the after sale services, securities of the online payments, speed in delivery of goods purchased and improving the packaging of the goods can further increase the interest of consumers for e-tailing rather than visiting a retail store. Despite the possibility of security issues and some defaults in delivery and transaction process, the majority of the respondents said that in future too, they will continue their shopping through web stores and they love to compare the various features of the selected product with the competitor product. The results obtained have shown that majority of the customer (96%) in favor of continuing with online shopping and 3 customer did not respond for this question.

Table No 2:- Possibility of Improvement in Online Shopping

Improvement	Strongly	Agree	Neutral	Disagree	Strongly
Desired by	Agree				Disagree
Online Retailers					
satisfactory	8.7%	27.3%	31.3%	13.3%	--
& convenient					
way					
to shop					
Secured & Safe	1.3%	22%	36.7%	22.7%	3.3%
Saves time and	24%	33.3%	18.7%	6.7%	5.3%
Money					
Saves outdoor	8%	27.3%	25.3%	10%	17.3%
movement cost					
Direct	3.3%	26.7%	33.3%	14%	9.3%
communication					
possible					
between					
buyer and seller					

Findings and Conclusion

The current study is descriptive in nature and it has made an attempt to understand the behaviour of South Bengaloreans towards online shopping websites. Although statistical significance of various parameters has not been examined but the generalized results obtained through data analysis has given perfect indication of increasing significance of online shopping websites or stores in the life of consumers. The e-stores are regularly visited by the online consumers. The comfort and convenience provided by these stores for 24x7 has made very easy & fast shopping for online consumers worldwide. The analysis discussed in the above section has documented that the customers are highly dependent to the online shopping websites. But the statistics data available has shown that market is still not a fully developed market for e-stores or shop online. There is vast scope of online shopping stores in various areas and in almost all the segments of Bengaluru market. The customer's population is the main attraction of this online industry and they highly contribute fast growth of online shopping in Bengaluru. The maximum of Internet of Things users are customers, the majority of goods and services demanded are related to only this segment. Travel planning is one of the major services used by online consumers. The present study has provided various suggestions for business strategists. On the basis of the present study we suggested the following findings.

- Majority of the respondents aged between 31-35 years.
- Majority of the respondents were into service category.
- Majority of the respondents fall in the income range of Rs. 20000 - Rs.40000
- Majority of the customers said online shopping is convenient and satisfactory to opt.
- 22.7% Expressed their concern towards safety and security involved in online transaction.
- Majority of the respondents said it helps in saving time.
- Majority of the respondents said it helps in avoiding unnecessary outdoor movement.

Thus, from the above study it can be concluded that online shopping holds a great future ahead.

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DIGITAL EDUCATION IN INDIA OPPORTUNITIES AND CHALLENGES

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Abstract:

The digital education is a boon to the current quick-fix generation. Digital education liberates by facilitating classes at the learner's convenience, which is otherwise a fixed class. The digital education is available in all the disciplines. Digital Education has increased the ease of accessibility to distinct courses. It has furnished a solution to inclusive education by making it possible to achieve affordable and quality education by the lesser privileged masses as well. Digital education empowers the nation with effective and efficient utilization of the human capital in the knowledge economy. India is among the largest populated country contributing to the world human resource. India can compete with the world human resource with the polished knowledge of the people with digital education.

Introduction:

Educated citizen is a prominent indicator of the success of the country. A data published by National Sample Survey Organization states the literacy rate in India is 73.2%. The other countries in the world are expressing in terms of tertiary education. India is witnessing a positive trend too with 37.4 million Indians enrolled for higher education according to AISHE report, 2019. The launch of Digital India Campaign on 1st July 2015, can be considered as a basis for the enormous growth of digital education in India. Swayam an MHRD initiative for an inclusive education system. Swayam is a MOOC platform beta launched in July 2017. Over 10 million learners have enrolled in the courses offered by Swayam. It is a platform offers courses in the variant disciplines by the prestigious Indian institutes including IIMs and IITs along with multiple of others.

The digital education is a boon to the current quick fix generation by saving on time with the fixed classes to the classes at their convenience. It is not only increase the ease of accessibility but also has provided a solution and a to inclusive education to the masses of lesser affordability to quality education. The digital education is available in all the disciplines. The education system in our country is still in its un approachable stage to the masses, especially in the rural parts of the country with few or no infrastructural facility and lack of trained teachers. The teachers have hardly any access to the learning tools to attract the children to the schools and colleges.

Digital education is the key to grab the ever-decreasing attention span of the students with the help of Smart tools and interactive media. The scares' resources of highly dedicated and talented faculty can be utilized by making them available at different locations virtually at the same given point of time.

The intellectual citizens are the true assets of the country; the knowledge resource brightens the future of the economy by being able to contribute to the structural development of the nation. The digital education will not only lead to increase the number of intellects in the country it also reduces the of high cost involved in providing the offline education. Automation of education sector with the preloaded content in the cloud for multiple access will ease the access to quality education and caters to meet the hunger of knowledge among the students. Digital education empowers the nation with the effective and efficient utilization on the human capital in the knowledge economy. India being among the largest population contributing to the world human resource can compete with the polished knowledge of the people with the digital education.

The emergence of technology is our lives is inevitable and embracing it is the only option. The ease of accessibility of internet in India with the smart gadgets in the class rooms as well bringing in the class room into the personal gadgets has contributed to the increasing knowledge of the masses. The digital education with its aura attracts the learners to enroll for the courses offered by the colleges, institutes and universities with the platforms like Swayam in India and

an international platform like Udemy from US which has presence in 190 countries with learners as well the teaching faculties across the globe.

Today's learners now enjoy easier, more efficient access to information; opportunities for extended and mobile learning; the ability to give and receive immediate feedback; and greater motivation to learn and engage.

With the advent of smart phones and tablets the learners find it convenient and interesting to learn at their ease. With the e-learning opportunity the motivation to enroll into the multiple courses simultaneously and as well qualifying it with online examination is a trend setter for a growing economy like India.

Objectives:

- To find out whether digitalization has any significant impact on education
- To find out the challenges faced in the implementation of digital education

Methodology:

The data for the study is extracted from the number of secondary sources, majorly from online data sources such as EMERALD, EBSCO, Elsevier, Google and Google Scholar. The publications referred includes articles from online newspapers and journals, research papers and annual reports Governmental department reports like AISHE annual report, India Skill report, and Internet and Mobile Association of India (IAMAI). This information is mainly used to support the discussion and to draft the conclusion of the study. The review of the literature revealed the importance of digital education to India.

Discussion:

The opportunities for the growth of online education in India:

- Cost-Effective: though the importance to education is attached by every Indian family the affordability to a quality education is a question mark. Digital education is comparatively low costed to offline education. The Swayam course are available free of cost and a nominal fee

is charged if the learner opts for a certificate and other online courses providers as well make it available at a price lesser to their offline courses with the similar kind of content.

- **Ease of reach:** the digital education had a mass and ease of reach to the areas where offline education is a challenge. With the digital India campaign, the internet has found its space in the remotest rural areas as well where schools are a dream come true, for such far reach places digital education can be made available at the click of a button.
- **Smart Devices and Internet Users:** According to the report published by Business standard on May 10 2019, the smart phones users would 859 million by 2022, though might not be much increase in the tablet users to its bigger size, with this we can estimate the opportunity for digital education growth is high as the basic need for digital education is high on use. Internet users: according to a report by Internet and Mobile Association of India (IAMAI), India has 451 million active users. This shows the potential market for the digital education for the new digital India. The app based services are also most preferred for by the learners.
- **Job opportunity:** The online courses are curated to the needs of the changing employment demands. The courses meet the needs of the employers with the micro specializations as well task oriented courses with precision to fulfill the requirements on the job. There by online courses are not only useful to gain the basic qualifications its well accepted for the super specializations as well.
- **Population:** with second largest population in the world India is the home to the youngest population in the world as well. The young population with minimal attention span the tradition way of offline teaching is might not be acceptable the way the innovative online teaching is embraced.
- **Government:** the government of India has a major role to play with the launch of Digital India movement which has opened up opportunities to industries in the digital sector as well to the citizens

- Increase in disposable income: The disposable income of Indians is expected to increase over 50% and grow further. The disposable income in the hands of the younger generation is an opportunity to the digital education providers to attract the learners to their courses offered online.

Challenges of digital education India:

- Below poverty line: though we say India has increased disposable income at the same time India has a larger section of society living below poverty line, for them school education itself is above affordability of time. With this scenario digital education reaching them is a challenge.
- Technology: the access to technology is still not wide spread in India. The internet facility has to penetrate the deep forgotten areas of population to make digital education possible.
- Classroom education: The mindset of Indians is still stuck with the formal class room education. The value to a formal full-time education is high in the society with least importance given to a candidate acquiring a qualification online.
- Personal touch: The personal touch is missing in the digital education. The queries raised by the learners are not solved immediately most of the times.
- Learning competency: The learning competency of the learner has to be above average to learn without a faculty intervention when required.

Conclusion:

The cloud computing has a major role to play for the increasing offering of online courses on the various platforms. With cloud computing the data stored once can be updated managed and accessed easily with a minimal cost. The data once stored in the cloud has a speedy access enabling the learners to access multiple of times the same data for better understanding and is cost effective to the providers as well. The opportunities for the learners as well the providers is huge, the quick success of online platform BYJU'S is an ideal example.

The demand for online education in India can be seen from the primary education orientation to the enrollment of higher education with the courses offered by the prestigious institutions like AMITY, MIT, Udemy etc.

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DIGITAL PAYMENTS - A KEY DRIVER TO FOSTER FINANCIAL INCLUSION IN POST DEMONETIZATION ERA

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ABSTRACT

People are reluctant to try new things unless it becomes necessary. The demonetization of India's two largest legal tenders, which were accounting 86% of the total currency in circulation in the country, pushed a larger number of people to lessen their dependence on cash transactions and resort to digital payments. In fact India has evolved as a 98% (by volume) cash-based economy at the time of demonetization, it was accounting for more than 70% of the total transactions (by value). Low penetration of non-cash instruments, lack of confidence of the public on digital payments, etc. are the biggest barriers for transition into cashless economy. But post demonetization there is a paradigm shift in digital payments in india. This shift paved way to make people to look for bank based payments which in turn lead to financial inclusion. This paper discusses about the developments in digital payments and its role in extending financial inclusion post demonetization.

Keywords: Digital payments, cashless economy, demonetization,UPI

1.INTRODUCTION

The cancellation of legal tender status to Rs 500 and Rs 1,000 bank notes was a vital step in transforming Indian economy into cashless. The sudden move of the government to ban high-currency notes made entire public to look for alternatives. But the decision thrived to move the economy into a new financial order. Post demonetization, India had witnessed a significant growth in the adoption of digital wallets and QR code based transactions for low-value orders. Growing use of smartphones and broadband usage become a common deed in most of the urban areas. The paradigm shift in digital payments has also been fuelled by the introduction of Unified Payments Interface (UPI). According to NPCI data (National Payments Corporation of India) on an average monthly 1000 million UPI transactions are executed. This figure shows that the wide

use of digital payments in India, which was backed up by made in India wallets like paytm,phone pe, mobikwik etc.

The government has consistently been encouraging digital payments in the country to ensure better digital infrastructure and awareness amongst the country's population, thereby enabling the penetration of mobile/digital wallets along with secured aadhar-linked payment systems to provide continuous payment processes. The country still offers huge potential for the adoption of digital payments, since there is still a class of the population uses cash as the favorite mode of payment, thus making it difficult for them to accustom to digital transactions.

1.1 STATEMENT OF THE RESEARCH PROBLEM

Since independence several parties at the central government have been trying seriously to extend banking services to rural strata. As the course of time the buzzword financial inclusion come into lime light from 2005-06. Several initiatives were taken by the government to provide basic banking services to economically disadvantaged groups. It is evident in india that if you want to nurture people to change, government need to create a sense of desperate situation. On 8th november 2016, the government's decision to demonetize two high denominated notes had created a desperate situation to public to look for other alternatives to transact in the absence of physical cash. Hence demonetization brought a paradigm shift in india to make people to walk in a unprecedented path which in turn lead to achieve the goals of financial inclusion.

1.2 NEED FOR THE STUDY

The government's sudden decision of demonetization might create a panic situation but it also led to make people start learning how to transact in the absence of cash. Further the growing use of mobile phones, broadband, online buying created a buzz in the economy to go paperless and cashless modes of transactions. Hence this study is taken up to undertand the reality to know the extent of digital payments and resultant effect on financial inclusion after demonetization.

1.3 SCOPE OF THE STUDY

This paper covers the growing trends of digital payments in india post demonetization and its effect on financial inclusion

1.4REVIEW OF LITERATURE

Financial Inclusion as defined by RBI (2005-06), is the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players. In advanced economies, Financial Inclusion is more about the knowledge of fair and transparent financial products and a focus on financial literacy. In emerging economies, it is a question of both access to financial products and knowledge about their fairness and transparency.

Internal Group on Rural Credit and Micro Finance (2005) ,permitting banks to utilise the services of Business Correspondents and Business Facilitators as agents for extending banking services outside the brick & mortar branch premises.

Sangwan, the determinants of financial inclusion (2006), the state wise percentage adults in terms of saving and credit accounts (dependant variable) were regressed with independent variables like the branch density, level of income, literacy and adults covered under SHGs. The cross section data of 42 Regions/States/UTs for the year 2006 was used. The estimated regression equations revealed that the branch density has positive and significant coefficient with the percentage of adults having saving as well as credit accounts. The coefficient of per capita income was also positive and significant in explaining percentage of adult having saving accounts, though; this coefficient was not significant with level of credit account

Report of the committee on financial inclusion (2008) defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost.

Kaul, R.C.40 (2011) calls attention to that the development pattern of Indian economy in the course of recent years has been very great from all measures and demonstrates the start of another period of higher development. The said advancement does not appear to have brought about proportionate development in assembling work prompting questions about the comprehensive idea of this development.

Vipin Kumar Aggarwal (2014) in his study titled, “**Financial Inclusion in India: an Analytical Study**”, Financial Inclusion implies everyone approaching a suitable scope of budgetary items and administrations, which enables them to viably deal with their cash, paying little respect to their dimension of salary or societal position at a moderate expense. Indian economy when all is said in done and banking administrations specifically, have made fast walks in the ongoing past. During the time spent advancement of high financial development course, there is a basic requirement for the cooperation of all areas of society. In any case, a sizable segment of the populace, especially the helpless gatherings, for example, flimsier segments and low salary gatherings keep on remaining barred from even the most fundamental chances and administrations, be it opening an investment funds ledger or benefiting a credit given by the financial inclusion.

1.5 OBJECTIVES OF THE STUDY

1. To know the extent of digital payments in furthering financial inclusion post demonetization
2. To understand the key drivers to digital payments in india post demonetization

1.6 RESEARCH METHODOLOGY

It is a descriptive study based on secondary data analysis.

1.6.1 DATA COLLECTION

Secondary data is collected from various sources - newspapers, government reports, research articles

1.7 LIMITATIONS

- a) The study is based on secondary data
- b) Analysis is based on available data.
- c) Limited data is collected due to time constraint.

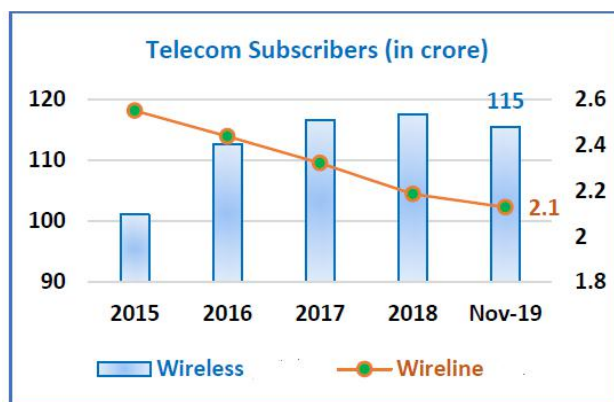
2.KEY DRIVERS ENABLING DIGITAL PAYMENTS IN INDIA

2.1 Growth in use of mobile phones

The increase in number of mobile users is being leveraged upon by digital payment providers, banks, NBFCs, mobile wallets are offering the payment services using mobile as medium to deliver digital payment options. Especially banks have been offering m-banking/net banking services through – text messages/SMS, USSD (Unstructured Supplementary Services Data) and android/IOS based mobile applications.

By the end of November 2019, India had more than 115.5 crore wireless telephone users which is resulting to 88.90% of tele-density. The tele-density in urban and rural areas was 157.33% and 56.69%, respectively. The growth in smartphone users has eased to fast-track the implementation of digital payments. Moreover, it led to several innovations in digital payment systems, such as scanning of QR code for doing payments using smartphones. All these developments have aided the swing from cash to digital payments.

Table-1



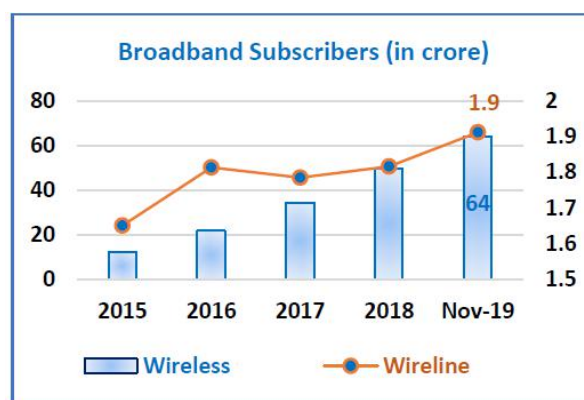
(Source:Telecom Regulatory Authority of India (TRAI) data)

2.2 GROWTH IN BROADBAND USERS

Broadband usage is on the rise in India. Till 2013 an average Indian until used to spend more on voice call services than on mobile data, the majority portion of an average mobile bill of an indian, now contain data charges- according to a report by the Internet and Mobile Association of India (IAMAI). By the end of November 2019, there were more than 64.2 crore wireless and 1.9 crore wireline internet/broadband users, spread across the country. The positive growth in broadband penetration has ensured the sustainable adoption of digital modes of payments across the country.

The digital infrastructure growth is a key for the development of cashless eco system. The growth in infrastructure trends in India has been impressive for the last six years. With the wide spread of 3G and 4G mobile communication technologies even in nook and corner of the country enabled the public to switch from physical cash transactions to digital payments.

Table-2



(Source:Telecom Regulatory Authority of India (TRAI) data)

2.3 GROWTH IN NUMBER OF BANK ACCOUNTS

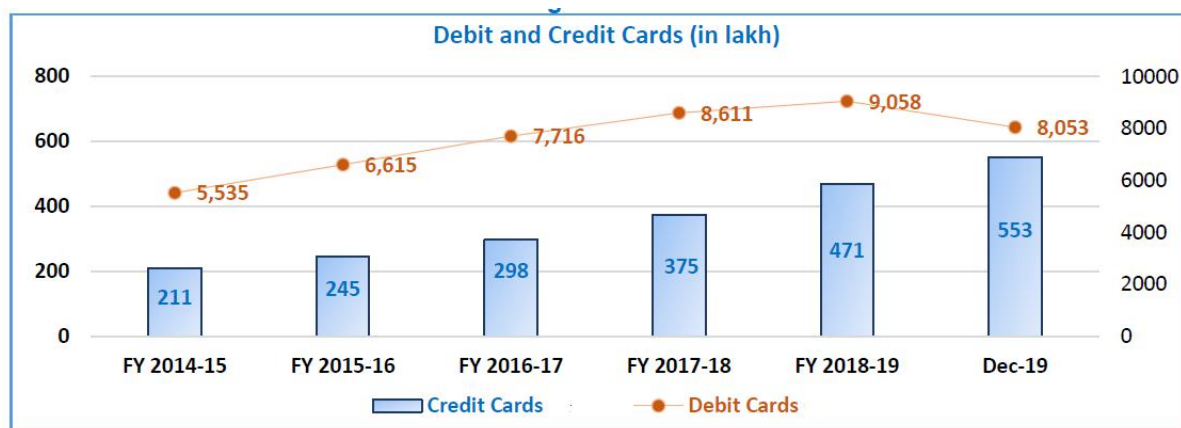
The number of bank deposit accounts has increased to 217.40 crore by the end of March 2019. These include deposit accounts in all scheduled commercial banks, Regional Rural Banks (RRBs), cooperative banks,Payment Banks (PBs), Small Finance Banks (SFBs) and Local Area

Banks (LABs) in the country. Especially the growth in no-frills accounts or BSBD accounts in the country is a positive development to achieve cashless system. There were 37.36 crore Basic Savings Bank Deposit (BSBD) accounts by the end of October 30, 2019 in the country. Increase in number of bank accounts plays a key role in achieving digital eco system.

2.4 GROWTH IN USE OF DEBIT AND CREDIT CARDS

Use of plastic cards is also a key driver in digital payments. There is a quick rise in number of cards issued during the last 5 years, the growth in number of debit cards has increased from 5535 lakh to greater than 8000 lakh. The same time period also exhibited a sharp increase in credit cards - from 211 lakh to more than 550 lakh. In addition to this 2960 lakh Rupay debit cards issued to BSBD accounts. The growth in issuance of number of credit as well as debit cards has facilitated to initiate POS as well as online transactions. Banks also focused on security concerns in using plastic cards, where many banks issued new cards to replace all outdated Magnetic stripe cards to Chip compliant cards to provide more security to cardholders.

Table-3

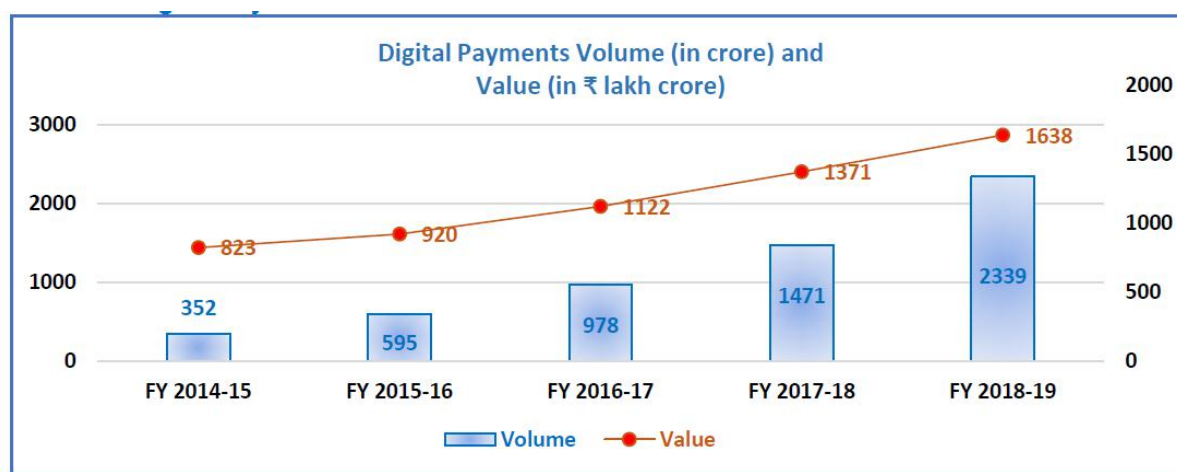


(source: RBI data)

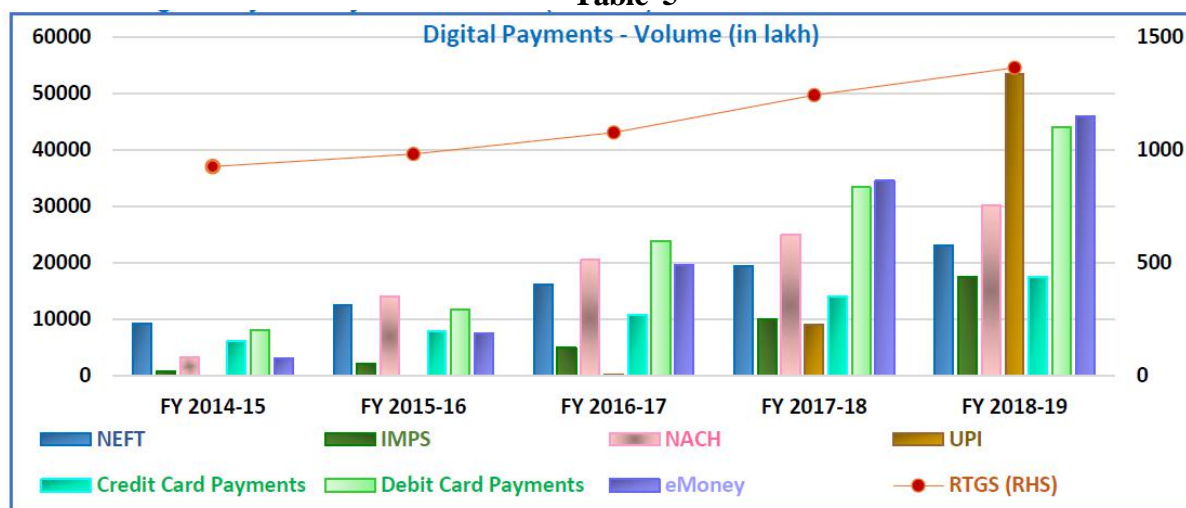
2.5 GROWTH IN DIGITAL PAYMENTS

Among the digital payment modes, retail digital/electronic payments comprising credit transfers like NEFT, IMPS and UPI and auto debit options like ECS, NACH have accounted for a radical

growth at a CAGR of 42% and 65% in terms of value and volume, respectively. Consistent Innovations in digital payment platforms are making domestic payments more efficient as well as effective. Many digital payment systems in the country are active 365 days with round the clock services, which are pushing indians towards digital payments. After the introduction of IMPS (Immediate Payment service), UPI (Unified Payment Interface) – people witnessed more convenience in making digital payments.

Table-4

(source: RBI data)

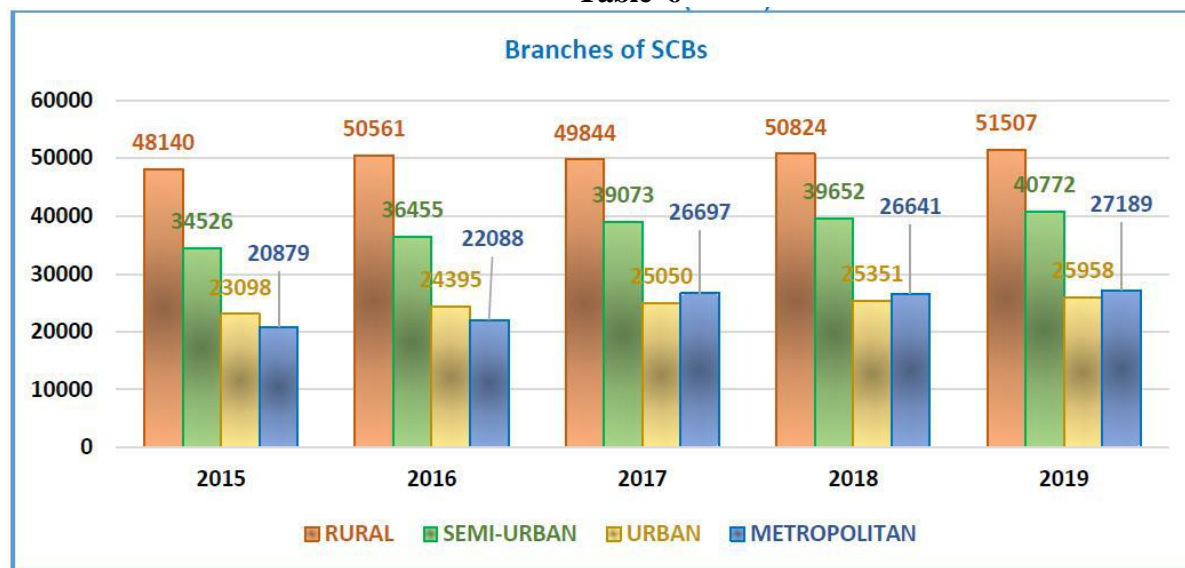
Table-5

(source: RBI data)

2.6 GROWTH IN BANKING BRANCHES

Banking infrastructure is the vital requirement to facilitate both cash receipts/payments as well as digital payments. It is customary in india to build confidence among public that the money is ready with them 24/7 virtually. Growth in bank branches could cater two set of needs of people one is cash is available at hand other is digital transactions can be executed using banks's mobile banking apps or linking the account to any mobile wallet. This could give an impression to an individual that carrying money in his purse. Hence opening new bank branches is achieving two folded objectives i.e. financial inclusion enabled by digital payments. PoS machines and smart phones directly aid electronic transactions. There is a growth of 3.5% in last five years in new branches of scheduled commercial banks across the country. The number increase in branches, particularly in rural areas has been a key enabler for inculcating banking practice in rural areas, which aids to promote digital payments.

Table-6

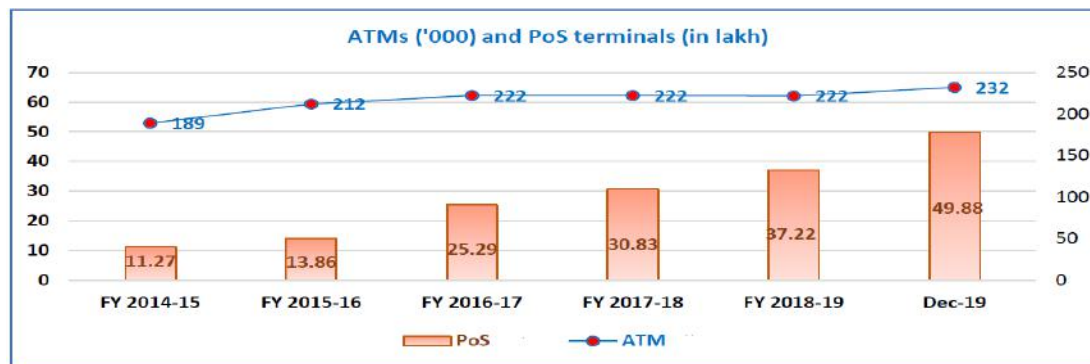


2.7 GROWING NUMBER OF ATMS AND POSS

By the end of December 2019, there were almost 49 lakh PoS machines across India. The numbers of ATMs and POS machines have been increased substantially in india at a CAGR of

4% and 35%, respectively for last 5 years. More importantly the growth in number of POS machines is a step forward to digitization of payments. The density of population per POS terminal drastically improved from 1124 in 2014 to 358 in 2019

Table-7



3. DIGITIZATION OF PAYMENTS: A KEY ENABLER TO FINANCIAL INCLUSION IN INDIA

Indian governments have been made substantial efforts over the past decade to deliver basic financial services to the unbanked strata. However, obstacles like policy-gaps, lack of financial literacy, inconsistent incomes, uneconomical banking services prevent massive classes of the population to involve in the formal financial system. As per World Bank report-2018, India accounted for the second-largest unbanked population in the world, around 191 million people living without a formal bank account. Moreover, half of the country's bank account holders have a bank account that stood inactive in 2017. These facts show that financial inclusion continues to be an unattainable dream for India.

So digitization of payments and receipts become a key to achieve financial inclusion in India. Digital wallets, mobile banking apps, P2P lending platforms and other digital platforms have benefited households as well as business houses, including small borrowers, self-employed and MSMEs. As per NITI Aayog's vision document i.e. 'Strategy for New India @75' highlighted that digital payments will be influential in thriving financial inclusion.

Indian banks have been shifted their focus from traditional brick and mortar model to faceless, paperless, contactless banking model by using technology. Adoption of technology in banking

services had brought a paradigm shift in recent years. All scheduled commercial banks are intensifying digitization of their operations to deliver a uninterrupted banking services to their customers. Almost every process- right from opening a bank account to applying for loans can be offered to bank customers without any physical presence. Internet banking enabled the bank customers to do everything without visiting a bank branch. Linking every bank account to aadhar number is also made digital banking more effective in India.

The boom of e-commerce industry in India has influenced many people to switch for online payment services. The key reason for this is the ease convenience in making payments. Many of e-commerce sites are incentivizing their customers through cash back offers. Hence individuals are getting more convenience with economic benefits while shopping online.

Government of India with its flagship program digital India initiated delivering e-governance from central to village level. After demonetization government launched a program called Digi dhan mela to motivate merchants and individuals to perform cashless transactions using BHIM,UPI,ruPAY card, NUUP platforms.

Large-scale implementation of digital payment services can make access to financial services faster and affordable. In urban areas, the growing cost for merchants discouraging the digital payments, whereas, in rural clusters, lack of availability of infrastructure is considered as the major obstacle to financial inclusion. So government needs to reform regulatory policies to facilitate digital payments in India. Besides this the government should conduct awareness campaigns to enlighten all sections of the society about the benefits of digital payments.

CONCLUSION

Still cash transactions are accounting for majority of payments in India, despite the increasing trends of digital payments in recent past, even after demonetization. Even after lot of efforts of financial institutions, government at center and states the average number of digital transactions in our country is still very low compared to rest of the world. India's digital payments boom was started after demonetization in November 2016. The key challenge is to building confidence in public to make sure that digital payment as the best mean to transact. Government, banks have to seriously campaign about safety and security of digital payments. It is evident in our country that

there is resistance for every change, but fortunately demonetization facilitated for the adoption of digital payments quickly. Hence building confidence among public can create a sustainable digital payment ecosystem fueled by financial inclusion

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FINANCIAL INCLUSION - A TOOL FOR WOMEN EMPOWERMENT

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ABSTRACT

For Financial Inclusion incorporation to affect women's financial empowerment, livelihoods and more extensive welfare impacts social standards should be considered and acted up on. Financial Inclusion could have constructive outcomes in smoothing consumption, bringing down monetary risks and costs, giving security, expanding saving and investment rates and encouraging new business opportunities. Women can add to growth and development not only by building business but also by better dealing with their financial related resources. Approaching and utilization of a scope of financial services upgrades not just the contribution of women and women drove business to growth, yet additionally contributes to women's self-governance or autonomy, allows better utilization of their own and household resources and decreases the defenselessness of their households and business. In this backdrop, the study has made an effort to know the level of awareness among women about different financial services and schemes by taking sample size of 30 in and around Mysuru. It primarily focuses on women who are engaged in doing their business or activities of entrepreneurial through various financial services and schemes. The data collected has been analyzed by using SPSS statistical package with the help of independent t-test. Random methodology of sampling was used for collection of data. In nutshell, shutting the gender gap in financial inclusion can go about empowering nations' improvement and development, growth of economy, decrease in inequality, business advancement and social inclusion.

Key words: Financial Inclusion, KYC norms, Self Help Groups, Women Empowerment

INTRODUCTION

Financial Inclusion is definitely not an ongoing wonder in India as its earliest endeavors can be followed in 1904, when the co-operative movement started giving the indications of comprehensive development. The purpose of financial inclusion is to advance economic improvement, sustainable development and producing employment for a lion's share of the populace particularly in the country regions. The Government of India with the dynamic help of Reserve Bank of India has been taking various activities namely introducing of need division loaning prerequisites for banks, foundation of Regional Rural Banks (RRBs), Self-Help Group-Bank Linkage Programmes and numerous measures to enlarge the accessibility of monetary items like No frills Accounts, Overdraft facility, Saving bank accounts, Kissan Credit Cards, General Purpose Credit Cards, Insurance, Loans at low rates of Interest and other money related services to poor people and underestimated sections of society.

NEED FOR FINANCIAL INCLUSION

The rural populace in India includes the fundamental core of Indian culture & society and represents to the genuine India. Finance is one of the significant keys to progress. It is a solution for everyone who belongs to the poor and weaker section. Business banks in India since nationalization are giving finance to more fragile segment under Priority Sector Lending (PSL). The rural populace in India experiences a lot of obligation and is dependent upon abuse to the credit market because of high rate of interest and absence of convenient access to credit. They need the help of financial institutions which can give credit at lower rates to them at sensible terms than the customary moneylenders and subsequently assist them with keeping away from obligation traps that are basic in rural India. An extraordinary measure to expand the scope of banks with minimal cost and moderate financial products was the need of great importance and financial inclusion can produce positive externalities. It can possibly acquire the unbanked masses into the conventional financial framework or banking system, channelize their savings, stir their innovative aspirations by making accessible credit and subsequently give a fillip to the economy.

Financial Inclusion is basic for inclusive development of India, with over 25% of its populace living in miserable poverty government's onus towards their development and advancement is

immense and inclusive finance is one such measure which whenever focused on and achieved in right way will give an able solution for the extreme issues of poverty, neediness and joblessness. Giving access to financial services can possibly help lift the poor out of the cycle of poverty and neediness. Financial inclusion guarantees that a scope of suitable financial services is accessible to each person and that the individual comprehends and gets to those services. This incorporates an essential, no frills banking account for making and getting payments, an investment funds item fit to the incomes of poor families, cash transfer facilities, small advances & loans, overdrafts and insurance (life and non-life).

Absence of awareness, low livelihoods, poverty & neediness and illiteracy are among factors that lead to low interest for financial services and therefore to exclusion. On the supply side, distance from branch, timings of branch, awkward documentation and procedures, unacceptable or suitable products and language barriers all add to exclusion. Because of the procedural problems engaged with formal financial services, individuals feel it is simpler to get from informal credit sources, despite the fact that it results in compromised standards of life, greater expenses because of dependence on untrustworthy and unregulated loan providers, more noteworthy occurrence of crime and expanded joblessness. Financial inclusion in this way is not just about opening of accounts; it comprises making of awareness about financial items and offering of guidance on cash management and debt counselling. It advances frugality and creates culture of saving and furthermore empowers productive payment mechanism empowering the resource base of the financial institution which benefits the economy as resources become accessible for effective payment allocation and mechanism.

FINANCIAL INCLUSION

It implies delivery of services related to finance, including banking services and credit, at a reasonable expense to the huge segments of hindered and low-income clusters that will in general be avoided. The different financial services comprise access to investment funds, advances, insurance, payments and facilities related to remittance offered by the formal banking or financial system.

Rangarajan Committee (2008) referred financial inclusion as “The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost”.

CRISIL defines financial inclusion as

“The extent of access by all sections of society to formal financial services, such as credit, deposit, insurance, and pension services”. The term ‘Formal’ in this definition refers to service providers that maintain official books of accounts. It is important to distinguish this aspect, as several non-formal channels of financing exist in the Indian rural landscape, though these cannot be considered to be effective.

In general terms financial inclusion is all about incorporating the excluded in the financial arrangement or system of the nation and to guarantee that their monetary and social security needs are dealt with through suitable financial service providers.

REVIEW OF LITERATURE

Nitin Kumar (2012) made a profound investigation about the conduct of inclusion/exclusion over the populace gatherings. As indicated by the author, the financial inclusion mission increased massively in a rising economy like India. Financial exclusion is by all accounts progressively extreme in rural and in backward locations. He has utilized the pooled dataset crossing over the period from 1990 to 2008 for rural and urban districts independently. The outcome is a declaration to the way that inclusion policies are really converting into huge improvement of branch mass in India.

Suresh Chandra Bihari (2011) examines about the different explanations for the financial exclusion and clarifies the status of financial inclusion in India. The different financial services comprise credit, reserve funds / savings, insurance and payments & remittance facilities. Significance of financial inclusion emerges from the issue of financial exclusion of about three billion individuals from the formal financial services over the world. With just 34 percent of populace occupied with formal banking, India has a larger part of financially excluded

households. This investigation focuses on the different purposes for the above and proposes way to enhance the same.

Pratisha Padmasri Deka (2015) highlights that in India where women comprise 46% of total populace lion's share of them are denied to opportunities and rights because of their financial dependence. Financial inclusion is truly necessary for women as it helps in expanding measure of regular savings alongside with empowering women to pay for micro insurance and acquire credit. It additionally helps in expanding income from micro enterprise, employment and use of standard banking services that offer appropriate structured products and service. As such financial inclusion make women educated about their job, role and right in monetary advancement or economic development to improve access to business sectors and other data for by and large empowerment. The study calls for empowerment of women by methods for compelling financial inclusion and financial proficiency or literacy by examining the connection between women empowerment and financial inclusion.

Michael Chibba (2009) viewed that financial inclusion is an inclusive advancement and poverty decrease procedure that shows itself as a component of the developing FI-PR-MDG nexus. However provided with the current worldwide crises, the need to scale-up financial inclusion is presently maybe progressively significant as a complementary and gradual way to deal with move in the direction of meeting the MDGs than at some other time in ongoing history.

STATEMENT OF THE PROBLEM

By reviewing various literatures' work the study has found the importance to know the level of awareness among women in and around Mysuru. Many studies have focused on level of awareness about various financial services and schemes among men and women however no study has carried out in Mysuru by taking only women's perception to examine the level of awareness about the financial services and schemes.

SCOPE OF THE STUDY

The study has carried out to know the level of awareness by considering only basic financial services and schemes namely: Affordable credit, No frills account scheme, DBT schemes,

Overdraft facilities, Jan Dhan Yojana, SHG bank linkage programme, Micro finance, KYC norms, Payments & remittance and Credit/Debit cards.

OBJECTIVES: The study has been carried to fulfill the following objectives:

- To study the need of Financial Inclusion through literature review.
- To analyze role of financial inclusion and financial literacy as a tool for women empowerment.
- To examine and analyze the level of awareness of women about financial services and schemes in and around Mysuru.

HYPOTHESIS: In order to achieve the set objectives the following hypothesis were developed:

H₀: The level of awareness is not less among women about financial services and schemes.

H₁: The level of awareness is less among women about financial services and schemes.

RESEARCH METHODOLOGY

The study was carried out by considering both secondary and primary data. The secondary data was collected by taking the information from various research articles, journals, magazine, government authorities' reports and websites. The primary data was collected by administering the structured questionnaire to the selected respondents (women in and around Mysuru) who are into startups or entrepreneurial activities or managing business. The study was carried out by collecting the data from randomly selected respondents which were thirty in number. The data collected were analyzed with the aid of Excel and SPSS by conducting independent t-test by considered different variables of financial services/schemes. The reliability of questionnaire has been tested with the help of Cronbach alpha and the value stood at 0.79. The resulted data has been presented in the form of table and interpretation of the same has been done on that basis.

DATA ANALYSIS AND INTERPRETATION

Two phases of analyses has been carried out namely demographic factors and financial services/schemes. The analyses has been analyzed and interpreted in table 1 and 2. The demographic factors considered for the study were presented in the following table:

Table No. 1 (Demographic Factors)

Gender			Age			Education			Designation		
	F	%		F	%		F	%		F	%
Female	30	100	<25 Yrs	06	2.00	Under graduation	05	16.67	Entrepreneurs	11	36.67
			25- 35 Yrs	19	63.33	Only Graduation	18	60.00	Others	19	63.33
			36- 45 Yrs	05	16.67	Post- Graduation	07	23.33			
			>46 Yrs	00	00						

(Source: Primary)

Interpretation

Only female respondents have been considered for the study among which majority of the respondents were between the age group of 25 to 35 years which stood at 63.33 and least being less than 25 years age group with the percent of only 2. When it comes to the educational background majority of the respondents were graduate and 23.33 & 16.67 percent of the respondents were post graduates and under graduates respectively. Only eleven respondents were entrepreneurs and rest of them were belonging to others namely engaged in start-ups and other business activities.

The second phase of the analysis has been carried out by taking perceptions of respondents about financial services and schemes in order to know their level of awareness of the respondents. The following table depicts about the statistical information about the data by adopting independent t-test.

Table No. 2 (Financial Services & Schemes)

Designation	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig. p Value
FSS	30	4.1483	.64784	.06478	1.905	0.046

(Source: Primary)

Interpretation

From the above table no. 2, it is clear that the overall perceptual mean value stood at 4.1483 and the standard deviation of 0.64 showing that there was no much variation in the perceptual differences among the respondents. The p value stood at 0.046 which is less than 0.05 implies that there was less awareness level among the respondents. The descriptive statistics resulted that the respondents had high level of awareness about Credit/Debit cards, SHG bank linkage programme and Payments & Remittance. However, the study showed that the respondents had very level of awareness about other financial services & schemes namely No frills account schemes, Overdraft facilities, DBT schemes, Jan Dhan Yojana, KYC norms, Micro finance and Affordable credit. Hence, it is clear from the above analyzes that the developed null hypothesis stating “The level of awareness is not less among women about financial services and schemes” has been rejected as the p value stood less than the 0.05 value and on the other hand alternative hypothesis not rejected.

SUMMARY AND CONCLUSION

The study basically concentrates only on knowing the level of awareness among women. From the above results of the study it is clear that the level of awareness among women of different demographic factors had lower level of awareness which depicts the respondents' awareness about different financial inclusion services and schemes provided by government in order to pull the people of different sections under the umbrella of financial inclusion. From the result it can also be highlighted that the performance of various financial literacy programmes are not sufficient and also efficient in educating the people. From the result it can also be suggested that the upgradation should be done in various awareness programmes. When women

are with high level of awareness of financial inclusion they can be empowered and in turn contribute to the economic empowerment and development of the nation.

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FINANCIAL INCLUSION AND ECONOMIC GROWTH – A STUDY ON MIGRANT LABOURERS IN MANGALORE

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Abstract

“Easiness and consistency of financial inclusion in India, though not a cure for all, can be a way of liberating the poor from dependence on differently delivered public services and from venal politicians,” said Dr Raghuram Rajan, Former RBI Governor. The word financial inclusion is first time used by Sri Y. Venugopal Reddy then Governor of RBI in the annual policy statement in 2005. Since then, it has created a buzz during the budget sessions or otherwise in the years to come. The wheel of responsibility was assigned to the banks, especially those in the public sector, to carry out the campaign on a pilot basis. However, the low literacy rate and low economic income continue to be a roadblock to financial inclusion. Further, the mindset of banks about ‘No Frill Account’ being not cost-effective was another hurdle. To overcome this challenge, the government introduced the Pradhanmantri Jan Dhan Yojana (PMJDY) in 2014 which provided the necessary administrative push to open the accounts coupled with making Aadhar Card the single document as proof of identity/ address.

It is to be noted that the earlier financial scheme called Sawbhiman, targeted to open bank accounts only for the citizens residing in the rural regions of the country and did not completely achieve its mission. The Pradhan Mantri Jan Dhan Yojana swirled to achieve the mission of including every citizen in the financial system irrespective of them being a rural or

urban citizen. According to the data issued by the Finance Ministry, 40 million (4 crores) bank accounts were opened under the Pradhan Mantri Jan Dhan Yojana after its launch in 2014.

Though the accounts were opened successfully, they remain zero- balance accounts, resulting in higher costs for the banks and limited benefits to the account holders. Thus, account holders cannot be actually treated as financially included. Migrant workers constitute a major part of the unorganized sector of the economy. The idea of financial inclusion to reach the last and the least constitutes such labourers in the unorganized sector who sustain their day-to-day requirements on the basis of daily wages or weekly wages. The schemes and policies of the government, though planned for them have so far not made an impact on their lives in a broadway. Thus, this paper focuses on analyzing how far the policy of Financial Inclusion has travelled to benefit daily wage migrant labourers in the developing city of Mangaluru.

Key Words: Financial Inclusion, Migrant workers,

Introduction:

The Indian ethos has always aimed to secure inclusive development for all people and to share responsibilities equally. The measure of inclusiveness and economic growth has been attributed to multiple factors.

The Human Development Index measures the literacy rate and life expectancy, which affect productivity and thus leading to economic growth. Economic growth is a narrow and normative concept than economic development. Increasing the quality and quantity of resources, improving the infrastructure, utilization of latest technology to bring out the best rate of GDP without compromising on environmental factors and preserving the resources for the future benefit of coming generations has been the objective of Sustainable Development.

The United Nations defines the goals of financial inclusion as follows:

- usage at a reasonable cost for all households to a full range of financial services, including savings or deposit services, payment and transfer services, credit and insurance;
- sound and safe institutions governed by clear regulation and industry performance standards;

- financial and institutional sustainability, to ensure continuity and certainty of investment; and
- Competition to ensure choice and affordability for clients.

Financial exclusion is correlated with poverty. ‘Sabka Saath, Sabka Vikas’ has been a slogan of our present Prime Minister, Sri Narendra Modi. The concept of financial inclusion was in the limelight with the Prime Minister announcing the launch of Pradhan Mantri Jan Dhan Yojana from the ramparts of Red Fort in the year 2014. Several financial inclusion schemes were launched prior to the Jan Dhan Yojana, but they were not as effective as the current scheme. However, the claim to have opened 40 million accounts since the launch of Pradhan Mantri Jan Dhan Yojana can be called a success if each account holder will be served as per the defined terms of the United Nations stated above. This paper makes an effort to study the financial inclusion of Migrant workers in the city of Mangaluru and examine how far we have travelled to accomplish the mission.

For this study we consider the Migrant workers who have travelled from various districts of Karnataka namely Haveri, Koppal, Bijapur, Bagalkot, Gulbarga, Davangere seeking employment in the city. The main factors which is reason for immigration are due to illiteracy, joblessness, inability to sustain in the agricultural sector. The unorganized sector is the class that needs to be focused on financial inclusion.

Objectives

1. To determine the extent of financial inclusion among migrant workers.
2. To study the banking facility accessed by the migrant workers.
3. To study awareness level on PMJDY, other schemes and its benefits among the workers.
4. To analyze the savings pattern of migrant workers.
5. To ascertain the major problems faced by migrant workers that hinders their economic growth.

Methodology

A structured, standardized questionnaire was administered to 50 migrant workers in the city of Mangaluru through an interview. The study is composed of migrant workers from Haveri,

Koppal, Bijapur, Bagalkot, Gulbarga, Davangere districts of Karnataka and from Rajasthan and Jharkhand.

Limitations

- Some of the respondents were influenced by their group members.
- Time constraint.

Results and Interpretation:

Table 1

Table showing the age group of respondent

Age	20-30	30-40	Above 40
Respondents	22	19	9

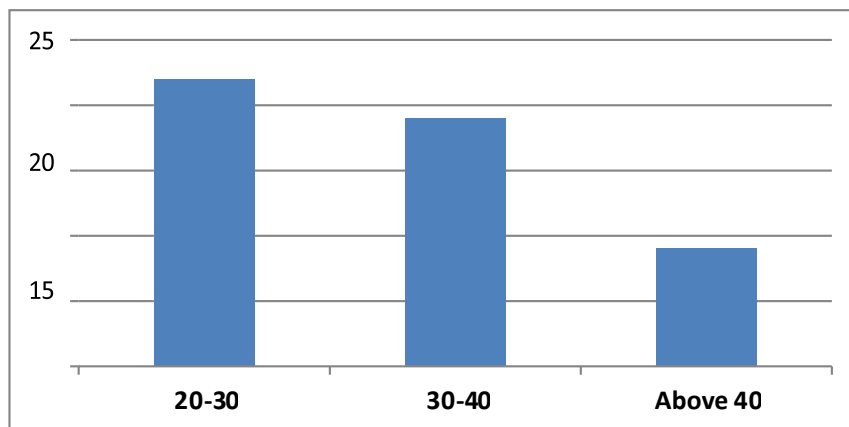


Figure 1

Figure showing the age group of respondents

Majority of our respondents belonged to the age group of 20-40 (i.e. 20-30:

22, 30-40: 19 respondents)

Table 2:

Table showing the gender group of respondents

Gender	Male	Female
Respondents	30	20

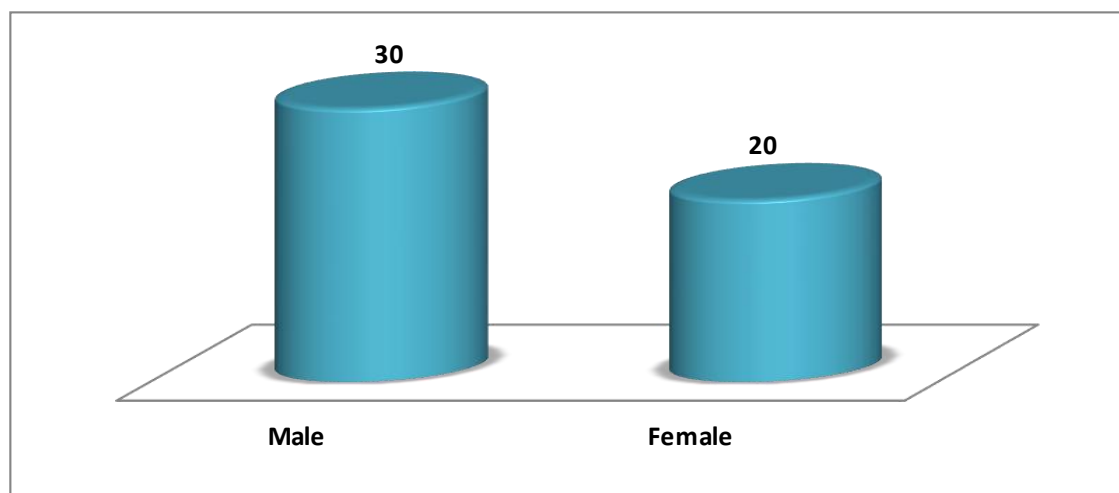


Figure 2:

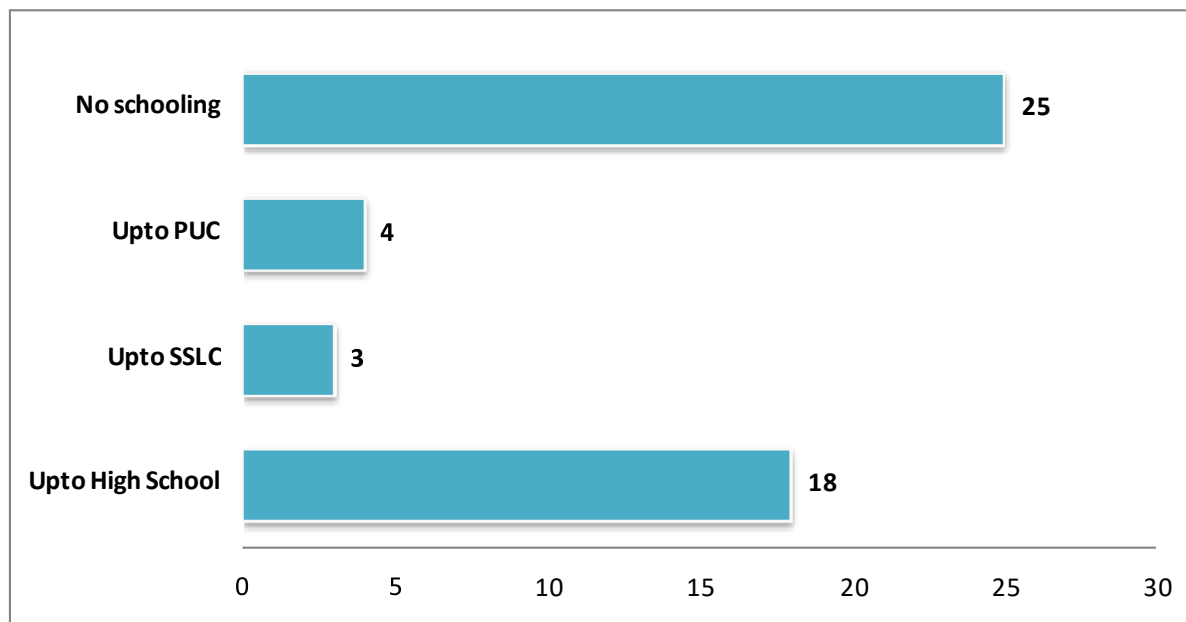
Figure showing the gender group of respondents

Out of 50 respondents, 30 respondents are men, and 20 respondents are women.

Table 3:

Table showing the education qualification of respondents

Education	Up to High School	Up to SSLC	Up to PUC	No schooling
Respondents	18	3	4	25

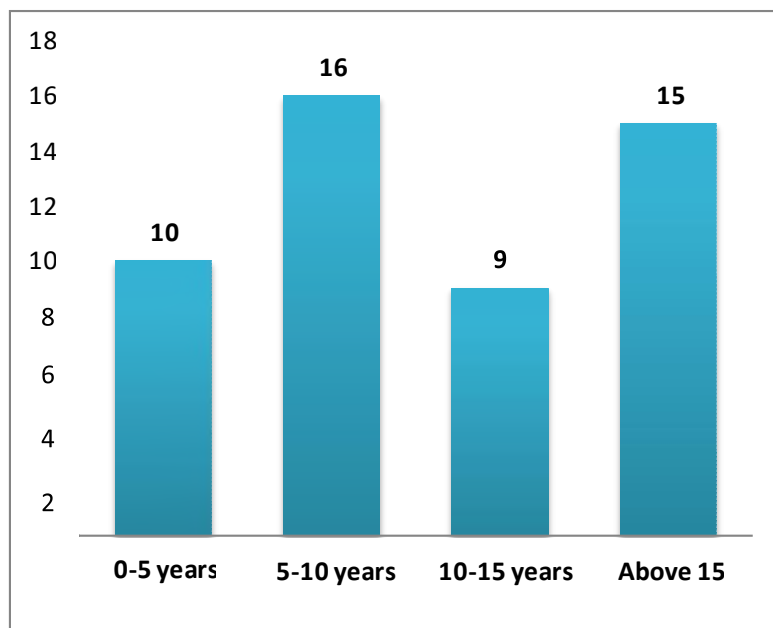


In the survey, 50% of the respondents have had no schooling, 36% have attained their schooling up to the high school level, and only 6% and 8% have continued their schooling till SSLC and PUC respectively.

Table 4:

Table showing duration of migration

	Migration period
0-5 years	10
5-10 years	16
10-15 years	9
Above 15 years	15

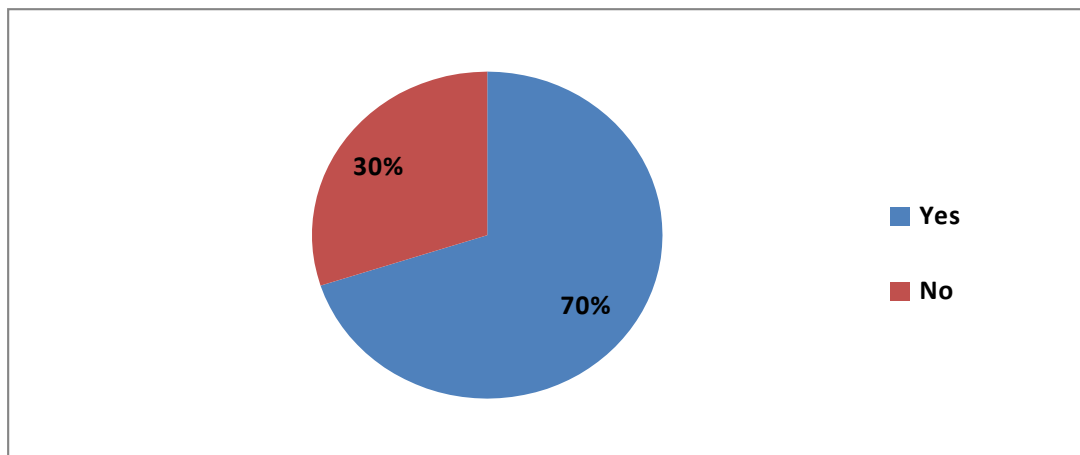


Out of the total of 50 respondents, 16 respondents have migrated over a period of 5-10 years. Fifteen respondents have been migrated from their origin to another city for above 15 years, ten respondents have been migrated for less than five years, and nine respondents have been migrated for above ten years but less than 15 years.

Table 5:

Table showing categorization of respondents with and without bank accounts

Possession of Bank Account	Yes	No
Respondents	35	15

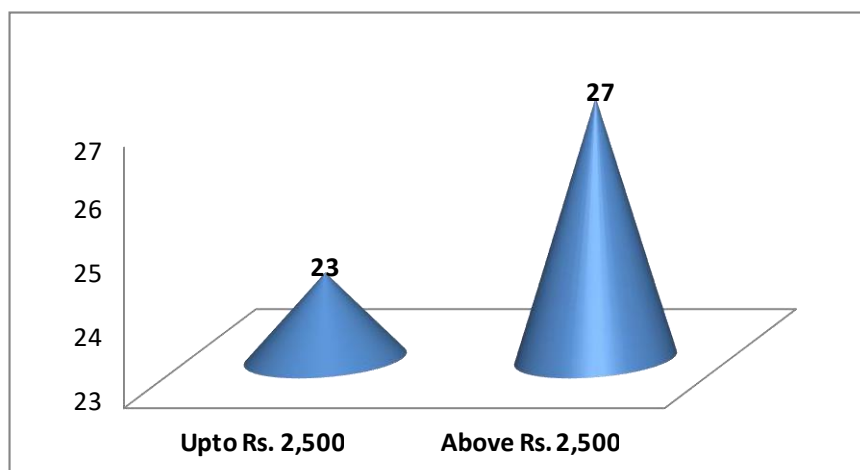


In the total of 50 respondents, majority of the respondents have bank accounts (i.e. 35 respondents), and 30% (i.e. 15 respondents) are without bank accounts.

Table 6:

Table showing income level per week

Income Per Week	Respondents
Upto Rs. 2,500	23
Above Rs. 2,500	27

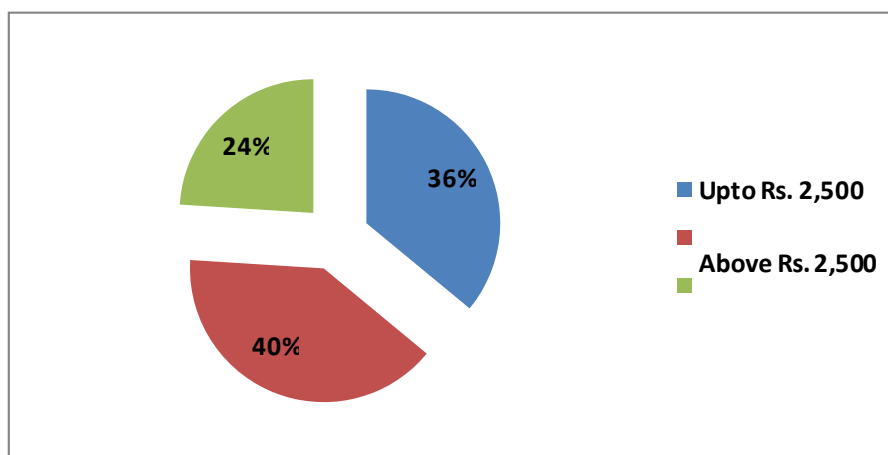


54% of respondents earn above Rs. 2,500 per week and 46% earn less than Rs. 2,500 per week.

Table 7:

Table showing the level of savings per week

Savings Per Week	Upto Rs. 2,500	Above Rs. 2,500	No savings
Respondents	18	20	12

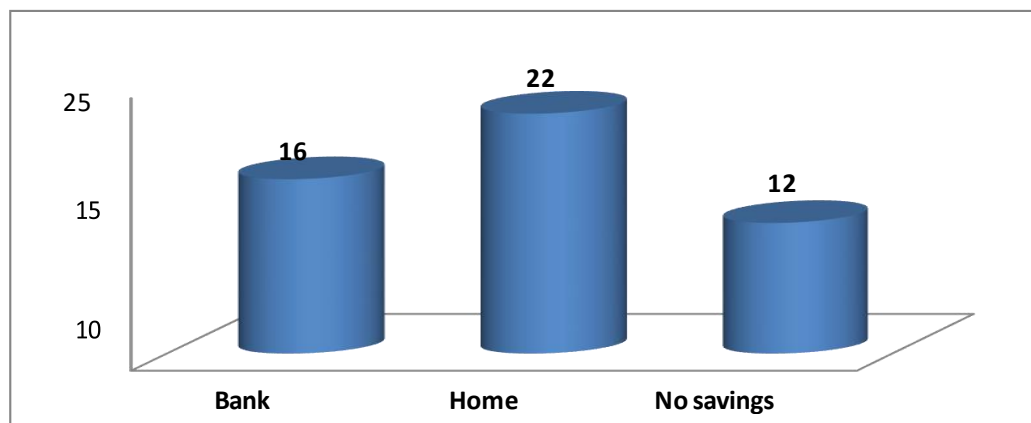


In the survey, 20 respondents said they save per week an amount more than Rs. 2,500. 18 respondents said they try saving up to Rs. 2,500 per week. 12 respondents out of the total 50 respondents said they have no savings at all.

Table 8:

Table showing mode of savings

Amount saved at	Respondents
Bank	16
Home	22
No savings	12

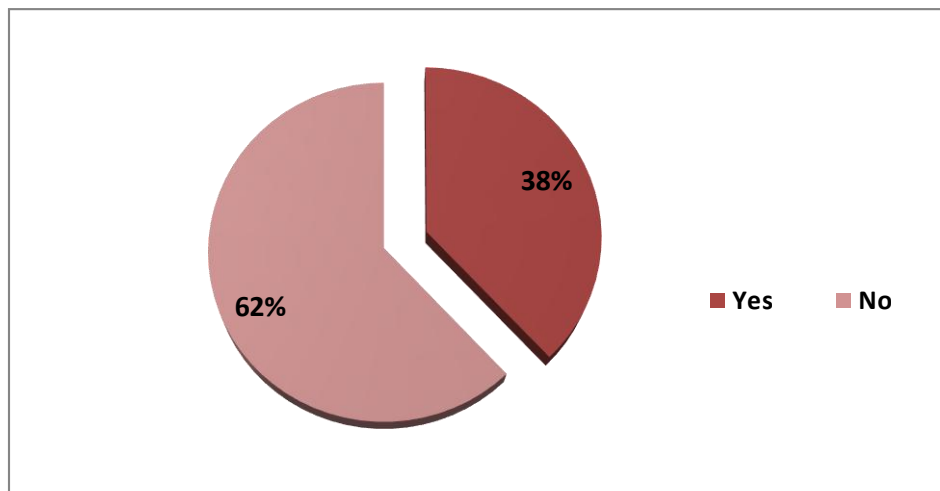


Majority of the respondents (i.e. 22 respondents) said their mode of savings was keeping the money at home, and 16 respondents said they would keep the money in banks. 12 respondents with no savings did not require any mode of savings.

Table 09

Table showing respondent's awareness to PMJDY

Awareness about PMJDY	Yes	No
Respondents	19	31

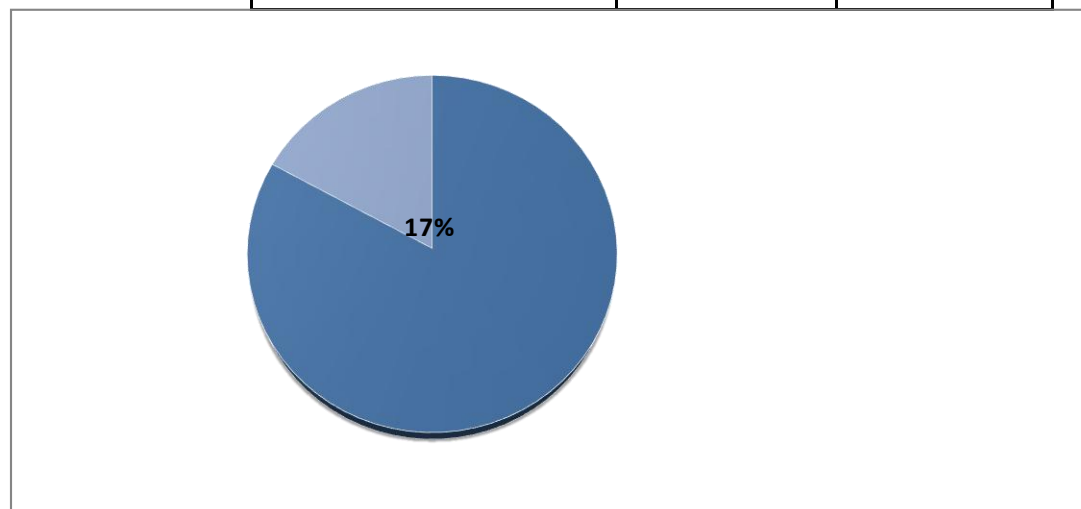


62% of the respondents said they were not aware of the Pradhan Mantri Jan Dhan Yojana whereas 38% said they were aware of the same and have taken benefits of it.

Table 10:

Table showing availability of Adhaar card

Adhaar card availability	Yes	No
Respondents	34	16

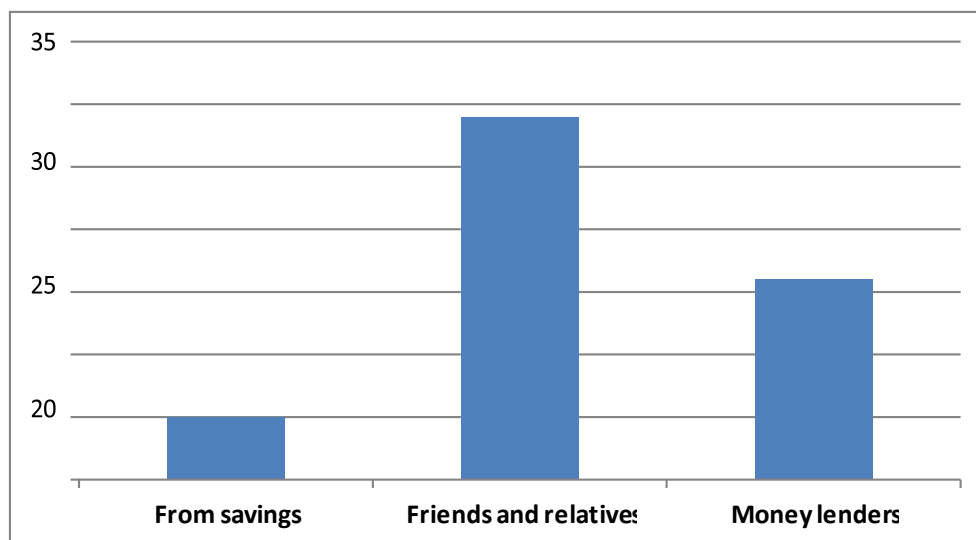


In the total of 50 respondents, 34 respondents possessed Adhaar card, whereas 16 respondents did not possess the same.

Table 11:

Table showing mode of meeting urgent financial needs

	From savings	Friends and relatives	Moneylenders
Respondents	5	29	16



To meet urgent financial needs 58% of the respondents said they would approach friends and relatives. 32% of the respondents said they would approach money lenders and only 10% said they would depend on their own savings.

Findings

- In the survey 50% of the respondents have had no schooling, 36% have attained their schooling up to the high school level, and only 6% and 8% have continued their schooling till SSLC and PUC respectively.
- In the total of 50 respondents, majority of the respondents have bank accounts (i.e. 35 respondents), and 30% (i.e. 15 respondents) are without bank accounts. 30% of migrant workers who are not having any bank account as their savings go towards meeting their existing debt obligations.

- 54% of respondents earn above Rs. 2,500 per week, and 46% earn less than Rs. 2,500 per week. In the survey, 20 respondents said they save per week an amount more than Rs. 2,500. 18 respondents said they try saving up to Rs. 2,500 per week. 12 respondents out of the total 50 respondents said they have no savings at all.
- Majority of the respondents (i.e. 22 respondents) said their mode of savings was keeping the money at home, and 16 respondents said they would keep the money in banks. 12 respondents with no savings did not require any mode of savings. Though the majority of the respondents have Bank accounts, they do not operate their accounts frequently. This is due to a lack of mindfulness of various banking services and its benefits.
- 62% of the respondents said they were not aware of the Pradhan Mantri Jan Dhan Yojana whereas 38% said they were aware of the same and have taken benefits of it. Majority of the respondents (i.e. 96%) said they are not aware of the benefits offered by different schemes made available by the government. Only 4% said they are aware of the same.

The government's efforts to provide the financially excluded other schemes for their benefit is really not reaching them for want of financial literacy. Govt. need to find out ways and means to create awareness among them regarding these products.

- To meet urgent financial needs, 58% of the respondents said they would approach friends and relatives. 32% of the respondents said they would approach money lenders, and only 10% said they would depend on their own savings.

Suggestions

Financial inclusion of every Indian citizen has been a mission for every government of the country. Though the Pradhan Mantri Dhan Jan Yojana was a great effort initiated by the Prime Minister, the mission would be complete only when each citizen is educated about the various basic banking facilities and benefits of other schemes launched by the government is available to every one of them. Such steps would help them free from the clutches of moneylenders and enable them to be on the path of economic growth. Govt. need to find out ways and means to

create awareness among them regarding these products.

Conclusion

The study was conducted with the objective of studying the level of financial inclusion. This study gains its relevance as a lot has been discussed about the success of Pradhan Mantri Jan Dhan Yojana. Since the launch of the programme, the daily wage workers have a means to safe deposit their hard-earned daily wages, which otherwise was handed over to shopkeepers at the locality who would then not return the money to the workers and thus be subject to loss of earnings due to lack of proof of deposit with the shopkeepers. The government and banks have a greater mission to actually claim the success of financial inclusion by literate the unorganized sector to actually claim the success of financial inclusion.

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IMPACT OF ARTIFICIAL INTELLIGENCE ON ACCOUNTING PROFESSIONALS

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ABSTRACT:-

Artificial intelligence (AI) is rapidly changing how financial institutions are operated and it is expected to increasingly take over core functions because of cost savings and operational efficiencies. In recent time, significant improvement has been made in artificial intelligence especially as it relates to Accounting profession which have changed its focus from paper and pencil entry to computer and software entry. Artificial Intelligence extends the capabilities of computing to a whole new level . It lets systems to make predictions and make changes accordingly just as humans would. It enables computers to perform machine based learning which earlier was left to humans. In the accounting profession where people deal with rote tasks. AI is a replacement of human capabilities for the better. According to a recent survey conducted by MIT-Boston Consulting Group nearly 85% of people believe that AI leads to competitive advantage and 79% believe that technology increases the productivity of the company. This paper tries to discuss few of the challenges faced by the accounting profession currently and to yield on some possible trends of its future development in the artificial intelligence context related to accounting education will be drawn from the perspective of the new intelligent technologies and their business applications.

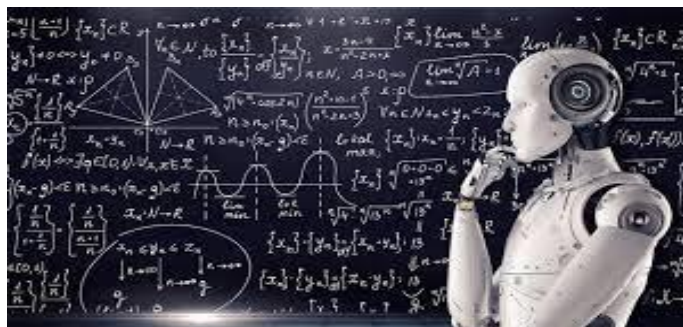
Keywords: artificial intelligence, challenges, accounting profession, accounting education

INTRODUCTION

The father of Artificial Intelligence, John McCarthy states a definition for AI which says that “Artificial Intelligence is the science and engineering of making intelligent machines, especially

intelligent computer programs”. Artificial intelligence (AI) is rapidly changing how financial institutions are operated and it is expected to increasingly take over core functions because of cost savings and operational efficiencies. In recent time, significant improvement has been made in artificial intelligence (AI) especially as it relates to accounting profession which has changed its focus from paper and pencil entry to computer and software entry. The field of accounting has a long history of artificial intelligence (AI) applications dating back more than 25 years mainly in the areas of financial reporting and auditing. It has been observed that the greatest danger of Artificial Intelligence is that people conclude too early that they understand it. Today, artificial intelligence (AI) is applicable in virtually all aspects of accounting operations which has generated fear and concern among professionals on the possible continual relevance human accountants in organization's scheme of affairs in the nearest future. According to research done by the University of Oxford in 2015, accountants have a 95 percent chance of losing their jobs as machines take over the role of data analytics and number crunching. However, it has been observed that this same report found that as technology progresses, some jobs are eliminated while others are created. This means that the artificial intelligence will reduce the rigorous, tedious and painstaking nature of accounting profession and make it more of efficient consulting services.

Artificial Intelligence is intelligence exhibited by machines. In computer science the field of AI defines itself as the study of “intelligent agents”. Generally, the term “AI” is used when a machine simulates functions that humans associate with other human minds such as learning and problem solving.



In the last few years, there has been an arrival of large amount of software that utilizes elements of artificial intelligence. Subfields of AI such as Machine Learning, Natural Language

processing, Image Processing and Data mining have become an important topic for today's tech giants. Machine Learning is actively being used in Google's predictive search bar, in the Gmail spam filter, in Netflix's show suggestions. Natural Language Processing exists in Apple's Siri and Google voice. Image Processing is necessary for Facebook's facial recognition tagging software and in Google's self driving cars. Data Mining has become a slang for software industry due to the mass amounts of data being collected every day. Companies like Facebook and Google collect large amounts of statistics from users every second and need a way to interpret the data they receive.

Artificial Intelligence has already proven to be useful new tool in today's technology heavy culture.

Objectives:

The aim of this study is to examine the impact of artificial intelligence on the accounting professions, in order to answer this question

- 1) If in a future should accounting professionals stress themselves with the new intervention of AI in accounting
- 2) How accountants could benefit from the use of AI capabilities and increasingly improve the quality of their work, what will be their new roles in the organisation and the required new skills to perform them.
- 3) To prove the vital role of "Artificial Intelligence on Accounting Professionals" for very survival and for sustaining the efficiency in Accounting Area.

STATEMENT OF THE PROBLEM

In today's world with the rapid changes one cannot imagine any field which is left untouched by the innovation of technologies, to be more precise the intervention of artificial intelligence in all fields like science, mathematics, Auditing, taxation and accounting etc, It's crucial that accounting professionals keep themselves abreast of key advancements in AI and how they can benefit from developments in this area.

LITERATURE REVIEW:-

Bakhshi, Frey and Osborne (2015) managed to examine 702 different occupational categories in the US and 366 in the UK using several data sources. One disturbing finding relates to accountants and auditors. Their creative probability is calculated to be 3.4 and the estimated probability of computerisation is 77.4. The former is too low and the latter is considerably high. Keeping in mind that creative skills will become more important with the expansion of technological innovations, as concluded by Bakhshi, Frey and Osborne (2015), it is crucial for the future of the accounting profession to keep its competitive advantages. As stated earlier, some leading professional organisations start asking the right questions: how accountants could benefit from the use of AI capabilities and increasingly improve the quality of their work, what will be their new roles in the organisation and the required new skills to perform them. Many of the current job tasks and western University of Finance and Economics

Russell and Norvig use AI as a term describing machines which mimic human cognitive functions like “learning” and “problem solving”. Where the word AI is used, the term “machine learning (ML)” is likely to be found close by too. ML, a subfield of AI and the drive of most of AI’s recent progress, is defined today as the use of technique that enables computers to learn and continuously improve without being explicitly programmed.

In essence AI and ML (in their current form) consist of techniques which learn to recognise patterns in order to make predictions that facilitate decision making. Going deeper with AI and ML has also brought forth more sophisticated techniques like Natural Language Processing(NLP) which combines learning with linguistics, allowing for intelligent analysis of written languages. Advanced AI and ML systems have allowed machines to produce more accurate results than humans, particularly for areas which involve repetitive work. The growing hype of AI is therefore not without legitimacy. AI systems are promising and powerful decision tools for organisations across different industries to adopt. But before looking into how they can be implemented, it is important to identify the fundamental trends that allow for AI to be feasibly adopted.

Sledgianowski, Gomaa and Tan (2017) provide examples of how big data and information systems could be integrated into accounting courses including introductory accounting, financial accounting, management accounting, cost accounting, intermediate financial accounting, auditing, AIS and taxation. These courses could develop technological competencies such as ratio analysis using data from databases such as Edgar; analysing tagged information from XBRL reporting; conducting 'what if' analyzes with structured/unstructured data; implementing commercial audit software to detect fraud; the design and structure of transactional databases, programming languages and using big data to assist in conducting the analysis of tax information for tax authorities.

Research Methodology

- ☐ Type of Research: Descriptive Research
- ☐ Type of Data Source used: Secondary Data/Data source.

The data has been extracted from various sources like research articles, publications, accounting websites, , Magazines and Journals from the various web-sites which deals directly or indirectly with Artificial intelligence.

Limitation of the Study

The study relies on published data and information. No primary data is being collected. Secondary data may be lacking in accuracy, or they may not be completely **accurate and dependable**.

DEFINITION OF ARTIFICIAL INTELLIGENCE

Merriam – Webster defines artificial intelligence this way;-

- ☐ A branch of computer science dealing with the simulation of intelligent behaviour in computers.
- ☐ The capacity of a machine of imitate intelligent human behaviour`

Computer Science defines AI research as the study of intelligent agents any device that perceives its environment and takes actions that maximize its chance of successfully achieving

its goals. a more elaborate definition characterizes AI as "a system's ability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation "

The History of Accounting - From Record Keeping to Artificial Intelligence

The history of accounting is fascinating and colorful. While today's companies often rely on modern processes, the earliest records of business and financial transactions began on clay tablets. Today, automated technology is used in many accounts payable departments for data capture, validation, matching and more. Explore the compelling evolution of accounting and learn how the numbers game has become what it is now.

Accounting in Ancient History

Accounting is a system of recording and summarizing financial and business transactions. Record keeping, accounting, and accounting tools have been used for as long as civilizations have engaged in trade. Many historians hypothesize that one reason writing systems were developed was to record trade transactions. Some of the earliest writings discovered by archaeologists are accounts of tax records on clay tablets. These first examples of accounting from Mesopotamia and Egypt date back to between 3300 and 2000 BCE.

In the 13th century, medieval Europe moved toward a money economy. Merchants relied on bookkeeping to oversee the multiple simultaneous transactions financed by bank loans. As industry moved forward, it was clear that accounting procedures needed to be refined for higher accuracy and efficiency.

The Father of Accounting

In 1458, Benedetto Contrugli invented the double-entry accounting system - broadly defined as any bookkeeping system that involves a debit and/or credit entry for transactions. The double-entry system revolutionized accounting.

Luca Bartolomes Paciolo, an Italian mathematician and Franciscan monk, invented a system of record keeping that used a memorandum, ledger, and journal. He also wrote many books on accounting. Paciolo became known as the father of accounting and bookkeeping. In 1494, he wrote Summa de Arithmetica, Geometria, Proportioni et Proportionalita ("The Collected Knowledge of Arithmetic, Geometry, Proportion, and Proportionality"), which included a 27-page treatise on bookkeeping.

Centuries later, in 1854, the first professional organizations for accountants - the Edinburgh Society of Accountants and the Glasgow Institute of Accountants and Actuaries - were established in Scotland. Members of these early organizations could refer to themselves as "chartered accountants." In 1887, the American Institute of Certified Public Accountants was established.

The Early Systems and Electronic Data Interchange

Always finding ways to improve accounting and AP processes, inventors started to create machines for mathematical calculations. In the 1880s, American William Burroughs invented the adding machine. Early adding machines did not have the critical features of a computer, such as internal memory. However, they enabled accountants to carry out arithmetic with higher accuracy and efficiency.

By the end of the century, technology continued to progress. Herman Hollerith developed a punch-card machine to speed up data handling for the U.S. Census. These innovative tabulating machines recorded data by punching a pattern of holes into cards. The machine could also read these patterns to call up pertinent information. Hollerith took the punch-card concept into private industry when he founded IBM. Businesses were using punch-card machines for accounting by 1907; an IBM tabulator could process 100 cards a minute by 1928.

Accounting took a large step toward the future as we know it in 1955, when a company bought a computer for the first time purely for accounting. After World War II, General Electric purchased the UNIVAC (the UNIVersal Automatic Computer) to run payroll in its factories. Developed by John Mauchly and J. Presper Eckert, the UNIVAC stored data on magnetic tape instead of punch cards. The UNIVAC took 40 hours to complete the payroll process.

The Ongoing Evolution of Accounting Technology

AP processes were streamlined in the 1960s when the U.S. transportation industry developed EDI to standardize transactions between vendors and customers. By 1982, automotive industry customers including Ford and General Motors started to mandate EDI for their suppliers. Today, all major industries employ EDI, making it a significant milestone in the history of accounting. Sets of , such as EDIFACT (the primary standard in Europe) and X12 (the primary standard in the United States), govern the structure and content of documents.

In 1978, the accounting world saw the birth of Visicalc. It was the first spreadsheet software that enabled financial modeling on the computer. During the same year, Peachtree Software introduced an accounting software package for the early personal computer. As a result, companies could computerize their accounting at a fraction of the cost of purchasing a mainframe. In 1998, Quickbooks was launched. It soon dominated the market for day-to-day bookkeeping. Today, over 4.5 million companies use Quickbooks, making it the most popular accounting program in the U.S.

Optical Character Recognition (OCR) and Intelligent Data Capture (IDC)

Another shift in the history of accounting occurred in early 2000. The financial world experienced the entry of : Optical Character Recognition (OCR) and Intelligent Data Capture (IDC) technology, which enables the automation of the accounts payable process. Instead of manually entering the information, key bits of data – such as the PO number,

amount or date – are digitally captured and populated in a variety of index fields. Pre-set templates for commonly structured.

Artificial Intelligence and the Future of Accounting

A 2018 study by Atherton Research predicted that accounting tasks, as well as payroll, tax, banking, and audits, would be completely automated using AI-based technologies by 2020. And indeed, in the two years since the release of the study, AI has played an increasingly important role in the accounting industry, bringing with it both opportunities and challenges.

Rest assured that artificial intelligence will not eliminate accountants, however. Stephanie Weil, CEO of Accounteam, a Silicon Valley-based accounting firm, explained, “Having machines to do all these tedious and repetitive tasks could sound scary for many accountants because they are also very time-consuming and thus very lucrative... [but] if the AI system is well-configured, it can eliminate accounting errors that are generally hard to find and thereby reduce our liability and allows us to move to a more advisory role.”

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF ACCOUNTANCY



Accountants have embraced waves of automation over many years to improve the efficiency and effectiveness of their work. But to date technology has not been able to replace the need for expert knowledge and decision-making. Indeed, previous generations of ‘intelligent’ systems

have generally demonstrated the continuing power of human expertise and the limits of machines. Artificial intelligence (AI) has been an aspiration of computer scientists since the 1950s, and it has seen tremendous progress in recent years. Examples of AI are already an integral part of many of our online activities, and will become increasingly embedded in everything we touch and do. These systems do not replicate human intelligence. Indeed, some experts would dispute the use of the term 'AI' at all to describe current machine learning systems. However, on a task-by-task basis, systems increasingly produce outputs that far exceed the accuracy and consistency of those produced by humans. In the short to medium term, AI brings many opportunities for accountants to improve their efficiency, provide more insight and deliver more value to businesses. In the longer term, AI raises opportunities for much more radical change, as systems increasingly take over decisionmaking tasks currently done by humans. This report outlines a framework for embracing the opportunities created by increasingly intelligent systems, based on three questions.

This reflects the framework laid out in our report Providing leadership in a digital world, and is shown below.

POSITION FOR THE FUTURE	UNDERSTAND TECHNOLOGY	APPLY TO ACCOUNTING
What is the long-term vision for AI and the profession?	How do artificial and human intelligence work together?	How are accountants using AI capabilities?
• Focus on purpose	Human decision-making	• Accounting problems
Exploit powerful technologies	Approaches to AI	Practical challenges
Think radically	Strengths of machine learning	Roles and skills
Be adaptable	Limits of machine learning	Institutional issues

The Application of Artificial Intelligence in Accounting



Artificial Intelligence is critical to the future of the accounting and auditing professions . The utilization of artificial intelligent in accounting profession date back to decades ago. According to artificial intelligence emerged as a research discipline at the Summer Research Project of Dartmouth College in July 1956. It became pronounced as today's business environment and operation embraces digital technology through the adoption of computer/machine devices.

According to the domain of accounting has a history of artificial intelligence applications going back over the years. Consequently, all aspects of accounting, majorly concerned with information has been influenced by artificial intelligence technology as certain types can be applied to the various information activities of accounting had noted that the domain of accounting researchers had applied various artificial intelligence technologies and techniques with some success to specific tasks in financial reporting and analysis as well as in auditing and assurance. The most well developed area of artificial intelligence literature in the accounting disciplines involves the development and use of expert systems.

This is consistent with the view of is of the view that expert systems in accounting facilitates accounting education and training as a number of prototype expert system is developed for

advising accountant on a variety of issues. is of the view that the eye shaded accountant who painstakingly checks and cross foots debit and credit entries will likely cease to exist with the advent of analytics and cognitive technology to audit, as such the auditor (accountant) who understand, monitor and improve analytical and cognitive systems and processes would thrive. sees the use of expert systems to be more of value to the accountant than a technological displacement. He posits that, in the past business owners and their accountant would make decisions based on figures that were often out of date but with experts system and automation of the data processes there is always up-to-the minute information about the business enabling much more informed decisions to be made and anything affecting the business performance and profitability would be easily ascertained and necessary rectification procedures adopted. noted that the application of expert systems in accounting can be classified under the following heading: (a) Auditing (b) Taxation (c) Financial accounting (d) Personal financial planning (f) Management accounting. Expert system incorporate the knowledge of single or multiple human experts and are able to help accountants improve the quality of their service in the area of audit planning, internal control evaluation and identification of audit risk. In the field of internal audit, expert systems are used for screening and verifying transactions susceptible to fraud. Also AI (expert systems) are best known for authorization and processing of claims. AI researchers also identified that, AI is utilized in financial accounting in terms of cash flow. In [24] study, expert system was shown to have a vital functionality in area of financial accounting in areas of cash-flow evaluations, analysis of mergers acquisitions and other investment decisions, determination of financial status by ratios, leases and analysis of financial reports filed with SEC are other areas in financial accounting where expert systems exist.

In addition,further identified the utilization of expert system in accounting with respect to taxation. view is in accordance with 1997 development of TAXMAN application by McCarthy. The technological advancement in application has continued to influence taxation hence various expert systems are currently been used in the tax area. In the words of this system has the capacity for tax treatment on stocks investments. The expert system has also been showed to provide guidance for corporate tax accrual and the planning process, value added tax, tax

preparation system and corporate tax planning for the oil and gas industry. In international taxation there are expert system available for international tax planning and optimization of international corporation tax position. Such expert systems included Intuit's (chip-soft) and ala expert system.

Current opportunities offered by AI



Artificial intelligence is poised to transform the finance and accounting industries with advancements that eliminate tedious tasks and free up time for financial staff to prioritize higher impact responsibilities. Yet a majority of businesses (80 percent) still haven't employed AI in their workforce due to uncertainties around the business case or return on investment.

This lack of understanding is a growing issue for financial staff dealing with massive amounts of data. In the digital transformation era, more and more clients are digitizing processes, and increasing the amount of spreadsheets and documents accounting and audit professionals must analyze.

To streamline processes and draw deeper insights, firms should explore the current opportunities offered by AI. Here are three ways these advanced technologies can take the grunt work out of daily tasks:

1. Streamline data entry and analysis

Artificial intelligence helps financial managers stay on top of transactions amid systems that are

tedious and time-consuming. Instead of financial data spread out over multiple documents, PDFs and spreadsheets, machine learning — a branch of artificial intelligence — extracts data from receipt images, automatically classifies it based on spend category and populates reports for analysis in one place.

These comprehensive reports can provide businesses with smart insights to improve financial planning. Machine learning also draws deeper insights as it processes data over time, meaning businesses can gain a comprehensive view into long-term spending patterns and accounting staff can provide even greater value to organizations by advising clients on optimal budget forecasting.

2. Reduce fraud

Company spending has become increasingly decentralized. Today, employees spend more money across more spending categories, using more payment methods than ever before. As financial data grows and spreads across additional payment channels, the risk of fraud and noncompliance increases.

According to the Association of Certified Fraud Examiners, the average organization loses 5 percent of its annual revenue to internal fraud. Organizations and auditors can typically only audit 10 percent of expense reports manually, leaving the majority of potential fraud to go undetected.

AI, on the other hand, can audit up to 100 percent of spend reports. By predicting patterns and detecting a wide range of anomalies in financial data, AI can help auditors catch fraudulent spending before reimbursement occurs. Because it's scalable, AI can also easily handle influxes in financial data with the same level of accuracy. In fact, analyzing more data makes it smarter and better at tackling financial fraud.

3. Enforce corporate policy

Artificial intelligence can be used to drastically reduce the time it takes to identify noncompliance issues in finance data. Purchase orders, employee receipts, travel bookings and credit card transactions are automatically scanned for purchases made outside of policy —

Finance professionals are long overdue for a technology assistant. By leveraging AI-powered solutions, they can streamline data analyses and focus on more strategic functions for their clients. **The human factor**



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How will your human intelligence retain its advantage? What's your superpower going to be? The answer could be your emotional intelligence, 'This is an area that ACCA has been exploring,' says **Narayanan Vaidyanathan**, head of business insight at ACCA. 'We know, that to thrive now and into the future, professional accountants need an optimal and evolving combination of professional competencies or quotients.' These quotients are each a collection of technical knowledge, skills and abilities, combined with interpersonal behaviours and qualities, and ACCA has identified seven quotients, including one for emotional intelligence (EQ). 'When we talk about EQ we do not mean something amorphous, we mean something very specific,' explains **Vaidyanathan**. For professional accountants, ACCA characterises EQ as: 'the ability to identify your own emotions and those of others, harness and apply them to tasks, and regulate and manage them'.

New ACCA research considers what the current state of EQ looks like around the profession and what the EQ implications of technology developments may be, looking ahead. It focuses on areas where EQ and technology overlap now and in the future. ACCA has researched six areas of impact: **change readiness, cognition and learning, ethics and beliefs, human-machine interaction, increased diversity and shifting powers**. The implications were then considered for five emotional competencies that are key to the EQ of professional accountants: growth mindset, self-knowledge, perspective taking, empathy and influence. 'The purpose of this work is not to dive into the psychology of EQ but to contextualise it for the accounting profession,' says Vaidyanathan – to prepare accountants for a very different future.

'It is vital that the profession embraces technology so that we, and the next generation of accountants, are agents of change, helping to shape the technology agenda not simply following it,' says Rachel Grimes, CFO of technology with Westpac and president of the International Federation of Accountants. 'Cloudbased computing, hosted applications, big data, and the rise of machine learning are already transforming the way we work. As the quantity and sources of data increase, the need for human accountants to understand context, interpret nuance and apply professional judgment also grows.'

Managing change Accountants are increasingly expected to have the soft skills and emotional competencies to manage the accelerating speed of change and adapt to its transformational nature. ‘In the high performing organisations we work with, accountants are expected to incorporate innovation and change into their day-to-day roles and responsibilities, by working on the business not just in the business,’ says Brendan Sheehan, ACCA Council member and CEO of finance transformation consultancy White Squires. Joseph Owolabi, director, corporate advisory, Deloitte Australia, and ACCA Council member, notes how EQ is also thrown into sharp focus by the diversity that technology can facilitate: ‘More remote working and collaboration means less face-to-face contact in meetings.’ Ways of developing and exerting leadership, influencing, motivating, mentoring team members, and developing and demonstrating empathy are all affected. ‘The world is a global village – often you need to get on a conference call. But you are expected to be able to decipher moods, predisposition and motivation by verbal clues, hesitation, rhythm and other emotional pulse indicators. Ethics and integrity – fundamental to our role as accountants – are largely driven by application of judgment, which in turn is strengthened by high levels of emotional quotient,’ he says. As the areas where technology meets EQ increase, so does their significance for professional accountants and the need for them to reassess their relationship with technology itself.

Lynn Morrison, ACCA panel member and assurance partner from EY Australia, who leads EY’s Oceania China assurance practice, is expecting a paradigm shift: ‘Relationships between humans and technology are changing fundamentally. We will need to challenge the way we think of work and understand the pros and cons of this changing relationship. We will have to learn how to build and manage our relationship with technology and manage the impact both personally and professionally.’ A new symbiosis There will still be a symbiotic relationship between accountants and technology but it will not follow the pattern established in the past. Scribes used clay tablets to record commercial transactions in the ancient Near East; early printing presses enabled Luca Pacioli to promote his 16th century treatise on double-entry bookkeeping; accountants powered the microcomputer revolution in the 1980s with their enthusiastic uptake of

electronic spreadsheets. The future promises a stronger and more intimate symbiosis between the profession and technology.

‘Accountants have seen technology as a tool to help us work more efficiently, to perform better and to automate boring tasks in the past. With further technological advancements in areas of RPA, AI and blockchain etc, we can predict some tasks will be completely replaced by technology in the future. ‘Accountants need to be more resilient in this transition process, have open growth mindset to continuously reskilling ourselves, in particular those humanity skills, and focus on more important judgmental and strategic areas. This is part of the process of building a different kind of relationship with technology,’ says Morrison. She sees a future where human processing units and computer processing units will be working together, learning from each other and achieving more through their close collaboration than either could achieve alone. The skillsets of collaboration and technology are already overlapping increasingly, as highlighted in a recent CA ANZ report The Future of Talent: Opportunities Unlimited.

Futurist and researcher Mark Pesce suggests one approach could be to open up finance teams and accountancy firms to collaborate better among themselves and with colleagues – and with technology itself: ‘Every time we have a basic question we reach into our pocket, take out a smartphone and get the answer from Google, Wikipedia or Siri. So we are already creatures who are a combination of human intelligence and machine learning.’ In the future, what accountants and software tools can learn from each other will increase and members of the profession will no longer be limited by their personal knowledge or the length of their career. The pyramid structure that has traditionally characterised accountancy firms and finance departments will no longer be necessary. However, as Matthew Campbell, technology audit director, KPMG, notes: ‘Knowing Some professional accountants may need to develop new social competencies and technology skills if they are to inspire, encourage and direct compellingly in peer-to-peer environments.

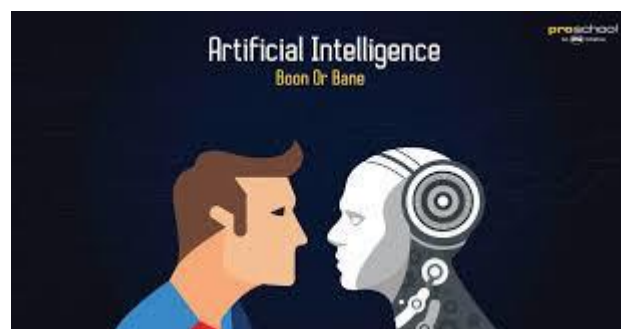
Unlocking potential

Today’s workplace is changing as it prepares for tomorrow’s new working environment, and

professional accountants in the years ahead will face a very different set of expectations. Artificial intelligence, data analytics and blockchain are set to disrupt accounting practices and finance functions. Demands for flexible working, clear career progression and early leadership opportunities mean that employers need to offer employees an attractive package, including training, if they are to retain and get the best out of their talent. This is not just our opinion; it's based on our research project, Professional accountants – the future, for which we spoke to thousands of employers globally.

The research told us that the increasingly globalised, digitised and uncertain business environment we work in means that professional accountants have a more vital role to play than ever before. These employers are calling for forward-thinking professionals to use tech to their advantage, combine technical excellence with high ethical standards and management skills, and thrive on a global stage. We used what the employers said to identify the key skillsets – seven technical, ethical and interpersonal competencies – that professional accountants will need to demonstrate in the future. These seven 'quotients' (**intelligence, creative, digital, emotional intelligence, vision and experience, with technical and ethical competencies at the heart**).

Benefits of Artificial Intelligence for Accountants and Finance Professionals



New technology is changing the way people work in every industry. It's also changing the expectations clients have when working with companies. The same is true for accounting. Artificial intelligence can help accountants be more productive and efficient. An 80-90 per cent reduction in the time it takes to do tasks will allow human accountants to be more focused on providing counsel to their clients. Adding artificial intelligence to accounting operations will also increase the quality because errors will be reduced. When accounting firms adopt artificial

intelligence to their practise, the firm becomes more attractive as an employer and service provider to millennials and Gen Z professionals. This cohort grew up with technology, and they will expect prospective employers to have the latest technology and innovation to support not only their working preferences of flexible schedules and remote locations but also to free them up from mundane tasks that machines are better suited to complete. As clients, millennials and Gen Zers will determine who to do business with based on the service offerings they can provide. As more accounting firms adopt artificial intelligence, they will be able to provide the data insights made possible by automation while those who don't commit to the technology will not be able to compete. Robotic process automation (RPA) allows machines or AI workers to complete repetitive, time-consuming tasks in business processes such as document analysis and handling that are plentiful in accounting. Once RPA is in place, time accountants used to spend on these tasks is now available for more strategic and advisory work. Intelligent automation (IA) is a more sophisticated version of RPA. IA can mimic human interaction in many cases, such as understanding inferred meaning in client communication and using historical data to adapt to an activity. There are multiple applications of RPA and IA in accounting work. AI can often provide real-time status of financial matters since it can process documents using natural language processing and computer vision faster than ever making daily reporting possible and inexpensive. This insight allows companies to be proactive and adjust course if the data show unfavourable trends. Automated authorization and processing of documents with AI technology will enhance several internal accounting processes including procurement and purchasing, invoicing, purchase orders, expense reports, accounts payable and receivables, and more. In accounting, there are many internal corporate, local, state and federal regulations that must be followed. AI-enabled systems help support auditing and ensure compliance by being able to monitor documents against rules and laws and flag those with issues. Fraud costs companies collectively billions of dollars each year and financial services companies have \$2.92 in costs for every dollar of fraud. Machine learning algorithms can quickly sift through enormous amounts of data to discern potential fraud issues or suspicious activity that might have been otherwise missed by humans and flag it for further review.

Conclusion

AI is moulding the accounting profession as most promising area for the future . Many opportunities for new important roles and jobs emerges when considering the artificial intelligence as a complement to the human intelligence. Accounting roles are getting closer to company's management functions. Because AI is impacting and further will impact the role of accountant, there is a call for accounting fellowmembers to change their mindset and develop the required skills and competences related to the nano technologies and their implementation in business fields. Accounting researchers are also challenged by the AI issues in the accounting realms as they have to collaborate with AI specialists and to bridge the existing gap between the accounting domain and AI domain. I conclude that further research in this area can be done as there are very promising and profitable results that are obtainable from such techniques, This technology and its applications will likely have far-reaching effects on human life in the years to come.

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IMPACT OF COVID-19 ON INDIAN ECONOMY

(Overall we see it as a lost opportunity)

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ABSTRACT

Our research paper throws spot light on effects on Indian economy by Covid-19. Indian economy is considered to be one of the fastest growing economies in the whole world. As per our and common observation what we experienced was sudden fall of Indian economy due to decrease in GDP rate, increase in unemployment rate, labour sector problems, downfall in IT sector, depression in stock market, decrease in youthful opportunities for students. Our paper recognizes a research gap that is no proper planning in investment, no proper financial forecasting. Our study focuses on both primary and secondary data collected from various sources. Our research paper outcome is based on Chi-Square test and testing of samples done through SPSS software. The primary data was obtained from 198 respondents who have been going through this pandemic effects. The purpose of this article is to know to what an extent Indian economy is badly affected and on what all various sectors have faced financial depression.

KEYWORDS: COVID-19, Indian economy, GDP, Economic shock

INTRODUCTION

The economic system of India is characterized as a growing market economic system. It is the arena's 5th-largest economy through nominal GDP and the 1/3-largest by way of purchasing power parity (PPP). According to the IMF, on an in keeping with capita profits basis, India ranked 139th by way of GDP (nominal) and 118th with the aid of GDP (PPP) in 2018.

The emergence of the current global pandemic, Covid-19, has so far been a threat to the worldwide community. COVID-19 or novel coronavirus is a variant of the corona family of viruses which causes SARS on the people they infect. The virus is chiefly transmitted through coughing or sneezing on people. With the lack of any suitable vaccine, most governments have imposed lockdowns to curb the growth of the virus.

The long-term increase attitude of the Indian economic system stays superb due to its younger population and corresponding low dependency ratio, wholesome financial savings and investment quotes, and is growing integration into the worldwide economy. The economy slowed in 2017, due to shocks of "demonetisation" in 2016 and introduction of Goods and Services Tax in 2017. Nearly 60% of India's GDP is pushed by domestic private consumption and continues to remain the arena's 6th-largest client marketplace.

Depression is defined as an excessive and prolonged recession. A recession is a scenario of declining economic activity. Declining monetary pastime is characterised via falling output and employment stages. Generally, when an economic system maintains to go through recession for 2 or extra quarters, it is known as despair.

As we have already stated that India is a growing economic system, it's miles stated as an economic system passing through call for melancholy and excessive unemployment, with 21-day lockdown announced through Prime Minister on March 23, 2020, it would slowdown the supply-side, accelerating the slowdown in addition and jeopardising the economic wellness of hundreds of thousands.

For instance, Finance Minister announced Rs One Seventy six lakh crore remedy bundle on March 26 afternoon, an awesome 42 hours after the 21-day lockdown turned into introduced. It

might in large part advantage the unorganised quarter people, specifically daily wage people, and urban and rural negative. The relief could include cash transfers and PDS (Public Distribution System) deliver. This changed into observed with the aid of the Delhi Chief Minister warranty to road vendors, petty traders, and shopkeepers that curfew passes would be supplied to them on-line to prevent their harassment on the hands of law enforcement officials and Another concern made turned into 20 lakhs package announced by primary government became massive debatable and that is yet to be satisfied.

OBJECTIVES OF THE STUDY

- To know to what an extent Indian economy is badly affected by pandemic
- To know what all sectors have faced financial depression
- To establish awareness among citizens about sustainable economy

RESEARCH METHODOLOGY

The current study is based on primary data and required data were collected from websites, convenient sampling was used in the study. Sample of 200 respondents were selected for the study and the primary data were collected from google questionnaires only. Secondary sources have been used to collect information about COVID-19 and Indian economy through Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. To analyse the questionnaire results tools of Simple percentage analysis, Regression and nonparametric (chi-square) test have been used and the pilot survey was conducted. SPSS software was used for testing the data.

RESEARCH GAP

The paper identifies the gap that there is no proper planning in investment, no proper financial forecasting and ignorance of Sustainable economy.

REVIEW OF LITERATURE

Most analysis of poverty still focuses on numerical monetary parameters, establishing demarcation lines that define the poor and the indigent (Moura et al., 2014). These measures allow the comparison between and within societies, however, they are hardly able to deal with the complexity of the phenomenon, which involves situations that go beyond the simple absence of money (Cidade et al., 2012; Moura et al., 2014; Oliveira et al., 2017).

However, most analyses of poverty still are constrained with the numerical monetary parameters; therefore, many researchers called for establishing demarcation lines that define the poor and indigent (Moura et al., 2014). For example, in Brazil, there is no official demarcation line of poverty, the country still has different measures for definition of the poor (Oliveira et al., 2017).

With the emergence of COVID-19 pandemic, the world needs more measures that address the complexity of the poverty phenomenon, and goes beyond the comparison between one community to another, and certainly beyond the simple absence of money (Buheji and Ahmed, 2019; Silva et al., 2017; Moura et al. 2014 Cidade et al., 2012).

LIMITATIONS OF THE STUDY

- Our study is restricted to certain scope.
- Our study focuses on 198 respondents and restricted to random parts of Karnataka.

HYPOTHESIS

H0: There is no significant relationship between effects of COVID-19 on Indian economy.

H1: There is a significant relationship between effects of COVID-19 on Indian economy.

Through chi square test the Null hypothesis is accepted and Alternative hypothesis is rejected i.e. there is a no significant relationship between effects of COVID – 19 on Indian economy.

Reliability Statistics

Cronbach's Alpha	N of Items
.966	16

Crosstab

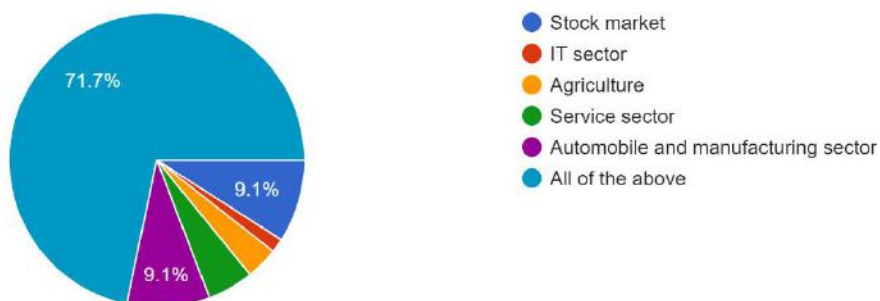
		Sustainable economy			Total
		Yes	No	May be	
Lockdown n	Strongly agree	71	0	0	71
	Agree	29	18	28	75
	Neutral	0	0	42	42
	Strongly disagree	0	0	3	3
	Disagree	0	0	7	7
	Total	100	18	80	198

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	166.874 ^a	8	.000
Likelihood Ratio	206.279	8	.000
Linear-by-Linear Association	115.076	1	.000
N of Valid Cases	198		

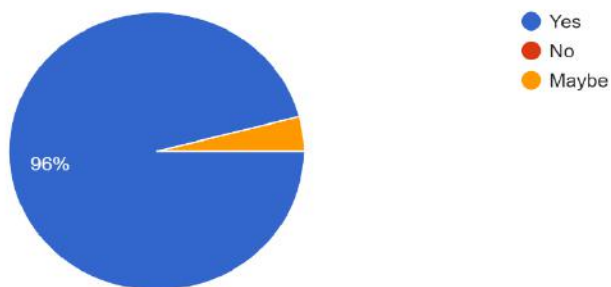
ANALYSIS AND INTERPRETATION

According to you, which sector affected most by COVID 19 concerning Indian economy?
 198 responses



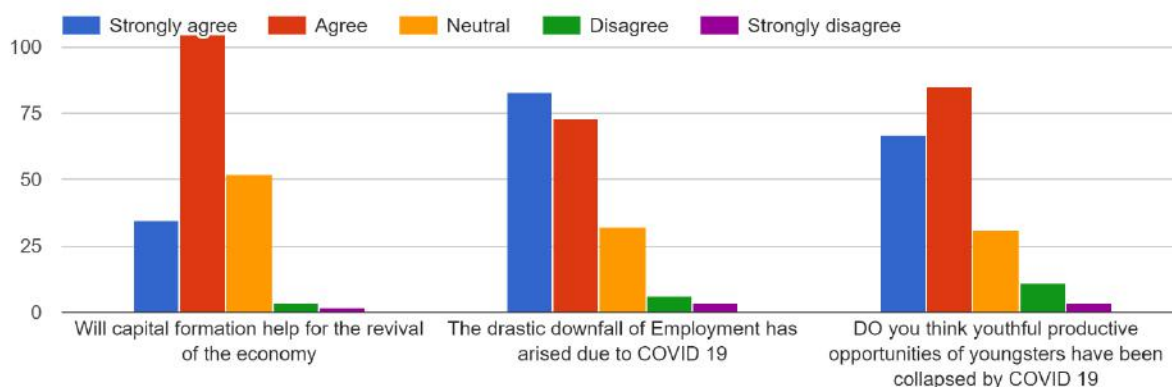
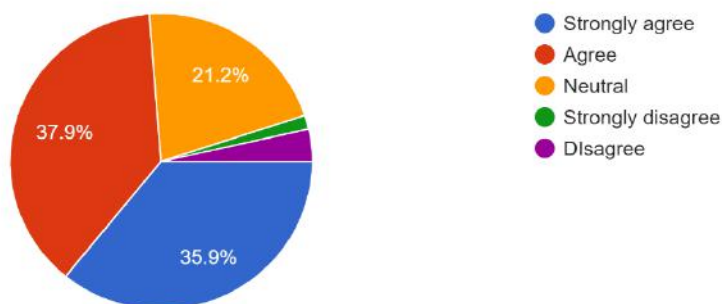
Is COVID 19 really affecting Indian economy?

198 responses



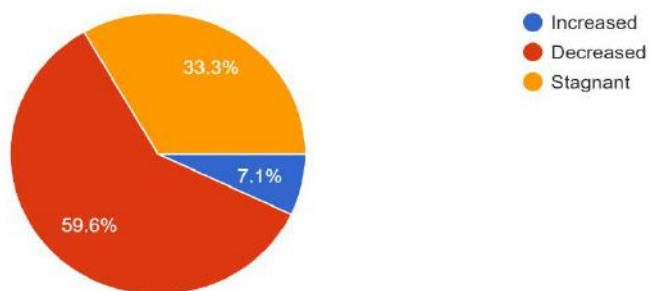
Do you think lock-down was the only precautionary measure to come out from the pandemic?

198 responses



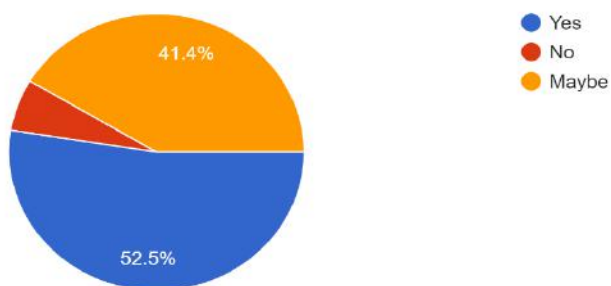
Is your purchasing power capacity ?

198 responses



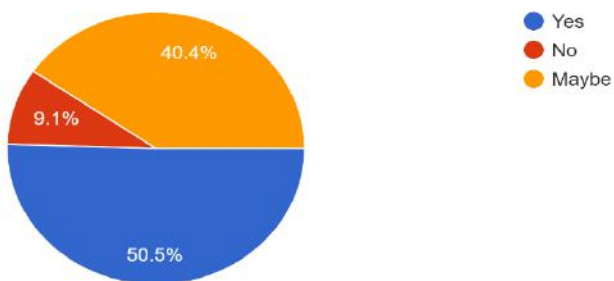
Do you think the Indian economy will revive once pandemic decreases?

198 responses



Do you think the sustainable economy will help to overcome such pandemic issues in the country?

198 responses



WAY AHEAD

The research paper in the coming days shall be tested by capturing large samples in order to acquire best possible knowledge of reality check and also to create significance of sustainability of economy among governments

CONCLUSION

To sum up the paper OVERALL WE SEE IT AS LOST OPPORTUNITY why because almost all the sectors have been gone through no productivity, no cash flows and an economic shock due to complete lockdown of the country for 45 days. Our concluding remarks would be on country's economic depression which includes low of productive performance of stocks in market, less capital formation, downfall of IT sector, service sector etc.,

Governments should take such precautions through which they can maintain sustainable economy and can fight against economic crises.

We all can observe that now economy is moving towards prosperity after releasing of lockdown. Therefore in future if any such pandemic things happens in the country lockdown seal down etc..., are to be seriously addressed.

Through this paper what we are trying to convey is yes Covid 19 has brought drastic changes in the performance of an economy

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IMPACT OF ECONOMIC GROWTH OF INDIA DUE TO COVID-19: A STUDY

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Abstract

The Novel Corona virus outbreak has resulted in a public health emergency with severe consequences for the world Economy. It is an unprecedented shock to every economy. The outbreak originated from Wuhan city of china and has spread across major 185 countries. Lack of any known vaccine is a major limitation to control such outbreak still there is no vaccine to prevent it. Due to this we need a prolonged country-wide lockdown which cause global economic downturn and associated disruption of demand and supply chains, Indian economy is likely to face a serious period of battle with its existence. Job losses and salary cuts are likely in the high-risk services sector, including airlines, hotels, malls, multiplexes, restaurants, and retailers, which have seen a sharp fall in demand due to lockdowns across the country. Govt of India together with all State Govt have already taken some steps for revive but it is not enough. We should come together and face these challenges to overcome it.

Keywords: Covid-19, pandemic, economic slowdown, supply chain, informal sector, industry etc

INTRODUCTION

The Novel Corona virus outbreak has resulted in a public health emergency with severe consequences for the world Economy. It is an unprecedented shock to every economy. The outbreak originated from Wuhan city of china and has spread across major 185 countries. Lack of any known vaccine is a major limitation to control such outbreak still there is no vaccine to prevent it. Many countries have announced lockdown to resist such a pandemic. Lifestyle of major countries such as USA, BRITAIN, FRANCE etc have changed a lot while facing such

pandemic. Lockdown seems to be quite effective to restrict the pandemic up to a certain extent. China was the first to announce a lockdown in HUBEI city following that France, India ,USA also observed complete lockdown.

India was quick to act as it imposed several measures such as VISA advisories mandatory testing and quarantine of passengers from foreign country temporary suspension of visas. Following the biggest economy US each and every country have faced or still facing huge financial stress. As because the whole globe is in a shut down position some of the activities are allowed but they are not hitting the economy directly so it leads to a CRISIS Position. All the Global Supply chains, transportation system , and import and export industry are affected along with all the other Para related industries are affected.

Literature Review:

Li, wang et.all (2020) showed in their study, increase of stress anxiety etc over the people of china. People are more concern with health and hygiene of the family rather than any economic activity in the epidemic period.

Sumner, Hoy and Juarez (2020) suggested the potential short-term economic impact of COVID-19 on global monetary poverty.

Dev and Sengupta (2020) explained that Covid-19 created an unprecedented challenge for India especially of the sector like finance and industry. Lockdown social distancing difference concepts crated a barrier in labour centric industry which effect Indian economy at large.

Ubed & sawai (2020) observed the pestilence can turn into a definitive driver of national tourism industry to the breakdown, as it influences every single human movement, similar to social, strict, athletic, creative and social. The Corona Virus has shaken the world tourism industry, with enormous lodging networks and advanced stages, for example, booking being compelled to drop reservations in the Asian nation.

Objective of the study:

The primary objectives of the study are -

1. To understand the growth projection during Covid-19.
2. To examine the effect of Covid-19 in Indian economy.

RESEARCH METHODOLOGY:

The paper performs an extensive research on the basis of the data and information obtained from secondary sources. It involves the use of journal, research paper, and various reports of WHO and authenticate finance website and online resources etc. for the collection of secondary data needed in the analysis.

ECONOMIC FORECASTS

GLOBAL GROWTH:

The financial situation of different nations remains highly fluid. Uncertainty about the length and depth of health care crisis related economic effects are influencing perceptions of risk and volatility in the global financial scenario. Compounding the economic situation is a historic drop in the price of crude oil that reflects the worldwide decline in economic activity. On april 29 2020 Federal Reserve Chairman Jay Powell stated that the Federal Reserve would use it full range of tools to support economic activities as because the commerce department stated in a report that a 4.8% drop in US GDP in the first quarter of 2020-05-13

The organization for Economic Cooperation and Development (OECD) On march 2 2020 lowered its forecast of global economic growth by 0.5% for 2020 from 2.9% to 2.4% based on the contingent assumption that the impact of the novel virus will be seen from the first quarter.

Highlighting the projected decline in global economic activity as the “Great Lockdown” the IMF reported and updated forecast on 14th April 2020. As per the report that the global economy would experience its “Worst Recession since the Great Depression”. The Global trade is also projected to fall in 2020 by 11.0% and crude oil prices are projected to fall by 42%. The IMF also reported that many nations are facing a multi layered crisis that includes health crisis, financial crisis, capital outflow and many more.

ECONOMICS OF PANDEMICS.

The Indian equivalent of the Depression is an economic crises like the BOP crisis of 1990-1991 the external shock induced growth crisis of 2008-2009 and the crisis induced by SARS COv2 PANDEMIC . The growth recession of 2019 was particularly severe and could be described as a

GREAT GROWTH RECESSION. A completely new element has been added to Crisis management and Crisis handling.

INDIA'S GROWTH PROJECTIONS REVISED DOWN

Most credit agencies have therefore revised their 2020 and 2021 growth projections of india keeping view the negative impact of corona virus in the nations economy.

FITCH RATINGS:- Fitch also cuts its forecast of growth to 4.9% 2019-20 from 5.1% projected earlier.

MOODYS :- Moodys investors service has revised down its growth for india to 5.3% from 5.4%

BARCLAYS:- Barclays has lowered indias growth forecast to 5.6% for 2020 as against 6.5% projected earlier.

S&P GLOBAL RATINGS:- S&P has lowered its economic growth forecast to 5.6% for 2020 as against 6.5% projected earlier.

IMPACT ON INDIAN ECONOMY

India's real GDP growth decelerated to its lowest in over six years in 3Q 2019-201, and the outbreak of the COVID-19 posed fresh challenges. Steps taken to contain its spread, such as the nationwide lockdown have brought economic activity to a near-standstill, with impacts on both consumption and investment. While Indian businesses, barring a few sectors, can possibly insulate themselves from the global supply chain disruptions caused by the outbreak due to relatively lower reliance on intermediate imports, their exports to COVID-19 infected nations could take a hit. In sum, the three major contributors to GDP -- private consumption, investment and external trade -- will all get affected.

THREE SCENARIOS CAN BE USED TO EXPLAIN THE ECONOMIC EFFECTS OF COVID 19

- 1 . Quick retraction across the globe including India by end April to mid may
2. While India is able to control covid 19 spread there is a significant global recession.
3. COVID 19 proliferates within India and lockdowns get extended

FISCAL POLICY MEASURES

Fiscal stimulus is completely the wrong thing to do in a lockdown. Fiscal expenditures must focus primarily on ensuring human survival and secondarily on ensuring against bankruptcy. The economic relief package announced by the government are rightly designed to deal with phase 1 that is the impact of the lockdown which covers about 2/3rd of the economy and the succeeding 4-6 weeks. The best part is the assurance that the govt now has its ears to the ground and using information to design and modify packages. The challenge is therefore shifting to effective implementation. AS states are responsible for both health and welfare and effectiveness of health and social welfare measures depends on the states who are present at the ground level.

Once the lockdown is over and we enter phase 2. Fiscal measures must be targeted at industries and sectors which are most severely affected by the Epidemic and whose situation has worsened because of the Pandemic. In this context, elimination of cesses and surcharges in both GST and personal income tax will play an important role.

Once the economy comes out of the crises mode and enters Phase 3, the primary policy issue will be how to speed its recovery back to its growth potential. In this context tax reforms are more important than expenditure reforms. Tax reduction must be considered as part of these tax reforms, to provide short term stimulus, while ensuring long term fiscal sustainability through improved voluntary compliance and higher buoyancy. Direct cash transfers will be necessary for those affected by crisis. But an increase in DCT for a wider population will be sustainable if and only if combined with reduction of leakages) in major subsidies like fertilizer and food corporation

HYPOTHETICAL IMPACT OF COVID 19 PANDEMIC ON THE NATIONS ECONOMY

Once the economy comes out of the crises mode and enters Phase 3, the primary policy issue will be how to speed its recovery back to its growth potential. In this context tax reforms (Direct Tax Code, GST) are more important than expenditure reforms. Tax reduction must be considered as part of these tax reforms, to provide short term stimulus, while ensuring long term fiscal sustainability through improved voluntary compliance and higher buoyancy. Direct cash transfers will be necessary for those affected by crisis. But an increase in DCT for a wider

population will be sustainable if and only if combined with reduction of leakages (inefficiency and corruption) in major subsidies like fertilizer and food corporation.

According to the bank, although the worst-case scenario is hypothetical, it is primarily meant for guiding policy makers in determining how costly an outbreak could be, so that they can properly evaluate the benefits and costs of prevention and early response. The [Corona virus](#) outbreak has serious implication for the Indian economy. It has disrupted production and transport of key equipment imported for use in solar power plants in India and is likely to jack up the prices of solar power apart from impacting projects' completion schedule unless urgent measures are taken, according to CII.

ADVERSELY AFFECTED SECTORS

- Apparel & Textile will get hit adversely due to disruption in labour supply, raw material unavailability, working capital constraints and restricted demand due to limited movement of people and purchasing ability.
- Auto sector (which includes automobiles and auto parts) will continue to face challenges on account of lack of demand, global recession and falling income levels.
- Aviation & Tourism is one sector which has the highest probability of going under without direct government intervention. In the next 12 months, it's highly unlikely people will travel for leisure apart from very essential travel.
- Shipping and Non-Food Retail – Non food retail chains and global shipping businesses will find this 12 month period very challenging.
- Building & Construction businesses are generally leveraged and hence will face the dual challenges of high-interest payments and lack of sales.

IMPLICATIONS ON THE WORKFORCE

Job losses and salary cuts are likely in the high-risk services sector, including airlines, hotels, malls, multiplexes, restaurants, and retailers, which have seen a sharp fall in demand due to lockdowns across the country. If the current global and domestic economic slowdown persists, it will impact demand and realization.

Undoubtedly, with this crisis impacting the business around the country, it will create very challenging situations for the workforce. Companies are not meeting the revenue targets hence, forcing employers to cut down their workforce. The World Travel & Tourism Council has predicted 50 million tourism jobs getting eliminated because of the pandemic. Not only the employees of multinational companies, but daily wage workers have been impacted the most during this crisis.

The International Labor Organization has called for urgent, large-scale and coordinated measures across three pillars - protecting workers in the workplace, stimulating the economy and employment, and supporting jobs and incomes.

According to a preliminary assessment report, nearly 25 million jobs could be lost worldwide due to the coronavirus pandemic, but an internationally coordinated policy response can help lower the impact on global unemployment.

OVERALL IMPACT OF COVID 19 ON INDIAN ECONOMY

Analysts and Economists stated that lockdown situation had badly impacted the countries worldwide some of the major observations are cited below:

1. There is a situation of worse Unemployment in the nation .
2. Expecting biggest stock market crash .i.e Nifty will fall below 5000-7500 points
3. No job security among all sectors , companies are laying off their employees
4. Daily wage workers and skilled labourers faced a lot
5. It is supposed to create a huge depression alike the Great Depression of 1929.
6. Education of school going students has come to a standstill.
7. Indian exports and imports are impacted a lot due to non availability of transport and labour .
8. Peoples normal lifestyle has been impacted too .
9. Indian companies selling their shares to foreign B players.
10. Pandemic impact on Agricultural ,MSME, travel and tourism etc are effected.
11. International rating agency Fitch slashed GDP For 2020-21 to 0.8%.

12. Cotton prices have been reduced by 3% In the nation
13. Fresh equity investments into the countrys real estate sector could slow down.
14. Petrochemical price are likely to be low
15. Increased pressure on supply chain of india due to non availability of labour.

PREVENTIVE MEASURES TAKEN BY THE GOVERNMENT OF INDIA TO REVIVE ECONOMY

- 1.The Governl ment will invest 10,000 crore under National Investment Infrastructure Fund (NIIF) whereas the rest of the investors like LIC,DFI and SWF .
- 2.The government will provide automated electronic refund system for paying gst returns.
3. Granting relief to MSMEs government also made a statement regarding EXPORT CREDIT GUARANTEE CORPORATION (ECGC) will increase the scope of export credit insurance.
- 4.The government will infuse INR 20,000 Crore affordable housing package to benefit around 3.5 lakh homeowners.s
- 5.Rs 1.57 lakh crore tax refunded this year vs 1.23 lakh crore last this step will boost consumption in economy . Income tax refund up 27% so far in FY 2020.

Conclusion:

The situation of Covid -19 is alarming and it disturbs all over the world economy. Topmost economy of the world like UK, US, France etc has gone through the crucial situation. Stock market of all over the world crashed and oil prices decreased day by day. Unemployment increases in a hurricane speed. It influenced all the human activity both social and economical. In this situation all the country must work together so that they can protect human being as well as repair the economic damages. Only then economy can be survived. All the Global Supply chains, transportation system , and import and export industry are affected along with all the other Para related industries are affected. It has also disrupted production and transport of key equipment imported for use in solar power plants in India. Job losses and salary cuts are likely in the high-risk services sector, including airlines, hotels, malls, multiplexes, restaurants, and retailers, which have seen a sharp fall in demand due to lockdowns across the country. Govt of India together

with all State Govt have already taken some steps for revive but it is not enough. We should come together and face this challenges to overcome it.

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IMPACT OF MORATORIUM ON COMMON MAN

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Abstract:

The novel virus (Covid-19) outbreak, which left over a million people infected across more than 180 countries, caused several nations to implement a lockdown of their towns and cities. The highly contagious disease rocked the global markets and led the economies to a recession. On March 23, the government of India imposed a lockdown in the entire country to combat the virus. The move led to unaccounted job losses, grounding of flights, train and bus services as well as businesses took a hit. Taking stock of the situation and in response to the temporary financial hardship, the RBI on March 27, 2020, said all lending institutions, including banks and housing finance companies, will have to give their borrowers a three-month moratorium on term loans. The moratorium was for payment of all instalments falling due between March 1 and May 31, 2020. On May 22, 2020, RBI extended moratorium period for another three months i.e., June 1, 2020 to August 31, 2020 to help the cash crunched borrowers. Indeed, as a society we have to understand and evaluate every move taken up by regulatory authorities to control the situation and get the economy back to its normal stage.

1. INTRODUCTION:

Moratorium period or Grace period or otherwise EMI holiday period refers to the time duration in which borrowers need not to pay EMIs.

However, the interest amount starts getting accumulated even before EMI starts. i.e., interest charged during this period is added to the loan amount which leads to higher EMIs in future

Usually this kind of grace period is offered by financial institutions to student or housing loan when they opt for loan. This so called grace period is decided by lending financial institutions based on barrower's credibility in availed personal loan.

2. OBJECTIVES:

- To study what is moratorium.
- To study what happens in moratorium period.
- To study whether moratorium is boon or burden to banks and common man.
- To study some of the relief measures provided by the government for the common man and tax payers.

4. RESEARCH METHODOLOGY:

The research study is based on secondary data obtained from available articles and reports published by Reserve Bank of India.

5. MORATORIUM:

The EMI moratorium is a temporary solution by RBI to those who are facing financial crunch due to lockdown the country. The EMI moratorium is expected to solve temporary financial crunch by providing three months of "EMI pause" to the borrowers.

Moratorium is most popular in education loan and housing loan, the education loan repayment begins only on completion of course and the student starts earning. RBI has asked bankers to provide a standard moratorium period of one year after completion of course in education loan, this gives a kind of financial cushion to students as there will be a time gap between completion of studies and getting job.

Whereas in housing loans the construction of houses requires long time and the borrowers are often burdened with paying rent and home loan EMIs simultaneously. To help such borrowers' moratorium period is provided until the possession of house.

Due to outbreak of corona virus, the country and the whole world has to face lockdown because of which many business and individuals had to face temporary disruption in cash

flow and even lose their income which became difficult for people who are suppose to pay EMIs. To mitigate this problem, soon Reserve Bank of India announced certain rules and regulations to reduce the debt burden of barrowers. To bring relief in businesses and individuals, on March 27th, RBI announced three months of loan moratorium period i.e., from 1st March, 2020 to 31st August, 2020

However before enjoying loan moratorium period there are four important things the barrower must know.

6. THINGS WHICH COMMON MAN MUST KNOW WHAT HAPPENS IN LOAN MORATORIUM

1. Moratorium on loan means the barrowers can skip their EMIs for six months. (March-2020 to August-2020)
2. It includes all loans including working capital loan, housing loan, personal loans, education loan, auto loan, credit card dues etc.
3. The moratorium is not for free, i.e., interest is not waved off. Interest is charged on outstanding loan amount which basically means a barrower end up paying more amount either by increasing number of instalments or by increasing amount per instalment.
4. However, this moratorium or deferment will not have negative impact on credit score of barrowers.

7. CALCULATION OF INTEREST RATE:

Moratorium is “EMI Pause period” where barrowers need not to pay any instalments.

However the RBI has allowed financial institutions to charge interest during moratorium period. This makes barrowers end up in paying more amount in future.

Here are three examples: A person has borrowed loan of Rs 30 lakhs home loan for 15 years in 2019 and the interest rate is 8.5 per cent. The monthly EMI comes to Rs 29,542. Assume the person has paid EMI for 12 months. If he takes EMI moratorium for three months, he will not be required to pay three EMIs. However, his interest outgo on the home loan will go

up. This will be recovered by the lender, by either increasing the tenure or increasing the EMI. This person will have to pay Rs 2.08 lakhs extra or 11 EMIs (including 3 EMIs that were paused). Net effect is eight EMIs.

Another example: A person who has taken a car loan in 2015 of Rs 15 lakhs. He has also paid EMIs for five years. The car loan is for seven years and he pays Rs 26,479 monthly EMI for car loan taken at 12 per cent interest rate. If he takes a 3-month EMI moratorium after having paid five years of EMIs, he will have to pay Rs 21,858 extra, which means about 4 EMIs (including 3 EMIs that were paused).

Last example is that of a person who in 2018 took Rs 10 lakhs person loan for wedding. The loan tenure is five years and the interest rate is 16 per cent. The person pays personal loan monthly EMI of Rs 23,790. If they take 3-month EMI moratorium after paying two years of EMIs, they will have to pay additional Rs 41,482, which means 5 EMIs (including 3 EMIs that were paused). (www.finapoles.com)

8. IS LOAN MORATORIUM IS BOON OR BURDEN ?

The extinction of loan moratorium has both positive and negative impact.

Impact on financial institutions:

Advantages	Disadvantages
<ol style="list-style-type: none">1. On a positive note banks got privilege to increase in lending limit to corporate.2. Though borrowers got moratorium extension, in the later part of time interest will be charged on outstanding amount as well.	<ol style="list-style-type: none">1. But the moment RBI announced loan moratorium, the banking stocks shown downfall in the stock market.2. However, the clear picture of assets quality of lenders can be seen only by March 2021, which was supposed to be by September 2020.

Impact on customers:

Advantages	Disadvantages
1. Moratorium extension gives more time for barrowers for recovering their earnings. 2. The accumulated interest of deferment period need not be paid in one shot. 3. This outstanding interest will not affect the credit worthiness of a barrower.	1. The interest accumulated will be added to loan amount and that's were barrowers end up paying more amount than calculated earlier. 2. This increased the financial burden.

9. RELIEF MEASURES PROVIDED BY GOVERNMENT TO COMMON MAN:

COVID – 19 has a bad impact on India's economy, industries, taxpayers and common man. To survey this pandemic condition, government of India has announced several relief measures. This includes EMI moratorium, EPF withdrawals, extension of due date of insurance premium, extension of due date of income tax pay and some saving schemes and investment related deadlines until 30th June, 2020.

(1) EMI moratorium:

Reserve Bank of India has announced EMI moratorium on all kinds of loans and instructed Indian banks and financial institutions to provide loan moratorium to their barrowers and customers on payment of all term loan instalments and credit-card dues. With this, the account holders, barrowers and credit card holders can pause their instalment payments in between 1st March, 2020 to 30th August, 2020. But one thing customers must be aware of is that the interest for this period will accumulate and will be added to loan amount. So it is ideal to pay-off loans and credit card dues if the barrower in a good financial position.

(2) EPF Withdrawal:

The Labour Ministry of India has allowed EPFO subscribers to make advance withdrawal from their PF accounts. This provision comes with the rules that the subscriber's withdrawal cannot exceed either his/her 3 months basic pay and dearness allowance, or 75% of amount standing to account holder's credit in the EPF account, whichever is lesser.

(3) Insurance premium:

The finance Ministry of India has extended the deadline for health and third party motor insurance premium. This applies for those policy holders whose insurance premium is due for renewal during lockdown period. (From 25th March, 2020 to 14th April, 2020)

However the policy holder continues got benefited till 21st April despite of delay in payment.

(4) Deposit of PPF, SSY, RD:

To safeguard the interest of small saving depositors in Public Provident Fund (PPF), Sukanya Samriddhi Account (SSA) and RDs (recurring deposits) who have not deposited mandatory minimum deposit for FY 2019-2020 due to COVID-19 pandemic situation, government has extended deadline till 30th June, 2020.

Therefore depositors who have not deposited during lockdown can do it till 30th June, 2020. And no penalty will be charged on such account holders as well the interest will be calculated from actual date of deposit.

(5) Delay in filing ITR and reverse ITR:

According to the Income Tax Department, if a tax payer fail to file ITR normally it leads to prosecution and levy of fines. But As a matter of fact due to sudden outbreak of COVID-19, the deadline for filing income tax returns also has been extended from 31st March, 2020 to 30th June, 2020.

Similar is the case with reverse ITR, for tax payers who need to correct their details in tax returns can do it till 30th June, 2020.

(6) Vivad se Vishwas:

This scheme is meant for settling tax dispute between tax payers and IT department. This offers complete claim of interest and penalty to taxpayers on full and final settlement. The deadline was extended from 31st March, 2020 to 30th June, 2020 and with this extension of the deadline, taxpayers will not have to pay any penalty or interest and will be able to settle tax disputes by the new deadline.

(7) Tax-savings for FY 2019-20:

Government has provided relief to those individuals who are yet to complete their tax saving investments by extending the due date.

(8) Linking of PAN-Aadhar:

Non-linking of PAN with Aadhar will make the PAN invalid and deadline was given upto 31st March, 2020. But due to lockdown it was extended till 30th June, 2020.

(9) The date has been extended for voluntary contribution to Tier-1 accounts of National Pension System (NPS) from 31st March to 30th June, 2020.

10. FINDINGS:

1. Moratorium means extension of loan period not laps of loan.
2. Moratorium is not free of cost, the accumulated interest will be added to loan amount hence, the borrower end up paying more.
3. Due to enforce of moratorium on all kind of term loans led to down fall in the share value of banking industry.
4. Many schemes have been initiated by government of India to deal with current pandemic situation.

5. By deciding to extend the due dates of various other saving schemes has helped the taxpayers and account holders.

11. CONCLUSION:

The outbreak of COVID-19 has negative impact on common man and for the whole nation for that matter. As the entire nation was lockdown there was cut down in income for nation as well as individuals.

When there was cut down in income the question arises that how the loan has to be repaid and other mandatory bills has to be met, to mitigate this government of India initiate various schemes in which moratorium is most highlighted.

Implement of moratorium has negative as well as positive effect on both common man and banks & other financial institutions. However moratorium is not compulsory and it is suggested for individuals that if he/she is able to pay EMIs in lockdown period rather opting the privilege of moratorium, as said earlier **Moratorium is not fee.**

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INCLUSIVE GROWTH THROUGH STARTUP INDIA – STANDUP INDIA: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The Indian economy, which has over the last six decades passed through various phases of growth, is now all set to enter an altogether different orbit: one marked by a high rate of expansion, combined with ‘inclusive growth.’

In the last few years, inclusive growth has been at the forefront of studies sponsored by multilateral aid agencies, such as the United Nations, the World Bank, Asian Development Bank, and several nongovernmental organizations (NGOs). Successive governments have initiated several projects, such as Jawahar Rozgar Yojna, Integrated Rural Development Program, Rural Housing Scheme, Swarnjayanti Gram Swarozgar Yojana and Mahatma Gandhi National Rural Employment Guarantee Act to promote inclusive growth. However, for inclusive growth to happen in a country with the scale and size of India, private sector involvement is equally important. The private sector has started contributing with initiatives, such as the ICICI Foundation having been set up with the sole purpose of promoting inclusive growth. The government and private sector can play complementary roles in driving inclusive growth. There is a need for the public and the private sector in India to have a unified approach towards how they can extend, innovate, and collaborate in new ways to drive inclusive growth. This paper elaborates the need to build Inclusive India and emphasizes why it is imperative to focus on inclusive growth now. It presents the opportunities available for building an inclusive India by identifying key levers in governance, education, energy and resources, telecom and technology, infrastructure, healthcare, financial inclusion, and business model innovation. It also highlights some of the reasons why efforts to build an Inclusive India in the past have had only limited success and what can be done better in the future so that inclusive growth is realized. The paper further stresses upon the need

for the public and the private sector to work in tandem and leverage each other's strengths to drive inclusive growth.

Key words: Inclusive Growth, Elements of Inclusive Growth, Challenges of Inclusive Growth in India.

I. INTRODUCTION

Developing India's stellar gross domestic product (GDP) growth rates have masked rapidly rising relative and absolute inequalities, leading to two faces of India. A "Shining India", which is competing internationally and benefiting from the forces of globalization, technological change, and economies of scale, has grabbed the attention of the media and the world. In contrast, a "Suffering India", not as well publicized but even more important, has unacceptably wide swatches of its population who are poor and vulnerable. These two faces of India are both a beacon of hope and a symbol of despair. Merging these two faces will be the development challenge over the next generation for the region. In addressing this challenge, inclusive growth with its focus on creating economic opportunities and ensuring equal access to them will play a pivotal role. More and more countries are adopting it as the goal of development policy. India, which had poverty reduction as the central focus of its development strategy over the last 50 years, has recently switched to a new strategy focusing on two objectives: raising economic growth and making growth more inclusive (Planning Commission of India 2006). Inclusive growth as a development concept is also being embraced by many development partners of developing countries including bilateral and multilateral aid agencies, international organizations, nongovernment organizations, and civil society.

II. WHY IS DEVELOPING INDIA EMBRACING INCLUSIVE GROWTH

The attention to and recognition of the relevance and importance of inclusive growth in developing Asia have been triggered by a rising concern that the benefits of spectacular economic growth have not been equitably shared (Ali 2007). This section explains why

many countries of developing Asia are embracing inclusive growth and putting it at the heart of their development policy and strategy.

Developing India experienced rapid economic growth during the last two decades. For developing India as a whole, per capita GDP at 2000 constant prices increased from \$317 to \$588 between 1990 and 2005, growing at an annual rate of 4.20%, a pace with few parallels in history. Asia's rapid growth has led to dramatic reduction in the level of extreme poverty. Using the \$1-a-day poverty line established by the World Bank in 1990, the incidence of extreme income poverty declined from 43.5% to 35.00% between 1990 and 2005, with each percentage point of growth associated with an almost 2-percentage point decline in poverty incidence on average (ADB 2004c). The income poverty target of the Millennium Development Goals (MDGs) had been met by 2005 for most Asian countries except those in South Asia. The decline in the number of the extreme poor from 945 million in 1990 to 604 million in 2005 is largely attributable to the achievement in the PRC and Viet Nam. In South Asia, with the exception of Pakistan and Sri Lanka, the incidence of extreme poverty and its magnitude in 2005 were still very significant.

III. NEED FOR INCLUSIVE GROWTH IN INDIA

Inclusive growth is necessary for sustainable development and equitable distribution of wealth and prosperity. Achieving inclusive growth is the biggest challenge in a country like India. In a democratic country like India, bringing 600 million people living in rural India into the mainstream is the biggest concern. The challenge is to take the levels of growth to all section of the society and to all parts of the country. The best way to achieve inclusive growth is through developing people's skills. Mr. Jeffrey, Chairman & CEO of Manpower Planning, USA, said that, a multifaceted approach towards education and skills development is necessary to achieve grow. He said the challenge of skills shortage can be addressed through public private partnership. Since independence, significant improvement in India's economic and social development made the nation to grow strongly in the 21st century. The following factors encouraged the India to concentrate more on inclusive growth

- India is the 7th largest country by area and 2nd by population. It is the 12th largest economy at market exchange rate and 4th largest by PPP. Yet, India is far away from the development of the neighborhood nation, i.e., China.
- The exclusion in terms of low agriculture growth, low quality employment growth, low human development, rural-urban divides, gender and socialine qualities, and regional disparities etc. Are the problems for the nation.
- Reducing of poverty and other disparities and rising of economic growth are the key objectives of the nation through inclusive growth.
- Political leadership in the country plays a vital role in the overall development of the country. But, the study has found that politicians in India have a very low level of scientific literacy.
- Studies estimated that the cost of corruption in India amounts to over 10% of GDP. Corruption is one of the ills that prevent inclusive growth.
- Although child labour has been banned by the law in India and there are stringent provisions to deter this inhuman practice. Still, many children in India are unaware of education as they lives are spoiled to labour work.
- Literacy levels have to rise to provide the skilled workforce required for higher growth.
- Economic reforms in the country are overwhelmed by out dated philosophies and allegations by the politicians and opposition parties in India.
- Achievement of 9% of GDP growth for country as a whole is one of the boosting factor which gives the importance to the Inclusive growth in India.
- Inclusiveness benchmarked against achievement of monitor able targets related to (i). Income & Poverty, (ii) education, (iii) health, (iv) women & children, (v) infrastructure, (vi) environment.
- Even at international level also, there is a concern about inequalities and exclusion and now they are also taking about inclusive approach for development.

IV. ELEMENTS OF INCLUSIVE GROWTH

According to Prime Minister, Sri. Narendra Modi, the key components of the inclusive growth strategy included a sharp increase in investment in rural areas, rural infrastructure and agriculture spurt in credit for farmers, increase in rural employment through a unique social safety net and a sharp increase in public spending on education and health care. The five interrelated elements of inclusive growth are:

- Poverty Reduction
- Employment generation and Increase in quantity & quality of employment.
- Agriculture Development
- Industrial Development
- Social Sector Development
- Reduction in regional disparities
- Protecting the environment.
- Equal distribution of income

V. CHALLENGES OF INCLUSIVE GROWTH IN INDIA

‘India’ is the new global buzzword. The economy growing at a phenomenal rate, combined with a flourishing democracy is making people sit up and take notice across the world. Yet, it is at cross-roads today. It is far from reaching its true potential. The country remains shackled in corruption, red tape, age old social barriers and a puzzling lack of transparency. Growth is not uniform across sectors; and large cross-sections of the populace remain outside its purview. Several social, political and economic factors need to be tackled for sustaining a high rate of growth, as well as to make this growth inclusive. Elimination of child labour, women empowerment, removal of caste barriers and an improvement in work culture are just a few of the things the Indian society needs to introspect on. Tackling corruption in high places,

removing the ills of the electoral system, shunning politics of agitations and keeping national interest above petty politics may not be too much to ask of the country's policy makers. Rapid growth in the rural economy, well planned and targeted urban growth, infrastructure development, reforms in education, ensuring future energy needs, a healthy public-private partnership, intent to secure inclusivity, making all sections of society equal stakeholders in growth, and above all good governance will ensure that India achieves what it deserves.

VI. THE POLITICS OF GROWTH AND INCLUSIVITY

Despite all the issues holding back the republic and the problems plaguing its development as a nation, the economy has been galloping quite steadily. India is growing at nearly 9%. We would ideally like to sustain growth at this level for the next ten to twenty years, even taking it up to 10% or higher. Only then would we be closer to realizing our dream of being a developed country. And I would like to see this growth being all pervasive and all-encompassing in every sense of the word. It ought to be truly inclusive. All sections of

society must get the benefits of this growth in full measure and then be able to take this growth forward by participating fully and wholeheartedly.

This can only happen if the Government and the private sectors become equal and willing partners. All impediments in the path of public-private partnership should be removed. China has taken a leap ahead of India in this respect with single window clearances and special economic zones. India is slowly trying to cut its red-tape procedures. It has set up Special Economic Zones (SEZ), giving a host of incentives to industry, at certain selected locations. However, SEZs have also led to a host of unsavory allegations at times. In order for people at large to support such measures, which ought to be supported, the Government needs to come out with transparent procedures for such schemes, and also make people, especially farmers whose lands are acquired, willing partners and shareholders in the process. Only then will we be able to achieve our economic growth goals.

While on the subject of economic growth and its impediments, we must also refer to the impact and consequences of increasing world fuel prices and the associated threat that looms large over India's future economic growth. Within the last one year, the fuel prices have more than doubled from 65 dollars to nearly 140 dollars a barrel of crude oil, upsetting the entire economic applecart. We need to do some serious reflection on how to tackle this. Not much attention has been paid to alternative sources of energy. India has successfully negotiated a civilian nuclear cooperation with the United States of America. But the next steps in this deal of signing an India-specific safeguards agreement with the Board of Governors of the International Atomic Energy Agency, getting a waiver from the Nuclear Suppliers Group and getting the deal passed by the United States Congress have yet to be initiated. The whole process has got deadlocked in a political quagmire. If we do not pick up courage to act fast on the deal now, we would have lost a historic opportunity for which future generations would not forgive us. We can scarcely dream of a ten percent growth without sufficient sources of energy.

This may indeed be the last chance for the Prime Minister to make a real historic mark. Otherwise we may well remember him the way we had known him up until four years ago: as the best Prime Minister India never had. As our first economist Prime Minister, things could well have been totally different if he had been allowed by the Congress party to continue along the same path that he had set out for the country as Finance Minister over 15 years ago. He could well have gone ahead with the much needed administrative reforms, cutting down on the bloated bureaucracy, and getting Government out of areas it had no business to be in in the first place.

But none of this has happened. Instead words like 'privatization' and 'disinvestment' have acquired pejorative meanings. The Knowledge Commission, set up with much fanfare, has come to naught. The desperately needed changes in education are nowhere to be seen. The communists and Marxists, with their outdated philosophies which have no relevance even in modern day China, have really hemmed the Government in. Much needed economic reforms have long been shelved? The economic clock has now come a full circle. Inflation has touched double digit figures reaching over 11% for the week ended 20 June 2008. A jittery stock market and a

general sense of economic gloom complete the picture today. Indian equity markets touched their lowest point in the year the same week due to soaring inflation. The 30- share benchmark index of the Bombay Stock Exchange fell by 618 points or 4.07 percent to 14571. On the energy front the future looks bleak. Goldman Sachs says that oil prices will cross \$200 in 2009.

In this atmosphere, it is time for the leadership to take charge and show the people that they have it in them to take statesmanlike decisions to take the country forward. On the civil nuclear issue, they indeed have their task cut out – to take the next step with the IAEA boldly and ensure the country's future energy security. If the deal falls through now, we are unlikely ever to get a chance like this again. The Prime Minister must push it through even if the Government falls. Interests of the country must prevail above everything else. Nuclear power is urgently needed to fill the fuel gap for large scale power generation in India. To ward off the impending energy crisis, there is an urgent need for all political parties to support efforts at getting India to gain access to relevant technology and fuel resources.

Simultaneously with gaining access to civilian nuclear technology and fuel, we must also continue to pursue the Iran-Pakistan-India gas pipeline project. Search for other alternative sources of energy should also continue, besides exploring more oil fields on and off shores. We must also endeavor towards creating more fuel efficient vehicles, as well as hybrid cars. With inflation figures shooting to a 13 year high of 11.05 percent, the government is mulling some urgent measures to control the situation.

However, there are limits to managing the supply side. Much of the response has to be from demand side measures. Inflation control currently appears to be taking a priority over economic growth, more so since the Government is already in election mode. On the supply side, there has been a record production of wheat and rice and the country has adequate stock of these food grains. The Government would now take steps to quell inflationary expectations. These may include a rise in interest rates by the central bank. Finance Minister Chidambaram has also accepted former Finance Minister Yashwant Sinha's suggestion to consider deeper cuts in taxes.

The high inflation rate would probably force the Reserve Bank of India to increase the interest rates to curtail demand. This will affect the profitability of companies and economic growth as a whole. While, in the current fiscal year, GDP growth might be managed at 8%, but if inflationary pressure continues, it is bound to go down in the coming year. The good thing in this scenario is that the savings rate in India is at a high 35%. With rising interest rates, investors would be tempted to save money. This should help the Government to sustain the growth rate. And, if the global economy is able to stage a comeback, interest rates may hopefully be corrected within a year; which would keep the economy on track.

International inflationary pressures have a bearing on India. Edible oils, which have been a major contributor to the 13 year high inflation rate in India, will remain under pressure for the next year. A recent report of the US department of Agriculture says, “Vegetable oil prices will likely remain above historic levels during 2008-09 as demand is strong primarily due to surging growth in the developing world.” India is the world’s biggest edible oil importer after China. Any further spike in global rates would have an impact on countries like India and China, where half of the domestic consumption is met through imports. To provide some relief to the poorer sections of society, the Government in India has decided to supply some edible oils through ration shops at subsidized rates below imported price.

The policy for inclusive growth will include:

- (1) To subsidies only the lowest income people and not special groups of people;
- (2) Helping people invest in their own skills and future incomes;
- (3) Keeping government in the economy as light as possible;
- (4) Making tax rates low and broad based;
- (5) Keeping the ratio of public debt to GDP under control by limiting liabilities;
- (6) Applying rigorous social cost benefit tests to all spending and regulation decisions;

(7) Aligning responsibilities and resources among levels of government namely, the states and finally,

(8) Tolerating a measure of inequality during a phase of rapid economic development.

Some of the steps that we take to implement much needed economic measures remain only on paper. Take for example the cost cutting and economy in expenditure measures of the Government. This month, the Finance Ministry, in the wake of steep rise in energy prices, issued a circular to all government departments' for taking austerity measures, including an embargo on all foreign travel. However, subsequently it issued three more circulars giving exceptions to the original circular. All foreign trips relating to security, agricultural research, defense, science and commerce are exempt from the ban on foreign travel. Further, what about the implementation of such instructions? It remains tardy as ever. Just after the issuing of the austerity circular, six secretary level officers of the Government, including a husband and wife, left for a twenty day course at Harvard and ten MPs for Yale, all paid for by the State. Good intentions must be matched by good implementation.

VII. PRESCRIPTIONS: COLLECTIVE EFFORTS FOR INCLUSIVE GROWTH

India has the potential of becoming a leading economy and has the unique opportunity to make that growth inclusive, provided there is willingness on the part of all sections of society to put in hard and disciplined work, together with serious, sustained and purposeful planning. First, there is much that needs to be done to buildup India's potential. Better governance, more and better educational institutions, higher agricultural productivity, controlled inflation and improvement in infrastructure are some of the major and more important steps required in this direction. I mention these specifically, because each of these steps has a bearing on the inclusiveness of growth as well. Agriculture is extremely important for inclusive growth, since a large majority of the Indian population is dependent on farming. Improved agricultural productivity would bring in its wake increased family incomes for this vast majority. This, together with better infrastructure in the countryside – greater rural connectivity, rural electrification and investment in irrigation, would aid tremendously in tackling rural poverty, as well as add to the overall prosperity of the nation. The 'India

Shining' campaign of the previous government failed to impress the people precisely for this reason because a majority of the rural populace had remained outside the purview of the increase in national GDP.

Better governance is the need of the hour, more so because the government in India still has a majority stakes in almost all essential sectors e.g.in the crucial sectors of health, sanitation and water. It is in such social sectors that we find the political parties least interested, especially once they come to power after elections. Yet these are the fields which need to be paid more attention to if we are to improve human development alongside economic growth; with the current situation, it is no wonder that India figures extremely low on world human development index reports. There is a need for more public-private partnerships. The private sector should take more social responsibility and contribute towards making growth more inclusive.

There also ought to be greater accountability for politicians and civil servants. Progress in a democracy is slow but sustaining. This is even truer of a large and diverse country the size and complexity of India. The economic reforms that were introduced in 1991 are starting now to bear fruit with the growth rate reaching 9%. However, the relatively benign economic climate of the past few years perhaps made the government complacent. This, together with the difficulties and constraints brought about by a coalition government, led the authorities to put on the backburner some of the much needed economic reforms. The time has now come to act boldly and decisively.

The astounding success that the country achieved in the telecommunication field – high density across the country and world's cheapest call rates affordable by all – needs to be reproduced in other areas. The problem of a massive parallel black economy, which has evaded a solution so far, needs to be tackled urgently and these funds brought into the much needed social sectors. Education is extremely important for improving the skill levels of the population so that everyone can be an equal partner in the country's growth. More and better universities, schools and technical institutes should be created. Inflation, which is running amok today, affects the poor man the most, severely limiting inclusiveness of growth. We need to fix acceptable inflation targets and constantly monitor them so that they do not go beyond the outer

agreed limits. Similarly, India's fiscal deficit remains one of the highest in the world, almost 7% of GDP in real terms. Political parties, across the spectrum, need to look beyond petty politics, sit down and agree on parameters for inflation and fiscal deficit beyond which certain tough

CONCLUSION

India seems to be improving its economic growth. The growth rate of GSDP in the last few years has been 7 to 8% per annum. However, the post-reform period witnessed increase in disparities across regions and social groups and between rural and urban areas. There is a need to have a broad based and inclusive growth to benefit all sections of the society. We have discussed challenges in most important elements of inclusive growth: agriculture, poverty and employment, social sector and, regional we have written earlier on the reasons for the need to achieve inclusive growth. There are strong social, economic and political reasons for achieving broader and inclusive growth. Socially, lack of inclusive growth leads to unrest among many people. There is also economic argument.

The measures which raise equity also promote economic growth. In other words, there is no trade-off between equity and growth. Lastly, the political argument is that no government in a democracy can afford to ignore large sections of workers and non-working population. It is increasingly clear that the process of development in India must become more socially and economically inclusive. This is important for reducing exclusion, social tensions, inequality and improve overall economic development. Therefore, focused government interventions, enlightened civil society including NGOs are important for the success of macro pro-policies, sectorial interventions, targeted poverty alleviation programmes and to go beyond Millennium Development Goals. The state has to learn lessons from the failures in the last 50 years and focus on the above priority areas in the next decade or so in order achieve 'Golden India' and reach the state to one of the top performing states in the country. Otherwise the India may lag behind many other countries in achieving broad based inclusive growth.

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INNOVATIVE HR PRACTICES IN INDIAN MSME'S

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ABSTRACT

Sustainable development initiative in MSMEs becomes an important factor in forward thinking business around the world. The purpose of this study is to investigate the impact of innovation through digitalization of HR practices in MSMEs leading to sustainability. The dynamic environment and globalization has resulted in a steady pressure on MSMEs to constantly transform their working culture and process in order to survive and sustain. MSMEs being the core of any developing nation's growth and support system of large organization have understood the value of digitalization. Employees and scarce resources being the pulse of MSMEs are to be customized and dealt according to the situation. Innovation in HR practices can revive the slow and monotonous structure of MSMEs. In making this topic effective, this article will bring forth the trending digitalized HR practices in MSMEs which will encourage sustainability as well as study various challenges associated with them. Analysis and intensive study of various research papers has helped in proceedings, findings and in deriving conclusion.

Keywords: *Human Resource Management, Sustainable HR Practices, MSMEs, Digitalization, Innovation.*

INTRODUCTION

This article will take in-depth look at the study of innovative HR practices inculcating sustainability in MSMEs. Innovation is the major player in MSMEs and to meet various sustainability and survival needs it is ultimately required. Introduction of innovation and uniqueness in majorly HR practices, can do wonders to MSMEs. As known, HR department of any organization deals with both external and internal issues, whether being environmental, social or employee's administrative issues. Hence, it is clear that innovation adaptation in HR practices can not only increase efficiency but also bring sustainability pensively.

HR practices mainly focus on strategic organizational goals, like getting the right people at the right moment for the right post but innovative HR practices for sustainable growth focus on the long-term goal of contributing to employee's sustainable careers, which may unfold inside as well as outside the organization.

HR practices have positive impact on MSMEs performance and effectiveness. In small organization, owners and managers are solely responsible for decision-making. Their managerial style has direct influence on HRM practices (Koch, C.L.Y. and J.M.P. DeKok, 1999). HR practices play a major role by participating in interactive and empowering behaviour of the employees, gathering insight and also acts in transforming methods internally and externally. The bottom line for every company remains the same, “Attract talent and retain staff. Employee being company’s greatest resource, all the decision tools must be used to polish and manage them” (Dylan Tan, 2019).

Employment in MSME Sector (Nature of Activity Wise)

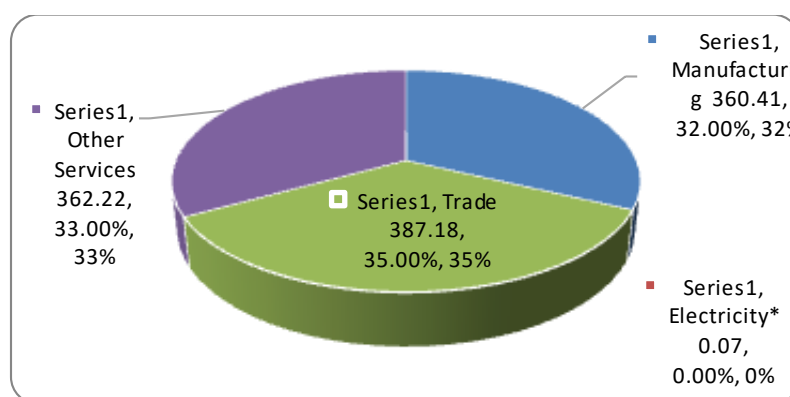


Fig. 1: Sector-wise Employment Rate

(Source: Ministry of MSME, Annual Report 2018-19)

As per the National Sample Survey (NSS) 73rd round conducted during the period 2015-16, MSME sector has been creating 11.10 crore jobs (360.41 lakh in manufacturing, 387.18 lakhs in trade, 362.82 lakhs in other services, and 0.07 lakhs in non-captive electricity generation and transmission) in the rural and the urban areas across the country.

Systematic Sustainability and HR Practices

Many MSMEs bring systematic HR practices into play. Some of these practices include, happy work environment, 360-degree feedback system, performance bonuses, reward ceremonies, knowledge sharing, open house discussion and open book management style. Additional opportunity to grow and freedom of decision making helps retain the key talent in the company. Introducing innovative HR practices will reduce the attrition rate. Flexibility, e-stress management, quick suggestion and e-redressal system will facilitate Indian MSMEs to ensure efficiency in operation and success in management.

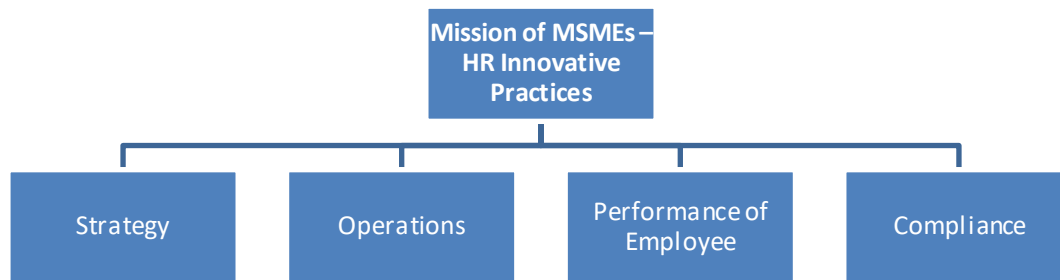


Fig. 2: Mission of MSME's – HR Innovative Practices

MSMEs need to centralize their work flow, special when it comes to HR practices. Lack of dedicated HR staff, less of record keeping compliances, employee attendance rate, performance gap are few points where hindrance emerges. The use of Right HR applets and software can help MSMEs alleviate pains by automating work flow, retain the best talent, no wastage of scarce resources, efficient utilization of external resources thereby keeping environment healthy and green too.

From this background, it is clear that if MSMEs entrepreneurs are viewed as innovators, creators and sometimes as developers, without doubt they will be seen as a vital function in the national and institutional development. It is important therefore to study the impact attached to innovation on entrepreneurial success (Goedhuys and Sleuwaegen, 2010). Also, further studies suggest that innovative entrepreneurship plays a more important role in emerging countries (Paunov, 2013; Butter, 2013; Hao *et al.*, 2016).

Innovation and Sustainability

Sustainable innovation in HR has become a key issue. Many researchers are working in this direction to find out various driving forces and relation between Innovation-Sustainable-Performance-environment challenges.

More and more policy makers and businesses are adopting this concept, encouraging business solution and inculcating ideas for taking environment and many external challenges. This paper lays weightage on bringing innovation in HR practices which are important for achievement of overall firm's performance in improved manner and induce sustainability.

REVIEW OF LITERATURE

Previous studies and exploration finding show that execution of innovative HR polices by the firms have lead them to experience better performance and competitive pressure (Singh, 2003). Innovative HR practices have brought thrust in efficiency and increase in individual productivity (Conway, 2011).

Innovative HR Practices in MSMEs

In this cut-throat competition, implementing effective, HRM is no longer confined to a context but is the execution of conventional set of practices (Kianto, 2017; Delery, 1996). MSMEs must adopt new and innovative HR practices in this tremendously changing technology world. HR practice should be flexible enough to easily adjust to positive changes in organizational climate (Tai, 2014). Highlighting the realization of sustainability and environmental innovation at various levels is only possible through strategies and active role of HR management (Urbaniec and Gerstlberger, 2011). Innovation is done by digitalizing HRM practices by which strategies and various policies can be effectively implemented (Bondarouk and Ruel, 2009; Pooja Dixit, 2017). Various technologies bring potential inputs while chopping off undesired resources (Roberta Fenech, 2019; Bhumika Sharma *et al.*, 2017).

Concept

Sustainability Concept is based on social, environmental and economic aspects of an organization, also known as 3P's: People, Planet and Profits (Bolch, 2008; Laff, 2009). While Ashley and Carney (1999) developed theory of sustainable livelihood framework emphasizing four capital assets being financial, human and social. Sustainability can be achieved through proper planning, effective implementation of plans and HRM alignment with other operation to achieve strategic goals (Ulrich, Brockbank and Johnson, 2009). Dunphy (2003) says that sustainability results from activities that are viable to protect living species, enhances social ability, solves major problems and maintains a balance between present and future of organization stand.

HR Practices Leading to Sustainability

HR plays a vital role in supporting sustainability. Few organizations have established "sustainability councils" to focus on both social programmes for employees and community along with environmental considerations. HR innovation is possible to any firm at varying degrees. It can be made as simple as a firm changing from paper-based recruitment advertising to online advertisements and many online services (Abdul Waheed *et al.*, 2019; Amarakoon *et al.*, 2013). Recruitment here focuses on proper induction of developing skills for stronger team and collaborative skills (Goleman, 2010; Johansson, 2006). Skills important for brainstorming greener and sustainable products and services for doing good to environment (Savitz, 2006). While Masterson *et al.* (2000) says training and development bring opportunities for employees to enhance their skill by accepting risk in tasks and satisfying themselves, employee with innovative skills easily meet the demand of competitive climate. Motivating employees can bring impact on performance leading to innovation (Dekoulou, 2017). Hence, **Sustainable Development Commission 2010** has expressed the importance of strong leadership and commitment towards sustainable efforts of organization and highlights role of each employee from top to bottom in achieving suitability.

RESEARCH METHODOLOGY

The study is conceptual in nature as it tries to explore various HR practices leading to sustainability and challenges pertaining to it. The annotation aims to study the role of innovation in HR leading to sustainability in MSMEs and analysis, its direct impact on internal and external factors related. The study being exploratory in nature is supported by relevant literature cited. The paper presents research work and it is theoretical in a sense that its issues have not yet been studied in an empirical setting. The research work is based on poised understanding of innovative HR practices followed by its nature to make MSMEs sustainable. In addition, previous researches and secondary data helped in establishing a connection and helped in framing conclusions and analysis.

Objectives of the Study

1. To identify the scope of innovative Human Resource practices in bringing sustainability.
2. To identify the challenges faced by MSMEs in bringing sustainability.

DISCUSSION AND FINDINGS

Innovation is the way of transforming the resources of an enterprise through the creativity of people into new resources and wealth (Schumman, 1993). The purpose of innovation is to simplify tedious task and operated in sense to bring creativity. In other words, innovation means creative thought that is trough presentation of product, process and new services to market. Integration of innovation in HR practices has mostly served well to the organization.

RESULTS

According to Wang (2005), innovative firms treat HRM practices as the organization's strategy to encourage team responsibilities, enhance organizational culture, and build up customer relationships through participation and empowerment. It is important for a firm to implement supportive HRM practices that can motivate and stimulate employees to be innovative. Innovation can be either viewed as a process or an outcome. It refers to "the act of introducing something new" or can it be "a new idea, method or device". Innovation is the way of transforming the available resources of an enterprise through the creativity of people into new resources and wealth (Schumann, 1993).

HR Practices Help to Achieve Sustainability

Various HR practices by imbibing innovation in them are as follows:

(a) Recruitment and Selection

- **Aptitude test:** Hiring prospective candidate who is concern about environment, society and organization.
- **Behavioural management:** Inculcating values to build sustainable environment creating more awareness and highlighting skills through right culture.
- **Upgrade and innovate selection method:** Firstly, it maintains employers' reputation, attract high quality candidates through software like Application Tracking System (ATS), mobile apps, etc.

(b) Training and Development

- **Induction:** New employee orientation for having sustainable perspective through inclusion of modules on "Sustainability".
- **Online training:** Latest software allows blind hiring by recruiters based on ability without hassle like AI, ML (artificial intelligence, machine learning), etc.
- **Specialised knowledge:** Impart apt knowledge so that employees develop their learning curve and efficiently use resources thereby increasing work productivity.
- **Proper counselling and mentoring:** Launching projects and promoting long-term sustainability.

(c) Incentives and Compensation

- **Performance review system:** Sustainability goals should be incorporated into performance and included as an objective for employees with incentive attached to them.
- **Incentivising teams** based on waste control and work efficacies.
- **Employees' health investment:** Activity game rooms, gym membership, paid in-office medical screening, etc.

(d) Teamwork and Motivation

- **Workforce unity:** Unite entire workforce to work toward sustainability as a cause with effect and measure it from time to time.
- **Empowerment:** Employees should be sustainability champions across all levels.
- **Promote ideas:** Enable employees to contribute ideas to the company through dedicated modes like Suggestion Box, Intranet, etc.
- **Peer-to-peer Recognition:** For example, "thanks box" tool to show gratitude to peer employee for promoting sustainability.

- **Benchmarking:** Sustainable goals and promoting excellence through benchmarking sound HR practices within industry.

HR and its people can carve a space themselves as trailblazer of sustainable businesses that put environmental and societal consideration alongside growth and profits.

IN THE AGE OF DISRUPTION, IS HR SUSTAINABLE

HR harness a next generation digital workplace to create capacity, grow capability, empower community and boost credibility.

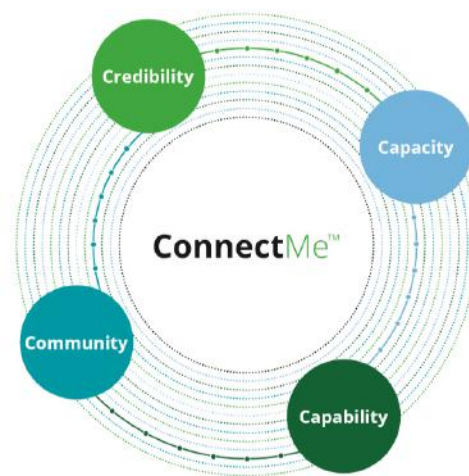


Fig. 3: 4C Model

The new digital business in MSMEs demands new talent strategies. An adaptive response to disruption, one that positions HR for high impact, always seems to come down to the ability to create above 4C.

- **Create Capacity:** Create potential capacity for HR through elimination or simplification of many HR activities via digital workplace macro-based applets, screen-scraping data collection and workflow.
- **Grow Capability:** A learning-rich digital workplace environment including peer generated and curated content, increasing HR satisfaction with the life and work event workflow.
- **Empower Community:** information obtained through trusted social relationships is of significantly greater value than generic antidotes. The digital workplace should always map **potential** information sources which is qualified and trustable.
- **Boost Credibility:** HR credibility is enhanced when HR does what it says it will do, in a way that demonstrates real situation and desired outcome. A digital workplace builds up a ground which frees HR professional to truly listen to their organization and respond **appropriately** to their needs.

CHALLENGES

However, technology has made work of any organization easy but when coming to MSMEs, it is still a mammoth task to implement it. It is not because MSMEs are not ready to adopt technology to bring sustainability but due various factors they are pulled down.

MSMEs are mostly singly handled either by owner or hired HR services for the firm, so investment in technology is a big hindrance. Though this hurdle can be overcome if exact knowledge of using right technology at right place is known to the HR of MSMEs. Lack of knowledge is a big question for MSMEs. Further, employees' attrition rate is at extreme and hence maintaining and managing them is tough. This could be sort out at initial stage of recruitment only, if they have well designed selecting and recruitment blueprint. Moreover, few MSMEs are stuck with economical choices rather than ethical choices

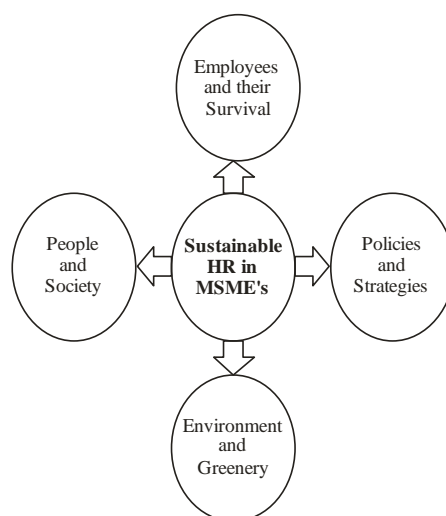


Fig. 4: HR Practices for MSMEs to bring sustainability

The above figure explains that it is not about dealing internal challenges but also looking at external factors effecting and getting affected by the organizations.

- (a) **Employees and their survival:** Indian MSMEs accounts to more employment creation and making employees survive in same organization. Making them competent enough without exploiting is a challenging task.
- (b) **Policies and strategies:** From job creation to retirement, designing policies innovatively and strategizing practices to reap organizational as well as ethical benefits is the hardest task of all.

(c) **Environment and greenery:** MSMEs being much larger in number are accountable to environment maintenance and bringing greenery awareness to their worker's knowledge while induction.

(d) **People and society:** Healthy environment will bring good life to its country people and thereby improve the quality of living and overall well-being.

So, they all being interconnect and interdependent on organization's HR policies and practices for sustainable environment.

CONCLUSION

This paper, therefore, concludes that innovative HRM practices are important to foster MSME's sustainability. With various data finding from previous research, it shows that most of the MSMEs are not yet into innovation mode, they are still adamant in their functioning. Few of those who have accepted socially sensitive factors, have shown positive outcome like health and safety, employee education, awareness to technology. It also states that no single HRM practice is sufficient to promote innovation, rather bundles of strategies need to be studied empirically. Therefore, this paper aims at contributing to the management of MSMEs intellectual knowledge which will help them to maximize innovation using appropriate HRM practice. Indian MSMEs are sprouting day by day and their nature being flexible to changes, should adopt innovation in their functioning to meet various challenges and work for sustainability, internally for organization and externally for environment to flourish in future and make it big.

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INSURANCE INCLUSION: A TOOL FOR FINANCIAL INCLUSION IN INDIA

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Abstract

Access of financial services to the people, particularly to the not covered areas and segment of population in India, is an important key to inclusive growth potential and promote equity. Priority of policy makers, Government of India (GOI) and Reserve Bank of India (RBI) for financial Inclusion drive has been one of the increased access to banking services, easy compatibility and effective delivery of financial services through provision of banking services. Insurance sector in India is also contributing to the field of financial inclusion through insurance inclusion. Thus, it has been felt by policy makers that financial inclusion will remain incomplete unless initiatives of insurance inclusion are simultaneously pushed to get greater penetration. The present paper discusses the demand side and supply side factor of micro insurance services, and the role of micro insurance in spreading financial inclusion in rural and urban people in India. The study is based on secondary data and this paper focused to study insurance inclusion as an instrument for financial inclusion in India.

Keywords: *Financial Inclusion, Insurance Inclusion, Micro Insurance, Inclusive Growth.*

Introduction

Insurance occupies an important place in the complex modern world since risk, which can be insured, has increased enormously in every walk of life. This has led to growth in the insurance business and evolution of various types of insurance covers. The insurance sector acts as a mobilizer of savings and a financial intermediary and is also a promoter of investment activities.

It can play a significant role in the economic development of a country, while economic development itself can facilitate the growth of the insurance sector. After the deregulation of insurance business in India there is a significant change in the industry both in the products as well as the services offered to the customers. Access to safe, easy and affordable credit and other financial services (having bank account, deposit, insurance etc.) by the poor and vulnerable groups are recognized as a pre-condition for accelerating growth and reducing income disparities and poverty. Access to financial services will empower the vulnerable groups. The Indian banking industry has recognized this imperative and has undergone certain fundamental changes over the last two decades. Delivery of banking services and credit at an affordable cost to the vast sections of disadvantaged and low income groups which various financial services which includes frequently savings, taking loans, having insurance products, payments, remittance facilities, and financial counseling by the formal financial system in Indian.

Financial inclusion means not only having bank account but also having insurance products, postal facilities, etc., Inclusive growth is now recognized as a necessary condition to ensure long term sustainability for the poor, rural and socially disadvantaged sections of the society is now a major thrust area for policy interventions. The vulnerability of the above mentioned category of households is very high to various risks related to their lives and livelihood activities. Therefore making insurance services available to them becomes a key strategy to ensure that sustainable social protection is offered to these households. The rural and social sector obligations and the micro insurance regulations from IRDA are important steps in the direction of ensuring financial inclusion and social protection for the rural and urban poor. While developing new regulations are in place and several insurance companies are in operations in India, there is still a need for innovation in providing insurance products and well distribution channels for enhancing the penetration to the large segment of population who that need it. There is also the challenge of education the vast majority of population on insurance that to be addressed. As part of these financial inclusion programmes, micro insurance competently fits to be propagated in the targeted market segment

Objectives:

- To understand the conceptual framework of financial inclusion and insurance inclusion.
- To evaluate the status of insurance penetration in India.
- To know the role of insurance inclusion in financial inclusion in India.

Research Methodology

The study is descriptive in nature. The available secondary data from the reports issued by IRDA, Ministry of Finance, RBI and few different news articles, books, were extensively used for the study.

Review of Literature

Paramjit Sujana and Chhavi Kiran (2018) studied the current status of financial inclusion in India with the use of attribute branch penetration. They observed that numbers of branches were increased due to the initiatives of RBI advising banks to formulate financial inclusion policy. Data collected by them shows that private banks are not active participants of financial inclusion because private banks assume that the activities towards financial inclusion will not assist them in profit earning.

Sriram Taranikanti (2017) opined that insurance will help in financial inclusion as it will increase share in GDP. It increases the share in savings and increase the level of coverage; however there are some major issues like on-boarding of insurance, cost of insurance services, capital requirements, financial literacy and regulatory interventions.

Prabhakar Nandru and Anand Byram (2015) stated that insurance products are important tool for enhancing financial inclusion in an economy and they also suggested insurance companies to fulfill the needs of rural people and low income households in urban areas by providing suitable insurance schemes and to create awareness about insurance sector among rural people.

Varun Keshavan (2015) in his study focused on the approaches adopted by the Government of India towards achieving ultimate goal of financial inclusion for inclusive growth in India. He also suggests that government and regulators should drive financial inclusion through insurance.

Financial Inclusion in India

Financial inclusion is where individuals and businesses have access to useful and affordable financial products and services that meet their needs that are delivered in a responsible and sustainable way. Financial inclusion is defined as the availability and equality of opportunities to access financial services.

In recent decades, economic and social inequalities have increased along with high growth rates in India. It is not possible for us to sustain our growth process if we fail to include a huge number of vulnerable groups in our mainstream society. As result, Inclusive growth has become a national policy objective of the government of India and which is possible only through Financial Inclusion. In India, the concept of financial inclusion was first incorporated in 2005, Norms were relaxed for those people who were planning to open accounts with annual deposits of less than Rs. 50,000. General credit cards (GCCs) were issued to the poor and the underprivileged with outlook to help them access easy credit. In January 2006, the Reserve Bank allowed commercial banks to make use of the services of non-governmental organizations (NGOs/SHGs), microfinance institutions, and other civil society organizations as intermediaries for providing financial and banking services. These intermediaries could be used as business facilitators or business correspondents by commercial banks. The bank asked the commercial banks in different regions to start a 100% financial inclusion campaign on a pilot basis. As an outcome of the campaign states or U. T. s like Pondicherry, Himachal Pradesh and Kerela declared 100% financial inclusion in all their districts.

Present Status of Financial Inclusion in India

During 2005-2006, RBI advised Banks to align policies with the objective of financial Inclusion. In India, various initiatives were taken up by RBI / GOI in order to ensure financial inclusion. These include like Nationalization of Banks, Expansion of Banks branch network, Establishment

& expansion of Cooperative and RRBs, Introduction of PS lending, Lead Bank Scheme, Formation of SHGs and State specific approach for Govt. sponsored schemes to be evolved by SLBC, PMJDY (2014), PMSBY (2015), PMJJBY(2015), APY (2015) & Demonetization (2016). Further, in order to ensure greater financial inclusion and increasing the outreach of the banking sector, it was decided to use the services of NGOs/SHGs, MFIs and other Civil Society Organizations as intermediaries in providing financial and banking services through use of Business Facilitator and Business Correspondent Model. In India, after imposition of demonetization, digital banking has been increased tremendously.

Table No. 1: Households Penetration of availing banking services as per 2001 and 2011 census.

	As per Census 2001			As per Census 2011		
Households	Total number of households	Number of Households availing banking services	Percent	Total number of households	Number of Households availing banking services	Percent
Rural	53,692,376	26,590,693	49.5	78,865,937	53,444,983	67.8
Urban	138,271,559	41,639,949	30.1	167,826,730	91,369,805	54.4
Total	191,963,935	68,230,642	35.5	246,692,667	144,814,788	58.7

Source: Overview and Progress on Financial Inclusion, Dept. of Financial Services, Government of India.

From the above tabulated data it is noticed that the accessing banking services in rural and urban has been increased from 30.1 percent, to 54.4 percent and 49.5 percent to 67.8 percent respectively in the years 2001 and 2011. As per the table 1, rural and urban people are participating in the financial services with the banking sector has grown up rapidly.

Insurance Inclusion: Financial inclusion means not only having bank account but also having insurance products, postal facilities, etc., Inclusive growth is now recognized as a

necessary condition to ensure long term sustainability for the poor, rural and socially disadvantaged sections of the society is now a major thrust area for policy interventions. The vulnerability of the above mentioned category of households is very high to various risks related to their lives and livelihood activities. Therefore making insurance services available to them becomes a key strategy to ensure that sustainable social protection is offered to these households. The rural and social sector obligations and the micro insurance regulations form IRDA are important steps in the direction of ensuring financial inclusion and social protection for the rural and urban poor. While developing new regulations are in place and several insurance companies are in operations in India, there is still a need for innovation in providing insurance products and well distribution channels for enhancing the penetration to the large segment of population who that need it. There is also the challenge of education the vast majority of population on insurance that to be addressed. As part of these financial inclusion programmes, micro insurance competently fits to be propagated in the targeted market segment.

Insurance Penetration and Density in India

The measure of insurance penetration and density reflects the level of development of insurance sector in a country. While insurance penetration is measured as the percentage of insurance premium to GDP, insurance density is calculated as the ratio of premium to population (per capita premium).

Table No. 2- Insurance Penetration and Density in India

Year	Life		Non-Life		Industry	
	Density (USD)	Penetration (%)	Density (USD)	Penetration (%)	Density (USD)	Penetration (%)
2001	9.1	2.15	2.4	0.56	11.5	2.71
2002	11.7	2.59	3.0	0.67	14.7	3.26
2003	12.9	2.26	3.5	0.62	16.4	2.88
2004	15.7	2.53	4.0	0.64	19.7	3.17
2005	18.3	2.53	4.4	0.61	22.7	3.14
2006	33.2	4.10	5.2	0.60	38.4	4.80
2007	40.4	4.00	6.2	0.60	46.6	4.70
2008	41.2	4.00	6.2	0.60	47.4	4.60
2009	47.7	4.60	6.7	0.60	54.3	5.20

2010	55.7	4.40	8.7	0.71	64.4	5.10
2011	49.0	3.40	10.0	0.70	59.0	4.10
2012	42.7	3.17	10.5	0.78	53.2	3.96
2013	41.0	3.10	11.0	0.80	52.0	3.90
2014	44.0	2.60	11.0	0.70	55.0	3.30
2015	43.2	2.72	11.5	0.72	54.7	3.44
2016	46.5	2.72	13.2	0.77	59.7	3.49
2017	55.0	2.76	18.0	0.93	73.0	3.69

*Insurance density is measured as ratio of premium (in USD) to total population.

**Insurance penetration is measured as ratio of premium (in USD) to GDP (in USD)

Source: Annual Report 2018, IRDA

The above table states that during the first decade of insurance sector liberalization, the sector has reported consistent increase in insurance penetration from 2.71 percent in 2001 to 5.20 percent in 2009. Since then the level of penetration was declining and dropped to a level of 3.30 in 2014. However, it started increasing since 2015 and showing an increasing trend onwards viz. in 2015 (3.44 percent), in 2016 (3.49 percent) and in 2017 (3.69). The level of insurance density reached the maximum of USD 64.4 in the year 2010 from the level of USD 11.5 in 2001. However, from the year 2011 to 2016 it was hovering between 50 to 60 but in the year 2017, it has grown up to USD 73 (USD 59.7 in 2016).

The insurance density of life insurance sector had gone up from USD 9.1 in 2001 to reach the peak at USD 55.7 in 2010. Since then it has exhibited a declining trend up to the year 2013. During the year 2017, the level of life insurance density was USD 55.00 (USD 46.50 in 2016). The life insurance penetration had gone up from 2.15 percent in 2001 to 4.60 percent in 2009. Since then, it has exhibited a declining trend up to the year 2014. There was a slight increase in 2015 reaching 2.72 percent, remained same in 2016 and increased to 2.76 in the year 2017. The penetration of non-life insurance sector in the country has gone up from 0.56 in 2001 to 0.93 in 2017(0.77 in 2016). Its density has gone up from USD 2.4 in 2001 to USD 18.0 in 2017(13.20 in 2016).

Table No. 3 – Showing Comparative Analysis of New Insurance Policies Enrolment (2016-17 and 2017-18)

Insurer	2016-17	2017-18
LIC	201.32 (-2.02)	213.38 (5.99)
Private Sector	63.24 (2.13)	68.59 (8.47)
Total	264.56 (-1.05)	281.97 (6.58)

* Figures in brackets indicate growth (in %) over previous year

Source: Annual Report 2018, IRDA

On the basis of the above tabulated data, during 2017-18, life insurers issued 281.97 lakh new individual policies, out of which LIC issued 213.38 lakh policies (75.7% of total new policies issued) and the private life insurers issued 68.59 lakh policies (24.3% of total new policies issued). While the private sector achieved a growth of 8.47% in the number of new policies issued against the previous year, LIC achieved a growth of 5.99% compared to PY.

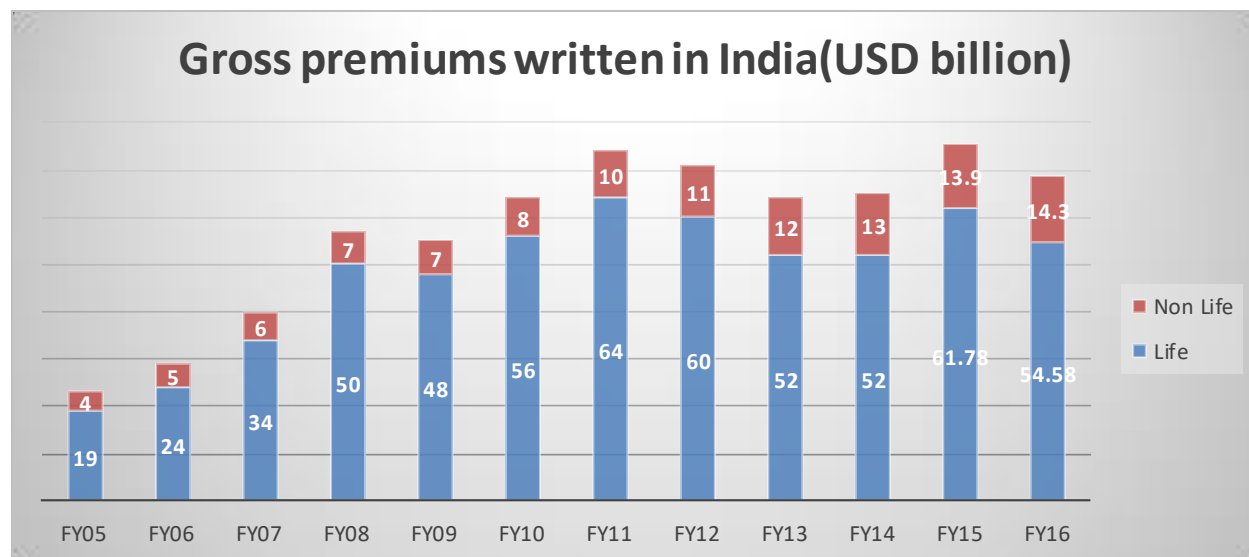
Premiums Frowning at a Brisk Pace

Table - 4: Showing Premiums Frowning at a brisk pace

YEAR	Life	Non-Life
FY05	19	4
FY06	24	5
FY07	34	6
FY08	50	7
FY09	48	7
FY10	56	8
FY11	64	10
FY12	60	11
FY13	52	12
FY14	52	13
FY15	61.78	13.9
FY16	54.58	14.3

Source: Annual Report IRDA

Graph-1: Gross premiums written in India(USD billion)



The total insurance market expanded from USD23 billion in FY05 to USD68.88 billion in FY16

Over FY05-FY16, total gross written premiums increased at a CAGR of 10.49 per cent.

Gross premium written in India for non-life insurance sector for FY16 is USD14.33 BILLION AND IN FY16, THE GROSS PREMIUM WRITTEN IN India for life insurance sector stood at USD54.58 billion

In November 2016, the total growth in life insurance premium was around USD 2.38 billion as compared to USD 1.12 billion in November 2015, witnessing a growth of 113 per cent. Similarly during the same period, the individual single premium grew by USD 995 million as compared to USD 164.06 million in 2015, recorded a growth of more than 500 per cent.

Conclusion

This study clearly addressed the financial inclusion through insurance schemes, which began to provide social security benefit to large number of people of the unorganized sectors. The subscribers for these schemes are at increasing pace, however if implemented still more properly

and the benefit is passed on to the real subscriber it will go a long way in establishing a social security system to the large section of society which has remained uncovered. Finally, suggested that the continuous efforts are required from the financial institutions to achieve the inclusive financial growth at the ground level of the society through insurance schemes.

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**‘*LEARNING ORGANISATION*’
A SURVEY ON SMALL SCALE ENTERPRISES IN BENGALURU**

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ABSTRACT: An aim of this research is to know how good the small scale enterprises open to learning organization. The research on learning organizations leads to concrete learning processes and practices, and leadership that reinforce learning in small scale enterprises in Bengaluru. This paper discusses how important for enterprises to become learning organizations. A quantitative survey was conducted among 50 selected small scale enterprises in Bengaluru. Learning Organization Survey is an assessment tool to assess the degree to which the small scale enterprises function as Learning Organization. The research results have highlighted that enterprises have fallen short in implementing the Learning Organization since the scores were below the benchmark. This study is likely to contribute to decision makers and leaders keen to improve the learning environment, learning processes and practices and to reinforce learning within their enterprises. The small enterprises need to possess greater knowledge, flexibility, speed, power, and learning ability so as to better confront the shifting needs of more demanding customers and smarter knowledge workers in an environment of globalization era.

Key words: Learning organization, Learning environment, Learning process and practices.

Introduction: Organizational learning is the most important intervention tool for organizational development. Learning reinforcement develops people and makes them capable of solving problems. Thus, a learning organization evolves in developing the organizational capability to respond to changes. The Small Scale Industries are needed to transform the workplace into a dynamic and effective place to optimize the talent of the people and to align them with the business goals. Every enterprise required to maximize performance by using the learning principles. Sustainability of an enterprise has to adapt to the changing environments and make their

people capable of undertaking new tasks and responsibilities. Continuous capacity building of the people in organizations would only be possible when organizations follow the learning management principles. A learning organization should support the development process skills and attitudes to improve performance in a competitive business situation. Learning develops organizational intellectual capital, which is the only sustainable competitive strength for any small scale enterprise. Organizational learning involves individual learning, and those who make the shift from traditional organization thinking to learning organizations, develop the ability to think critically and creatively. The goal of being a pioneer entrepreneur is to transform the organization into an ideal learning organization and they required to concentrate more on the nature of activities and the processes.

Related Studies: Sinkula (1994) posited that the key to organizational learning rests with the organization's ability to correctly interpret various data as a precursor to action (Gerbing, Hamilton and Freeman, 1994). Given the inherent inaccuracy of environmentally derived information, the process of interpretation is most likely to be fraught with difficulty resulting in significant scope for error. The assertion is that organizational learning quality control mechanisms are more likely to be effective and are requisite when processing internally derived information (Ramanujam and Venkatraman, 1987). The processes of market-based organizational learning are thus more complex than where solely internally generated information is processed. Evidence exists to suggest that organizations have attempted to cope with this complexity by altering their structures. For example, decentralization and downsizing, especially throughout the 1980s and 1990s, has been such a response (Katrishen and Scordis, 1998). An understanding of the processes of market-based organizational learning, rather than comprehension of the use to which such knowledge is put, is therefore critical (Hurley and Hult, 1998; Li and Calantone, 1998; Slater, 1997). Thus, to promote competitive success, market-based organizational learning should focus more on moulding organizational systems,

procedures and values than gathering solely raw intelligence; an objective that is particularly difficult to pursue and sustain but necessary for learning to be effective for the organization as a whole (Sinkula, 1994; Slater and Narver, 1995). In a later investigation, Sinkula et al. (1997) adopted a framework engineered around the link between organizational values, knowledge and behaviour, and their impact upon organizational actions. According to this theory, the process of

transferring information into action involves its initial collation, sharing and diffusion (both horizontally and vertically) throughout the organization. Information then is afforded meaning, subsequently stored (in organizational memory) and finally recalled when required. The key to the process is given as information interpretation where organizational ability, according to Day (1992), drives the entire learning process. For the purposes of this inquiry, market-based organizational learning is conceptualized as a multi-dimensional construct. The specific dimensions concerned are referred to as: commitment to learning; shared purpose; open-mindedness; comparative learning capabilities; organizational memory; customer orientation; and, competitor orientation. Of these seven dimensions, the first five reflect the characteristics of learning orientation with elements of organizational values, systems and techniques all considered to be complementary in maintaining a comprehensive learning capability (Claycomb and Germain, 1997; Day, 1994; Han et al., 1998; Hurley and Hult, 1998; Li and Calantone, 1998; Sinkula et al., 1997; Slater and Narver, 1995). The remaining two dimensions reflect the integral components of market orientation, following Narver and Slater (1990), but without the ingredient of inter-functional co-ordination. This element was not included in this conceptualization of market-based organizational learning because of tautological concerns and problems with discriminated validity. The items that comprise inter-functional coordination mirror behaviors and values captured by other dimensions and, thus, were not included for this reason. A successful team learning system ensures that teams share their experiences, both negative and positive, with other groups in the organization and thereby promote vigorous corporate intellectual growth (Marquardt, 2002). According to Senge (2006), all members learn together and manifest a level of collective intelligence greater than the sum of the intelligence of the individual members.

Operational Definition:

Learning organization: A learning organization learns and encourages learning among its people, promoting exchange of information, and making people adaptable to new ideas and changes through a shared vision. The learning organizations are those organizations where people continually expand their capacity to create the results they truly desire, where new and

expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the whole together. Easterby-Smith and Araujo (1999) made a distinction between the technical and social variants of learning organization. The technical variant looks at the problems of the learning organization as a technical option.

Learning environment: An employee's motivation to learn, grow and work is heavily influenced by their environment. Creating a positive work environment aids employees in their journey of learning and yields the best results for individuals as well as the organization. In today's age of dynamic workplaces, it becomes all the more important for organizations to invest their time and resources in creating such an environment. If people don't spend their time in learning new skills and adding to their knowledge, they will soon become redundant in this fast-paced, ever-changing environment, eventually leading the company to go out of business. There are numerous studies that have shown that organizations which have been successful in developing a learning culture have seen increased productivity, greater innovation, an improved & satisfied mindset in employees, and an enhanced ability in their employees to adapt to change.

Learning process and practices: Learning is one of the conditions of effective business management. Learning process and practices require from entrepreneur openness for changes – modifying established ways of acting, analyzing and improving existed procedures and willingness to proper responding on unusual and unpredictable situations. Companies must be prepared to maintain adaptability and flexibility in the changing world.

Objectives of the Study:

1. To know how well the small scale enterprises open to learning organization.
2. To study to know the adoption of learning organization process and practices in small scale enterprises.
3. To assess the degree to which the small scale enterprises function as Learning Organization.

Hypotheses of the Study: There is no significant relationship between degree of learning organization and improvement in customer satisfaction. If hypotheses is no significance refers

that there are dependent variability where higher the degree of learning attitudes of an organization leads to competitive edge.

Design and Methodology: In accordance with the objective and stated hypotheses, the design of the present study is of objective survey type as it aims to identify the relationship between learning organizations and sustainability in a competitive environment.

Selection of Sample: The sample of the study 50 small scale industrial units drawn randomly.

Tool: The rating scale on learning organizations and encouragement to employees for the enhancement of creative ideas and implementation which may result into trial and error or trial and success pertaining to which investigator administered to collect the data.

Result and Discussion: In this study degree at which entrepreneurs adopted learning organizations procedures and practices in order to develop sustainability under three levels high, moderate and low.

Table 1: Learning organizations among Small Scale Industries of Bangalore

LEVEL	SSI RESPONDENTS	PERCENTAGE
NIL	10	20%
LOW	17	34%
MODERATE	12	24%
HIGH	11	22%
TOTAL	50	100 %

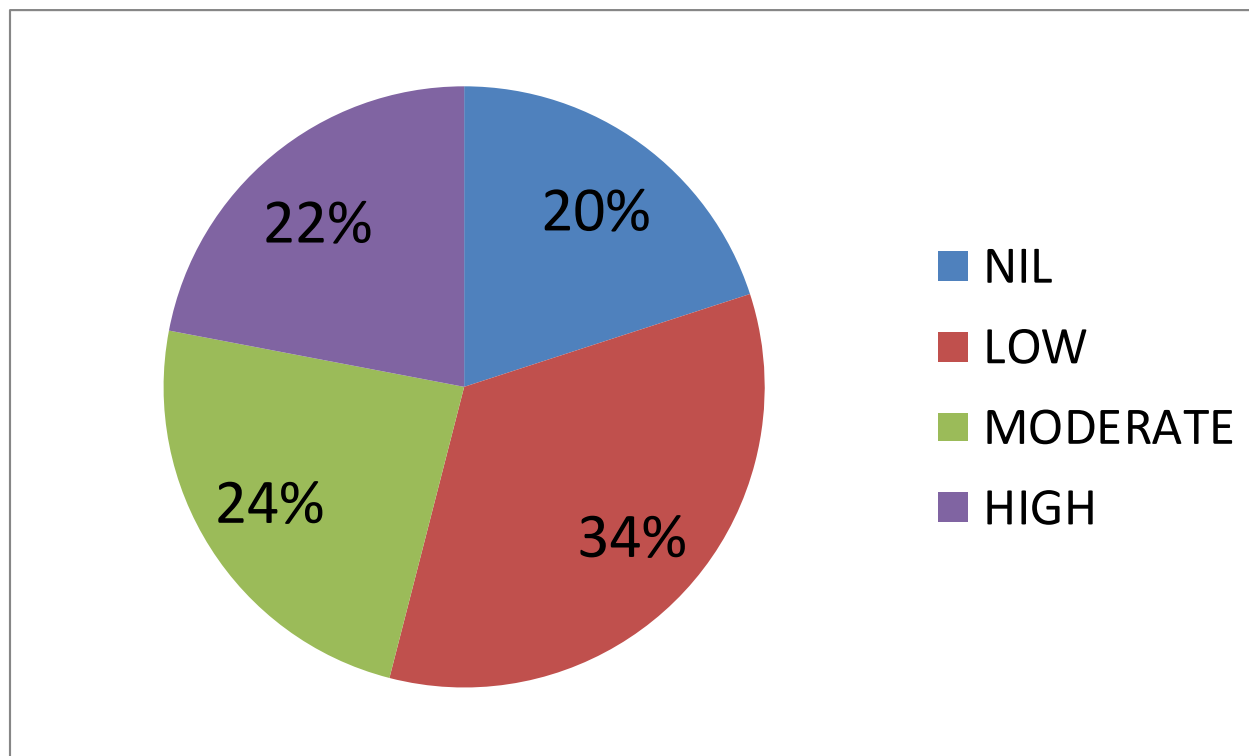
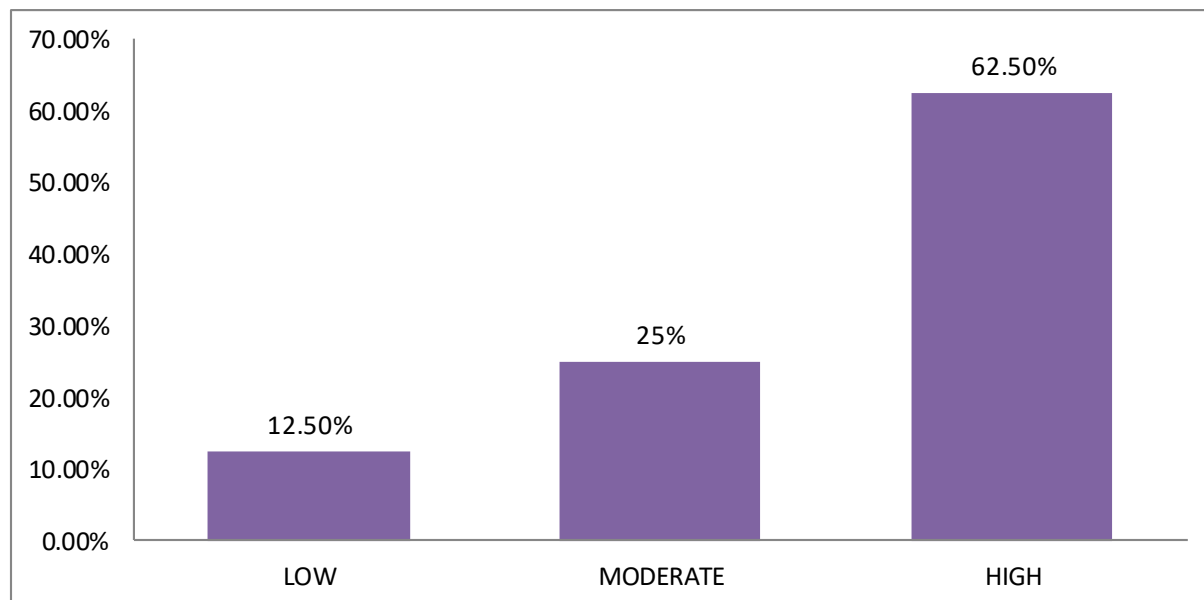


Table 2: The relationship between learning organizations and sustainability in a competitive environment

Levels	Sustainability through learning organizations procedures and practices	
	NO OF SSI	PERCENTAGE
LOW	05	12.5%
MODERATE	10	25%
HIGH	25	62.5%
TOTAL	40	100%



A perusal of table 1 and figure 1 reveals that out of the total percentage of learning organizations 20 percent nil, 34 percent is in lower, 24 percent is in moderate and 22 percent is in high level.

A perusal of table 2 and figure 2 reveals that out of the total percentage of SSI units towards learning organization with respect to sustainable development; 12.5 percent is in lower level, 25 percent is in moderate and 62.5 percent is in high level.

From the study it can be concluded that the adoption of learning organizations process and practices is low with regards to SSIs. The null hypothesis was tested by using Pearson's product movement correlation. The details of the results obtained in adoption of Learning Organizations and sustainability in a competitive environment given in table 3.

Table3: Correlation between Learning Organizations and sustainability in a competitive environment

Variables	r	PE (r)	No Significance
Learning Organizations & Sustainability in a competitive environment	-0.7969	0.14211	$r > 6PE$ $-0.6769 < 6(0.14211)$ $-0.6769 < 0.8527$

Analysis:

- 1) Since $r = -0.7969$ is in the range of more than 0.75 and less than 0.99 which represents “There is high degree of negative correlation between adoption of Learning Organizations and Sustainability in a competitive environment”.
- 2) In this case ' $r < 6PE$ ' refers Not significant.

8. Findings: The following are the important findings of the present investigation:

- Adoption of Learning Organizations process and practices among SSIs are at low degree.
- There is no significant relationship between adoption of Learning Organizations and Sustainability in a competitive environment.

9. Implications of the Study: Adoption of learning organizations process and practices are regarded as the potential instrument of growth of an organization in a competitive environment. There are many SSI units logging behind in adoption of learning organizations. In the process of trial and success the SSIs should have adequate knowledge regarding learning organizations process and practices to with stand in a competitive environment.

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MANAGEMENT OF EMOTIONS AND CONTROL OF TRANQUILITY: MATERIALISM VS SPIRITUALISM

Dr. SREEKUMAR RAY*

ARNA RAY**

Abstract:

In present day world everyone is after the material happiness and to achieve this they are confused with the buying spree of material goods and wealth assuming that more buy means more pleasure. But to gain material pleasure they are losing their internal peace in mind. It is true that the materialistic happiness cannot give eternal happiness as the bodily pleasure and the happiness of an individual's soul is not the same. Materialistic pleasure can satisfy one for a very short period. Without spirituality no one can have pleasure and peace in mind together with the enjoyment of materialistic happiness. So the people should know how to enjoy material happiness along with spiritualism so that the pleasure can be long lasting and one can have peace at the same time in mind. This study is an attempt to understand the problem of enjoying material happiness which in majority of time leads to distraction of peace in mind. Through this study we want to find out a way to live happily with spiritual pleasure along with the material pleasure. Too much emotion distorts the mental balance of a person which ultimately does not allow someone to live happily.

Key words: Materiality, Spirituality, Peace, Long lasting, Emotions, Happily.

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1. INTRODUCTION

Mahatma Gandhi used to say that “Nobody can hurt me without my permission”. According to the oldest spiritual literature “Veda” of Indian philosophy every human being is a soul not the body. The bodily sorrows and happiness can be cut by detachment of soul from the body. The living entity gets a certain type of ear, eye, the organs of touch, taste, and smell, as well as the mind for enjoyment of their sensory objects according to their “chetana” in their previous birth (Srimad Bhagavad Gita Ch.15:9). The body is like a vehicle for journey towards the higher planet. The bodies are for the soul just like clothes are for us. Just as we discard worn garments the soul discards worn out bodies and accept new ones (op.cit.Ch.2:22). So materialism does not affect spiritualism if one can attain a higher level of spiritual understandings and at the same time he/she can enjoy or suffer material happiness and sorrows as per their will. Man is mainly guided by his/her emotions. So management of emotions of human being is most important to get tranquility in mind.

2. LITERATURE REVIEW

There are a few empirical researches conducted on various aspects of spiritualism and materiality. Following are some of the observations from the fore said studies on spiritualism and materiality around the world.

(Adam Brady; 2019) This study shows duality concept of materialism vs. spiritualism, which suggests of a transition zone between mind and body, matter and spirit, which lies within us only. Intellect has mistakenly spilt matter and spirit into two, by confusing the map for the territory. It is suggested that through practice “you don’t gain a mere intellectual understanding of the underlying unity at the heart of reality, but you *experience it directly*” and thus *surpassing the illusion of duality and hence one can see matter and spirit as one and same*.

(Lobsang Yeshi , Dr. Eugene Y. J. Tee; 2018) This was a mixed-method study conducted to examine the role of materialism and spirituality within two distinct age groups. It has been observed from the study that spirituality helps self-awareness in individuals, and inspires them to

value and help others whereas materialistic values do contribute to happiness, such values do not extend individual happiness beyond that necessary for subsistence, and may even be detrimental towards happiness in the long-term.

(Jai B. P. Sinha; 2014) in this study contradictions between spirituality and materialism have been resolved in the Indian context, which has taken the socio-economic sides along with western influences in account. It has been concluded as material life is very important and that has to be led to the fullest and then gradually move towards spirituality which would help finding deeper meaning of life by expanding ones narrow view towards a more inclusive one which would lead to divine path. The study has mentioned about religious practices too which can provide spiritual experiences at least temporarily.

(Rafi M. M. I. Chowdhury, Mario Fernando; 2013) A survey was conducted to investigate the relationship of Australian consumers' lived (experienced) spiritual well-being and materialism with the various dimensions of consumer ethics. It was observed spiritual well-being is composed of four domains—personal, communal, transcendental and environmental well-being, where materialism was positively associated with the perceptions of actively benefiting from illegal actions, passively benefiting at the expense of the seller, actively benefiting from questionable but legal actions and benefiting from 'no harm, no foul' actions.

3. NEED OF THE STUDY

After a wide search it is found that there are not much articles available on the very subject of materialism and spiritualism, which is absolutely very much person specific and widely depends on the person's mindset regarding this particular concept of 'spiritualism'. There is not much awareness available also regarding the very concept of spirituality neither at school levels nor till university levels, yet it is a very important context in this particular era for all generations to avoid unhappiness, depressions, unrest in mind leading to irreversible actions taken by individuals starting from individuals who has very little till individuals who has more than

enough. The perfect blend between materiality and spirituality is the only way out for infinite peace and happiness and the only solution to the problem, hence this study is needed.

4. OBJECTIVES OF THE STUDY

The objectives of study are

1. To find out the meaning of materialism and how far it affects the happiness of a human being;
2. To know exactly the meaning of spirituality and how the men of different religion can attain the same level of spiritual pleasure although their path may be different;
3. To know how a person can enjoy or suffer the materialistic pleasure or pain.
4. To know that whether it is necessary to escape materialism to get true happiness.
5. To find out a way to control emotions and management of peace in mind.

5. METHEDOLODY

The study has primarily been done on the basis of secondary data. Primary investigations also have been made among 200 respondents. Besides this, extensively the topic has been discussed with the 'Sannyasies' (Saints) of different spiritual institutions.

6.1 MEANING OF MATERIALISM

Many people believe that matter is everything and nothing exists beyond the matter. Materialism refers to the desire to acquire and consume material goods and wealth. They believe that more consumption of material thing means more pleasure. The common perception is that the happiness in this materialistic world can be increased through buying, spending and accumulating material wealth.

6.2 MATERIALISM AND HAPPINESS OF HUMAN BEING

At this study we have observed that almost all the respondents (out of 200) are in the opinion that they get peace in their mind by consuming material goods but that satisfaction stays for a very

short period. Also it is found that the people those who are lacking basic requirements they get more happiness than other people who are spending for luxury. One thing was clear in our study that more spending does not buy more happiness.

7.1 MEANING OF SPIRITUALISM

As per the Indian philosophy, the basic foundation of spiritualism is renunciation. “Sanyashi” means one who is indifferent to his own. This means more sacrifices bring more peace. Jainism, as they claim, is the highest hierarchy of Hinduism.

It is opposing to the materialism. It is beyond the matter. Some believe that beyond the material world there is another world which is known as spiritual world where men believe in spirit or soul. According to the Hindu philosophy birth and death are unavoidable matters. Those who are born will certainly die and those who die will be born again one day (op.cit. Ch. 2:27). The soul is immortal, it has no death. Spiritualism, here, refers to the keeping of faith in spirit and hence to satisfy self or soul so as to get own satisfaction and inner peace.

7.2 DIFFERENT RELIGION BUT PLEASURE IS THE SAME

Religion is a particular system of faith or belief to attain the God. Sri Sri Ramkrishna Paramhansha Dev (Spiritual master of Vivekananda) used to say that to reach to the roof there are different stairs but after reaching the roof everybody can reach to the same destination. This means that the rituals under different religions may be different but the purposes are the same as the different streams are mixing to the sea.

7.3 MATERIAL PLEASURE ALONG WITH SPIRITUAL PLEASURE

Keeping spirituality in mind one can enjoy his/her material life. Those who are free from pride, illusion, and false attachment, those who understand the eternal, who have turned away from material desire, and are free from the dualities of joy and distress, attain that eternal kingdom. Out of the 200 respondents not a single person we have got who is of that kind. It is advisable to enjoy material happiness although such kind of happiness is temporary, one should keep his

monies in bank, jewelries in the vault and spirituality in his mind. Thus one can have eternal pleasure.

8.1 ESCAPISM OF MATERIALISTIC PLEASURE

With materialistic pleasure people are confused by anxieties as a result of being trapped in a net of illusions they become deeply attached to sensory pleasures. A person who is liberated from false ego and whose intelligence is not bound he is not bound by his actions. So one can enjoy materialistic pleasure with liberated mind and can have peace in mind. In this materialistic world material comfort is very much important and it is not necessary to escape those comfort rather one must enjoy all the materialistic comfort with liberated mind. This is to say that one should not have his conditional mind and whatever he is getting should think that it is because of the grace of God. This is the way to keep one's 'atma' attached to 'paramatma'. One should not have false ego and not entangled with illusion.

8.2 MATERIALISM AND SPIRITUALISM BOTH ARE EQUALLY IMPORTANT

Materialism and Spiritualism both are important in the life of a human being. It is like the two wings of a swan. As a swan cannot fly without both the wings, a person also can not have a quality life without spirituality along with materiality. Only material pleasure cannot give long lasting satisfaction. It should be a blend of the both.

9. CONTROL OF EMOTIONS

It is not a problem that one can enjoy material pleasure, but he/she should have to control his/her emotions. Too much emotion entangles sense objects and brings an attachment towards the matter. Attachment breeds desire, and desire leads to frustration, which in turn leads to delusion. When one is deluded, he/she loses his/her memory and with the loss of memory, the power of discrimination between good and evil; right and wrong is destroyed; with the destruction of discrimination, one becomes unhappy (op.cit. Ch.2.63). In this respect it can be said that one needs clear intelligence that emotion only creates hazards and brings in unhappiness and does not

allow to remain calm. Mind always hankers after senses led by emotions which carry away one's intelligence, just as the wind blows away a ship on sea (op.cit. Ch2:67).

10. OBSERVATION

It is observed that we have two stages of mind viz. the Lower mind and the Higher mind. The Lower mind is the sensory motor mind and the Higher mind is the intellectual mind. The Lower mind acts according to the instincts or habits of the people whereas the Higher mind acts according to the individual's intellect. Without the control of Higher mind the actions of Lower mind are as good as of an animal. So if there is a control of Higher mind on the Lower mind of an individual then only one can get peace in mind. Each and every living entity has materialistic desire and they always want to fulfill that. But only the human being has the power of judgment that what to do and what not. They can differentiate between the bodily requirements and the requirement from their soul to get inner peace. It is a fact that until and unless one can satisfy the demands of his or her soul he/she cannot get inner peace. From outside agency that is by materialistic gain one can get bodily pleasure but cannot get internal pleasure.

It is observed from our study that one whose emotions are completely withdrawn from sense objects, he/she is happy. In this way one can attain tranquility also.

11. CONCLUSIONS

Satisfactions, peace of mind, silence, self-restraint, purity of thought are the austerities of mind. These austerities when performed with transcendental faith by a person without expectations that person can attain the spiritual kingdom and enjoy peace in mind. But those who undertake the same austerities with pride and for the sake of material and sensory pleasures, the pleasure of those persons are unsteady and fleeting.

Material world is very fascinating and enjoyable. But one must be very much careful about enjoyment of material world. Only material pleasure without spirituality cannot sustain for longer period. Continuous practice of non attachment and awareness of spirituality is required. The bondage is created by attachment which makes man weak and ignorant. The materialistic

world is full of illusion which is deeply rooted in attachment. So one can enjoy all materialistic pleasure without attachment and can have peace in mind. Those who are free from attachments and have directed their desires towards spiritual growth are free from the bondage of illusion. The less attachment more is the inner strength and peace in mind. Non-attachment and awareness of absolute truth are like two wings of a bird which can fly from material world of mortality to the height of spiritual world of immortality. Non-attachment and the knowledge of self are two important prerequisites. To attain self-emancipation the path of renunciation and the path of action, though those two diverse ways, both are equally helpful. One is the path of sacrifice and the other is the path of conquest.

People are always run by his/her emotion and hence emotions should be controlled in such a manner so that one can achieve his/her tranquility in mind. One who enjoys material pleasure without attachment to the modes of material nature, free from egotism and with determination and enthusiasm is said to be in the mode of happiness.

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SOCIO-ECONOMIC CHALLENGES OF MANUAL SCAVENGERS IN INDIA

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ABSTRACT

Manual Scavenger is the term used mainly in India. This is related to Indian caste system. Manual Scavengers are the most disadvantaged and poor communities in Indian society. Lots of people in India are still not advantaged enough to the wake up in the dawn of free will. Scavengers still cleaning dry latrines by their hand and carrying night soil in baskets on their head. It is totally a caste based occupation. Women among them are in majority who carrying the several exercise of scavenging. The manual scavengers were living life worse than animal. Their days start with cruel exercise of scavenging and end with same care of next day. Heath is another issue of the most primary concern. Present study talks about the plight of manual scavengers in Indian society and this paper aim to study the socio-economic challenges of manual scavengers in India. Indian society divides itself into caste, has inhuman face, in which certain communities are forced with work selected according to caste.

KEYWORDS:

Manual Scavengers, Untouchability, Caste system, Human excreta.

INTRODUCTION

Manual Scavengers (Untouchables) entry was banned for centuries due to the practices of untouchability. They are the lowest in Hindu caste hierarchy. Manual Scavenging refers to the removal of human excreta using the baskets from the dry latrines and carrying it on the hand to disposal and the people engaged doing it are referred as Manual Scavengers. Even after the years of independence some people are treated as "untouchables" by the Indian society. Gandhi was the first person who attention was drawn to find out solutions of this problem. This occupation passes on from generation to generation. The Scavenger community was called by various names

in India like Bhangi, Balmiki, Hadi, Thoti, Ghasi, Mehtar, etc. India is the only country in the world where a particular community of the society is traditionally responsible for keeping habitation clean by removing the waste products of human waste. Women are the wickedest victims as they constitute more than eighty per cent of work force of manual scavengers. Apart from social humiliation, work of scavenging is lowly waged, it causes health problems and many scavengers have died during cleaning up the sewage. The recent Act which was bought to solve the problem was the "prohibition of employment as Manual Scavengers and their rehabilitation Act, 2013". The Act of 2013 is major event in the life of manual scavengers and for the protection of their right. But still the problem is not fully solved.

HISTORY OF SCAVENGERS

There is proof of the existence of toilets with seal in the civilization of Harappa and Mohenjo-Daro. These cities had toilets which were connected to an underground drainage system. The practice of manual scavenging in India ages back to ancient time. According to the sacred scriptures and other literature, manual scavenging by some specific caste of India has existed since the beginning of civilization. One of the fifteen duties of slaves, was of manual scavenging. Some scholars have said that the Mughal women with purdah enclosed toilets that needed to be scavenged. It is pointed out that the Bhangis. The bhangis are descendants of those captured in wars. There are many legends about the origin of bhangis, who have traditionally worked as scavenges.

REVIEW OF LITERATURE

- **Gatade, Subhash. (2015)** - Gatade is critical of Swachh Bharat Abhiyan for delinking caste and cleanness. He claims that notions of purity and pollution perpetuate oppression of the "polluted castes," which are forced to manually scavenge. This paper suggests that the availability of lower Dalit labour that are expected to do inhuman work This is one of the reasons for ignoring development of solid and liquid waste management in India. Gatade recognizes the voices of resistance by Dalit communities like the demolition of dry latrines by the Safai Karmachari Andolan, symbolic burning of broom and basket

which is used in manual scavenging, and other drives organized to appeal to the manual scavenger to leave the stigmatized, and “unclean occupation”.

- **Singh, Bhasha. (2014)** – In the book exposes the plight of scavengers across eleven states in India. Singh describes scavenging as the removal of human excreta from toilets. Her work reveals that the waste is removed with the help of brooms and piled into the scavenger's basket. She argues that the septic tanks are usually cleaned at night by women. While both men and women are employed to clean it, the dry latrines are usually serviced only by women. Singh said that the people who are forced to carry out this humiliating work remain invisible, and are pushed to the margins of society.

OBJECTIVES

1. Socio-economic challenges of Manual Scavengers in India.
2. Constitutional Provisions for Manual Scavengers in India.

RESEARCH METHODOLOGY

Present research work is based on secondary data in form of articles, journals, books, news clippings, judicial decisions related to manual scavengers in India.

Socio-economic challenges of Manual Scavengers-

Manual Scavengers suffer from discrimination and powerlessness. Nobody is ready to treat them equally as worthless human beings. This condition must be changed. The Manual Scavengers must be providing with protection and welfare to enable them to live their life with dignity. The caste based discriminated society force them to do so.

There are some Socio-economic challenges of Manual Scavengers in India:-

- Women had to suffer the most in this work.
- Girls did not go to schools because of lack of toilet facilities and the Indian girl child faces discrimination at all level.
- Mortality rate among children was very high because of many diseases.

- Manual Scavengers had to face the insult humiliation and indignation by the India society.
- Food is shared in unhealthy surroundings.
- Manual Scavengers considered untouchable, being given water in cupped hands.
- Manual Scavengers had to clean bucket toilets before sunrise, so that nobody could see or touch them.
- Manual Scavengers take out the human excreta from bucket toilet. They were carrying human excreta on the hand with containers.

Constitutional Provisions for Manual Scavengers-

Some of the important constitutional provisions are as follows:

- Article 14: Right to Equality;
- Article 16 (2): Equality of opportunity in matters of public employment;
- Article 17: Abolition of Untouchability;
- Article 19 (1) (a): Right to practice any profession, or to carry on any occupation, trade or business;
- Article 21: Protection of life and personal liberty;
- Article 23: Prohibition of traffic in human beings and forced labour;
- Article 41: To education and public assistance in certain circumstances;
- Article 42: Just and humane conditions of work;

	Manual Scavengers identified under the 2018 survey	Manual Scavengers identified under the 2013 survey
Uttar Pradesh	19,712	12,095
Maharashtra	7,378	0
Uttarakhand	6,033	137
Rajasthan	2,590	338
Andhra Pradesh	1,982	78
Karnataka	1,754	732
All India	42,303	14,505

CONCLUSIONS

Manual scavenging is extreme shame of modern India that necessitates immediate action. They are the lowest in Hindu caste hierarchy. Heath is another issue of the most primary concern. This is passes on from generation to generation. Their work is a cruel one. Therefore, state government and civil society ought to carry out awareness program. The manual scavengers must be provided with protection and welfare to enable them to live with dignity. The sense of self-respect is to be created among manual scavengers. It is high time that thing must change. This paper talks about the difficulties of manual scavengers in India society.

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COVID-19 PANDEMIC: EMERGING TRENDS IN CONSUMER BEHAVIOUR

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INTRODUCTION

¹Consumers are pulling back drastically on discretionary expenses as global shutdown continues. Consumer purchasing habits has changed dramatically; currently consumers are shopping more consciously by buying local products and embracing the digital platform. ²The whole world has seen rapid increase in virtual workforce as this virus is reshaping every industry in real time. As jobs, increments and promotions during the pandemic are axed, this shows struggle for survival. ³The world is heading into global recession, but consumers have started storing or stocking up panic purchase of groceries and home essentials. Consumers prefer home-cooked rather than visiting the restaurant. It is found that consumers are experiencing the issues in obtaining hand sanitizers and hand washing supplies. The observation shows consumers price conscious relying on promising brands and high-quality products under Personal care are overpriced due to Pandemic.

STATEMENT OF THE PROBLEM

Consumers across countries still feel they are not back to “regular” out-of-home activities. However, with restrictions lifting in pockets around the globe, consumers are increasingly venturing outside their homes for select categories of activities. Most commonly, consumers plan to shop, with nearly all consumers planning to shop for necessities out-of-home in the next two weeks, and roughly half planning to shop for non-necessities.

LITERATURE REVIEW

The effects of the pandemic have manifested differently from country to country depending on the general health of the population and the evolution of disease cases, on the economic level, on the development and modernization of the national medical system, on the measures established by decision makers and on the scrupulousness of the population (Gopinath, 2020).

The measures to limit the spread of infection have a high impact on sectors of activity such as tourism, retail, transport, agriculture (Stephany et Al, 2020). There is a number of strategies that traders need to apply in this context in order to cope with the changes, whether to ensure the need for merchandise in the food and medical sector or to rethink a survival strategy in other sectors (Roggeveen & Sethuraman, 2020). The paper deals with aspects of changes in consumer behavior and how to approach producers and distributors in these conditions.

The spread of the global coronavirus epidemic has had a strong impact on financial markets, with important effects on the world economy expected as a result of measures taken to manage the medical crisis. For Romanians, the effects of an economic crisis can be most easily felt by a depreciation of the national currency against Euro, an evolution that is immediately felt in bank loan rates, in higher bills for telephony or utilities, and in purchasing power for goods such as real estate (apartments, rents etc.) or cars.

Price-Smith (2009) points out that during pandemics, a series of tensions arise between the State and citizens that increase social discrimination and call into question the State's ability to manage the situation.

In this economic, social and political instability context, the consumer is subjected to a systematic stress that is felt as a “loss of control over his/her environment” (Botti and McGill, 2011). The stress determines him/her either to save money in order to accumulate resources that would offer him/her comfort, or to manifest an impulsive behavior in purchasing products that he/she considers absolutely necessary (Durante and Laran, 2016).

NEED FOR THE STUDY

The internet has become their main channel to work, socialise, entertain, and explore the world. So how have online behaviours evolved since the lockdown, and how have consumers in India been spreading their time across different content and service categories. Consumers in India are fast adjusting to the new reality imposed on them by the pandemic. From work to entertainment, education to social events, activity is shifting online as the offline alternatives are impractical or severely curtailed.

OBJECTIVE OF THE STUDY

- Changing trend in consumer lifestyle, shopping habits and preferences during Pandemic.

RESEARCH METHODOLOGY

The segments identified as an emerging platform during Pandemic

1. Usage of Mobile and Educational accessories

⁴Accessing the digital mode is way easier to stay connected and mobile hotspots are hot shots in the market during Pandemic. “Education in emergency” in relation with implementation of e-learning platforms. The usage of online platforms and video conferencing are the new normal in any sector of Industry in the world. The solution is to upgrade the bandwidth of the major online educational platforms, as online platform is empowered by Artificial Intelligence.

⁵Mobile data consumption has increased drastically during the crisis, Internet usage on the phone rapidly increased the chances of work from home facility. Consumers have shifted their work, School, information gathering, Shopping and entertainment habits amidst of Covid-19.

2. Reinventing Spaces and chores

People new found interest on reorganising the space at home, the continuous rise in interests for workouts and meditations to keep their mind and body active and relaxed. The home workout is spiking on the radar of keeping fit, the new normal is where people are accustomed to preparing meals at home with the increasing search for basic appliances.

3. Sustainable ways to access and grow food

⁶The new trend found in the consumers are buying groceries directly from the farmers. As packaged food are in questionable situation, food industry has to maintain strict hygiene practices, the major problem is shortage of labour. The prices of fruits and vegetables has soared high than regular prices.

CONCLUSION

COVID-19 pandemic has highlighted the necessity of investments in health area; the national medical system requires urgent investments in buildings, equipment and staff; the need to make the educational system more flexible and its preparation for completing face-to-face activities with the online version; the capacity of some companies from SME's group to adapt to the critical incidents and to identify market segments; the reappraisal of the national agro-food system (primary production – agricultural, industrial processing and trade), national investments and governmental support measures. The agro-food market is dependent on imports, and the manifestation of some critical situations can destabilize the food supply of the population. The agricultural production is dependent from climatic conditions and the governmental investments in a national irrigation system are insignificant.

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REPERCUSSION OF COVID-19 ON MSMES-IN INDIAN PANORAMA

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An overview and Introduction:

India is one of the fastest growing economies in the world. India has 3rd largest group of scientists and technicians in the world. Our country ranking in global innovation index at 52nd position.

The Indian economy is getting ready to become an Innovation and 5 trillion economy in coming days. Inclusion and initiation by Government of India through Make in India, Atal Innovation Mission, Start-up India, Digital India, Artificial Intelligence, IoT and much more schemes and its contribution. Nevertheless, this 2020 is not allowing us to fulfil our dream. Already due to Global Economic Slowdown, India is affected by these circumstances and resulted in decrease in GDP.

Admits the threat of COVID-19 creates hot pan of problems and crisis. This COVID-19 has no precedent in humankind's recorded history records were found. The 207 countries are affected from the COVID-19. The increasing number of COVID-19 cases has formed a lot of complications and uncertainties day by day especially for a developing country like INDIA.

COVID-19 is a large family virus that causes illness and it is a new strain of virus that has not been identified in human so far. In Jan2020, the WHO acknowledged the outburst the new Corona virus as COVID-19 which is pandemic virus to be public health emergency.

Now it's a stint to squared India's blockages situation or circumstance analysis because India is urging towards to reach 5 trillion economy directly and to mark increasing trend in GDP. To achieve this growth all the sectors should play prominent role. Indian economy is a mixed economy where India should focus towards holistic development. The contribution to GDP is earned from different sectors. Of course, even though agriculture is a backbone of our economy. Here we should also know that the contribution of MSMEs towards GDP and economic growth.

In India agriculture is not only gambling with environment or situation but even MSMEs also gamble with business dynamics and business atmosphere which includes both controllable and uncontrollable environment. Sustainability and Surviving stages of MSMEs is not a relaxed job at the same time it is not a hard chore too. In order to enhance the 2s (Survivability and Sustainability) Government of India initiated and efforts made to bring for main stream. ***That results in 33% of GDP is contributed by MSMEs to Indian economy. 114 million people are employed and I can say that people are directly and indirectly involved in MSMEs and become the stakeholders. Where 16.5% of GDP is earned from food and agriculture, 7% from automobiles, real estate 13% and remaining shared by other sectors.***

Now the present the era of coronavirus, away from the unhappiness and fear, makes the entire globe is in quarantine or in lockdown heat. This COVID-19 has created a bad atmosphere(business) to all the sectors but MSMEs has a major tragic effect. **“The MSME Minister said nearly 8-10 lakh units will be restructured in the coming days, asserting that owners will have to take care of their workers and put in place mechanisms for proper sanitisation as a preventive measure once they return to work”.**

Objectives of the Paper:

The foremost delinquent arises from this COVID-19 on MSMEs are as:

<ul style="list-style-type: none">➤ MSMEs stare at labour and raw-materials supply➤ Deficiency of convenient capital (both Human and Financial resources)	<ul style="list-style-type: none">➤ Agony of long-term sustainability and failure.➤ Uncontrollable market condition or circumstances leads to cut-throat
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<ul style="list-style-type: none">➤ Back stabbing in providing or delivering quality infrastructure.➤ Issues in Cope-up with upgradation of technology.➤ Hard to impression the end-users and stake holders.➤ Deprivation of research and Innovation➤ Impending fiscal policies.	<p>competition</p> <ul style="list-style-type: none">➤ Failure in framing strategies and its implementations.➤ Absence of trained and skilled people to raise up business in any situation.➤ Low-slung of emotional corresponding of things and increasing negative sentiments➤ Neediness of Leadership➤ Imbalanced regional development.
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Status of MSMEs:

<ul style="list-style-type: none">▪ <i>33% of GDP is contributed by MSMEs to Indian economy</i>▪ There are more than 106 lakh MSME units in India with an investment of more than Rs 1 lakh crore.▪ The sector has recorded double digit growth in the last four years.▪ The contribution of the MSME sector to the entire output of the country is 40% and to the GDP 6.11%.▪ Currently, there are over 11 million MSME units in India that produce more than 8000 products.▪ India's Micro, Small, and Medium	<ul style="list-style-type: none">▪ These MSMEs units contribute 35% to Indian industrial exports.▪ 40% of the work force▪ 344 products from India that carry the GI-tag▪ The state of Uttar Pradesh has the largest number of estimated MSMEs with a share of 14.20 percent of the total MSMEs in the country. West Bengal comes as close second with a share of 14 percent, followed by Tamil Nadu and Maharashtra at eight percent.▪ As per the official estimates, there are about 63.05 million micro industries,
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<p>Enterprises (MSMEs) base is the largest in the world after China.</p> <ul style="list-style-type: none">▪ The government of India's latest 'Make in India' push, along with a significant jump in the FDI flows, the Indian MSMEs sector is poised for rapid growth and integration with major global value chains.	<p>0.33 million small, and about 5,000 medium enterprises in the country.</p> <ul style="list-style-type: none">▪ 90% of the industrial units in India belong to the MSME sector.
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Prospects for MSMEs to shine in India as major source of light:

- ✓ Indian regulators should give much attention on Innovation Economy by strengthening all MSMEs with vibrant strategies.
- ✓ Both Central and State government should workout with new strategies to avoid bottlenecks in such kind of situation in future too. By enforcement of Intellectual Property Rights in MSMEs from Investments risk. **As Sri Nithin Gadkari, Union Minister said that "a Rs 10,000 crore "Fund of Funds" has been approved by the Finance Committee and will be placed before the Union Cabinet for approval. This fund, he said, will facilitate MSMEs to raise money from the capital mark".**
- ✓ Accelerate the traditional Industries working conditions and revisits its marketing (including building brand leadership) tactics too.
- ✓ MSMEs can promote and focuses towards interdisciplinary research.
- ✓ Scaling up of technology clusters and consider the MoUs of European countries.
- ✓ Both Central and State government, Judiciary and other authorities must proceed with operative step in implementation of IP system for MSMEs.
- ✓ India has 100s and 100s of GI tag products (Geographical Indication) are there. These are come Under MSMEs. So, it's a high time to get benefited from this IP to grab the market.

- ✓ Effective addressing of Infrastructural issues and build a qualitative lab for better innovation and research.
- ✓ Motivate, Assist and encourage the MSMEs who are fighting to take patents, copyrights etc through their R & D.
- ✓ Creative effective global standards in association with large scale industries.
- ✓ Making MSMEs and Start-up product and services through user friendly by effective environment approach.
- ✓ Very Vital work should undertake by MSMEs is enhance the skills of employers as well as employees too.
- ✓ MSMEs should learn or undergo with the crisis leadership management training and development programmes to meet the wicked circumstances like COVID-19.
- ✓ Indian MSMEs should pay attention to digital sector, soft power projects and make complete digitalization of MSMEs.
- ✓ Most of the Indian Venture Capitalists are wealthy can also turn off to MSMEs growth to avoid cut-throat competition and hurdles.
- ✓ Effective or revisit the HR policies as per MSMEs requirement to meet global standards and sustainability.
- ✓ Effective and Strong accounting and auditing policies should be strictly implemented by MSMEs for greater growth.
- ✓ Strengthening effective supply chain concrete process.
- ✓ Effective utilization of Make in India, Atal innovation machine, Start-up India and other schemes towards holistic development in Indian economy.
- ✓ Initializing appropriate alternatives responses for production and delivering of services by MSMEs.
- ✓ Developing effective Communication system among employers and employees.
- ✓ Enhancing the emotional intelligence.

Confidence and Conclusion: The extensive expansion of COVID-19 impact the whole world by creating bundle of issues. Even stronger and Developed countries are also suffering from ambiguity of COVID-19. The current slump trembles the world economic direction. In

this state of affairs India is never lose the hopes in its aspirations. Whole world bowed their eyes on India. Since Positive Growth in GDP by 1.9% in comparison to any other country of the world. IMF Has Projected a Growth rate of 7.4% in 2021-22. Forex reserve of India is 476Bn \$ as on 10th April. The recent development between Face book and Jio, Korea, US, Japanese companies are ready to Invest in India. If large scale sector moves obviously the MSMEs can gain in better way by providing essentials to large scale sectors. Acknowledging that this COVID-19 introduced the new aversion in economic order so. It's a high time to navigate with effective leadership as whole world consider India is in good leadership.

Stay safe, stay at home and Be healthy

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ROLE OF PRIMARY MILK COOPERATIVES IN RURAL DEVELOPMENT IN INDIA: A CASE STUDY OF DAIRY COOPERATIVES IN SHIKARIPUR TALUK

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Abstract

Dairy cooperatives play a vital role in achieving and strengthening the sustainability of rural people and they are positively influencing improvement of villages in India. This paper highlights the role of dairy industry in India's rural economy. It examines the contribution of dairy cooperatives to rural economy. It is a case study of Three villages situated in Shikaripur Taluka of Shivamogga District in Karnataka. It tries to assess the contribution of selected three primary milk cooperatives in the rural development of the villages. The study comprises the analysis of primary data as well as secondary data related to demography of the sample, change in income, and change in standard of living of the farmers. The results put forth the contribution of primary milk cooperatives in this development in terms of upliftment of poor people, increase in income level.

Key Words: Primary Milk Cooperatives, Upliftment of Poor, Rural Development, Income level.

Introduction

Majority of the population of India is dependent on agriculture on one hand, agriculture is not profitable, it is a big challenge before Indian economy on the other hand. In this context, transferring people from farm employment to non-farm employment should be priority along with providing opportunities to the poor to excel themselves by own economic activity appropriate to their skill or even after improving their skill providing them training. (Dr.Shrikrishna S Mahajan, 2012). Dairying has become an important supplementary source of income for millions of rural families and it plays an important role in providing employment and income generation. Cooperatives generate sustainable employment and development most suited to reduce poverty and identifying economic opportunities to the members, empowering the disadvantaged sections, providing security and converting individual risks into collective risks by generating income. Cooperatives promote gender equality by providing opportunities to women in local economies and empowering them to take leadership roles in decision making. Almost all regions of India are suitable for setting up dairy farming business, India has vast resources of livestock, which play an important role in the national economy and also in the socio economic development of millions of rural households. With the uncertainty of the agriculture in respect to rain and crop production. Dairy cooperatives become major source of income for small and marginal farmers, they provide assured market for milk and fair price depend upon the quality of milk. Demand for milk increased due to increase in population, change

in life style of the people, raising income level of people , food habits , awareness about the nutritional value of milk and export opportunities. Therefore, the Government has made efforts to accelerate systematic promotion of dairy cooperatives through financial and policy support.

Recognizing the importance of dairy farming in its substantial contribution to the agriculture economy and to the livelihoods of poor/rural population, high priority is attached in several locations strengthening the milk marketing infrastructure, veterinary services for breed improvement and health care, extension support for capacity. International Journal of building of farmers, developing entrepreneurship, technical skills and knowledge on scientific dairy farming practices, etc. several programmes have been launched from time to time by State/Central Governments for promoting the sector (Sathish Belhekar, 2016). The government adopted the successful model and set up the National Dairy Development Board (NDDB) in 1965 which prepared a blueprint for a milk revolution across the country known as Operation Flood, this programme began in 1970 and was implemented across the country. It was also one of the largest rural development programmes in the world which ran for 26 years and helped India to emerge as the world's largest milk producer in 2003-04 with a record output of 88.1million tonnes. (Dr.A.Sailam, 2011). Indian government has made efforts to accelerate systematic promotion of dairy cooperatives (DCs) through financial and policy support. In 2017, 16.3 million dairy farmers (about 20% of total dairy farmers) with about 48% women members were associated with 180,000 dairy cooperative societies (DCSs) in India, which procured an average of 42.8 million kg of milk per day and sold 33.1 million litres of liquid milk per day (NDDB 2017). (Sudan, 2018).

Dairying has broader social and economic dimensions,wherein about 70 million rural households are engaged in dairying and contributes 26% income of the poorest households and 12% of rural income in 2017 (NDDB 2017) . With increasing uncertainty in rainfall and its adverse effect on crop production, dairying is increasingly becoming a major source of income to small and marginal farmers. In India, milk production has increased at 4.8% compound annual growth rate (CAGR), reaching 163.7 million metric tonnes (MMT) in 2016-17 from 155.5 MMT in 2015-16. The NDDB's initiatives have improved the livelihood of dairy farmers, empowered women dairy farmers, improved operations of Cooperative Milk Unions (CMUs) and increased income of dairy farmers. Financial inclusion of producer members of village Dairy Cooperative Societies (DCSs) was also encouraged by opening their individual bank accounts. (Sudan, Role of Dairy Cooperatives in Achieving the Economic Dimention of the SDGs, 2018) . India ranks first in milk production, accounting for 19.97 per cent of world production (828 million tonnes), achieving an annual output of 165.4 million tonnes during 2016-17 as compared to 137.69 million tons during 2013-14 recording a growth of 6.26 per cent (Anonymous, 2017). India's livestock sector is one of the largest in the world with a holding of 11 per cent of world livestock population. India ranks first in respect of buffalo population, contributing 56.70 per cent to the world's buffalo population and second rank in respect of cattle population, contributing 12.50 per cent to the world's cattle population (Anonymous, 2017) (Vinayak patil, 2019). In 2018, The Department of Animal Husbandry, Dairying and Fisheries (DAHD&F), Ministry of Agriculture and Farmers Welfare has prepared a National Action Plan (NAP) which covers the existing coverage of milk potential villages, farmer members, farmers income, growth of milk

production, milk procurement, and existing milk chilling and processing infrastructure. Milk production and productivity were enhanced by ensuring the availability of veterinary services such as artificial insemination, cattle feeds supply and farmer education. (Action plan, 2018).

The Dairy cooperatives of Karnataka have played an important role in the expansion of milk and dairy production in India. Karnataka with milk production of 4.10 metric tons is the 11th largest milk producing state, constituting about 5 per cent of the country's total milk production. Further, Karnataka ranks 3rd in India in the procurement of milk by the Milk Producers' Co-operative Societies (MPCSs). Functions throughout the year in two shifts and helps the farmers to produce more milk. In Karnataka there is 1,33,00,000 house holds seeking employment as per 2011 censuses in this 60% of households got the employment directly and indirectly in this connection milk cooperatives play a significant role in providing supplement income and employment (Mr.Sreenivasaih.K, 2016).

Growth of Milk Cooperatives in India

Table 1 shows growth of Milk Production of Indian Dairy during past years. The National Dairy Development Board initiatives have improved the operations of the Cooperative milk unions.

Table 1

Annual Milk Production and per capita availability of milk in India

Year	Production of Milk (Million Tons)	Per capita availability of milk(G/day)
2014-15	146.3	322
2015-16	155.5	337
2016-17	165.4	355
2017-18	176.3	375
2018-19	187.7	394

Source: Animal Husbandry Statistics, DAHD&F,GOI

Production of milk in India is increasing the growth rate of Indian dairy industry during previous years has been impressive, at more than 5% per annum. It is also observed that per

capita availability of milk is also improved, various schemes introduced by the Government are effective and improved performance of Dairy cooperatives..

Karnataka has large network of dairy cooperatives and Karnataka Milk Federation is the largest cooperative dairy federation in South India, owned and managed by milk producers of Karnataka. KMF has over 2.39 million milk producers in over 15,223 dairy cooperative societies at village level, functioning under 14 District Cooperative Milk Unions in the Karnataka state .The Karnataka Milk Federation is the second largest dairy co-operative in India, the KMF has an economic and political significance. It brings together more than 18 lakh milk producers from different parts of Karnataka The increase in procurement, sources in the KMF say, began after the State government announced a financial incentive of ₹2 a litre for farmers in September 2008. (KMF turnover , 2018-19)(KMF website)

Table 2

Total Annual Turn over of KMF and Unions

Year	Annual Turn over
2015-16	11.779 crores
2016-17	13,133 crores
2017-18	13,550 crores
2018-19	15,500 crores

Source: KMF website

Karnataka produced 6.34 million tonnes of milk in 2015-16,with an annual turnover of about Rs 155,000 crores in 2018-19. Between 2017-18 and 2018-19, the annual turnover increased by almost 2,000 crores. As the federation's turnover increased, so did their payment to farmers. When farmers were receiving a daily payment of Rs 14.62 crores in 2015-16, by the year 2018-19, the KMF's daily payment to farmers increased to Rs 18.28 crores.

Statement of the problem

In India majority of the population is depend upon agriculture for their livelihood and most of them are residing in rural areas, as the agriculrure in India is mainly depend on monsoon and traditional system of farming , agriculture is not profitable , sometime farmers will not get accurate price for their produce and lack of warehouse facilities to store the products, in this situation dairy business is a supplementary source of income able to meet their livelihood and plays a vital role in solving financial problems by increasing their income level. Even though dairy farming is increasing income level of farmers they are unable to conduct dairy activities in large scale due to financial and investment constraints , due to lack of awareness, traditional

methods of maintenance of animals and superstitious belief of the farmers leads to many diseases in animals. By keeping all these things in mind the study has been undertaken to assess the farmers need to create awareness about available facilities from the Dairy cooperatives, Department of Animal Husbandary, Banking and Insurance companies, so study has been conducted taking Shikaripur taluk as a case study.

Need of the Study

Dairy farming plays a vital role in rural development as a supplementary source of livelihood to the majority of the farmers, So this study is conducted to analyse contribution of dairy farming to the rural people and economy, also tries to find out the role of cooperatives in the socio economic life of the farmers and tries to analyse the available facilities.

Review of literature

Many scholars have attempted to study the impact of milk cooperatives on milk production and impact of milk cooperatives on rural development is another aspect has been covered by few researchers. Koli (1996) in a study of Gokul Cooperative Dairy in Kolhapur District of Maharashtra found that the cooperative had played an important role in securing fair price to milk producers, in providing various inputs and service to them and in increasing rural development of co-operatives across various sectors in India. Management of milk collection, procurement, processing, marketing and other similar activities for milk and milk products under District Cooperatives would be an economic viable proposition. Establishment of milk producers cooperative societies in rural areas had positive impact on marketable surplus of milk (Singh and Rai 1998) and provided more employment to young milk producers (Kakade and Bagade 2001). Sing & Pundir (2002:32) come to the conclusion by detailed review of literature on impact of dairy cooperatives on rural development that “despite certain weaknesses and failures, the Anand Pattern milk cooperatives have had, by and large, a positive impact on milk production, producer price of milk, and socio-economic development of villages under their jurisdiction. At the national level, Operation Flood has enabled India to attain self-sufficiency in milk and milk products and created a strong foundation for future growth and development of India’s dairy industry”. The livestock plays important role in drought prone area particularly dairying some of the studies have shown that about 65 per cent of the rural poor have livestock for income and drought insurance in semi-arid tropics of India (Walker and Rayan, 1990).

Objectives of the Study:

The specific objectives of the present study are as follows:

1. To highlight the Role of Dairy industry in India’s rural economy.
2. To examine the contribution of Dairy cooperatives to rural development.
3. To study the villages situated in Shikaripur Taluka of Shimoga District in Karnataka State to assess the contribution of selected three primary milk producers cooperative societies.

Methodology and Data Source.

The present study is based on both primary data and secondary data. In the back-drop of pre-stated objective, primary data is collected through field survey and interviews and the secondary data is collected from the reports of KMF annual reports and audited Accounts of the Milk Cooperatives, Reports of Department of Animal Husbandry and Websites. There fore 3 milk cooperatives of villages situated in Shikaripur Taluka of Shimoga District karnataka State have been selected and a total of 40 milk producers from 3 villages were chosen randomly. The datas were scrutinized, tabulated and analysed, the study comprises the analysis of primary data related to demography of the sample, change in income, change in education and change in standard of living of the farmers.

Limitations of the study

The study has certain limitations, the study confined to Shikaripur taluk of Shimoga District only, since the researcher hails from the same area and analysis is made on the basis of response given by milk producers, some respondents may not give accurate data due to lack of knowledge of research.

Profile of the study area

Shikaripur taluk is one of the important fertile area of the Shivamogga district and it is semi malenadu, agriculture is the main occupation of the people, Dairy industry is an addition to the economy of Shikaripur, after the establishment of Shimoga Milk Union LTD., (SHIMUL) affiliated to Karnataka Milk Federation, KMF industry is able to solve the partial and undisguised unemployment problem of the poeple, There are number of Milk producers Co-operative Societies are working in Shikaripur Taluk and contributing to the economic develoment, whereas three of them have been selected for present study.

Table 3 shows the profile of the Milk Cooperatives selected for study.

Table 3
Profile of Milk Co-operative Societies

Serial Number	Particulars	Milk Producers Cooperative Society Ltd, huliginakoppa	Milk Producers Cooperative Society Ltd, Muthagi	Milk Producers Women Cooperative Society Ltd, Sheerihalli
1.	Year of establishment	1991-92	1994-95	2005-06

2.	Share holders	224	154	105
3.	Share capital	Rs.1,11,100	Rs.57,710	63,100
4.	Working capital	Rs. 27,89,952	Rs. 15,44,164	21,87,000
5.	Annual turn over	Rs 1,08,48,307	Rs 58,69,214	72,14,000
6.	Reserve Fund	Rs. 6,60,861	Rs. 1,16,433	Rs.5,29,355
7.	Net profit	Rs. 2,74,756	Rs. 5,15,181	Rs.1,74,516
8.	Collection of milk per day	800 litres	600 to 700 litres	700 to 800 litres
9.	Computerised system	Yes	Yes	Yes
10	Audit Grade	B	B	B

Source: Audited books of the Milk Cooperatives societies of chosen villages.

The profile of the respective milk cooperative has been demonstrated. Milk producers Co-operative Society Huluginakoppa village Shikaripur taluk, the village comprises 300 houses, where as 814 cows and buffalos maintained, numbers of share holders are 224, nearly 75% of the people are engaged in milk business, The net profit earned by the unit in the year 2018-19 is Rs.2,74,756. There are three workers working in this unit. One is Secretary, another one milk tester and one is working as assistant, majority of the milk is transferred to KMF. This unit also provides the cattle-feed and animal-health services to the shareholders and guidance for the maintenance of animals, the village consists of anganavadi, primary as well as high school and a PU College.

Milk producers Co-operative Society Muthhagi village Shikaripur taluk. The village comprises 252 houses, where as 450 cows and buffalos are maintained, the total numbers of share holders are 154, more than 60% of the people are engaged in milk business. The net profit earned in the year 2018-19 is Rs.1,74,516. There are only two workers working in this unit one is Secretary and an assistant, This unit also provides cattle feed, animal health services and guidance for the maintenance of animals to the shareholders, the village consists of anganavadi as well as primary school.

Milk Producers Women Co-operative Society Sheerihalli village Shikaripur taluk, The village comprises 143 houses, where as 605 cows and buffalos are maintained, The total numbers of share holders are 105, nearly 73% of the people are engaged in milk business. The net profit earned by this unit in the year 2018-19 is 1,74,516. There are two workers working in the unit. One is Secretary and another one is an assistant, majority of the milk is transferd to KMF, this unit also provides cattle feed and animal health services to the shareholders and guidance for the maintenance of animals, the villages consists of anganavadi as well as primary school.

Analysis of Contribution of Cooperatives to Rural Development:

The analysis of data collected from the members of primary milk cooperatives situated in villages have been presented in this section with considering the factors such as age, education, religion, category, family size, land-holding and milk-income, contribution of milk cooperatives in terms of increase in income, inter generational change in education and their standard of living.

Table 4 shows the distribution of milk producers on the basis of age, education, family size, source of income, category and land holdings.

Table 4
Demographic Profile of Sample

Serial Number	Age	Number of Milk producers	Percentage
1	Below 30	00	00
2	31 to 40	12	30
3	41 to 50	20	50
4	51 above	08	20
	Total	40	100
On the basis of Education			
1	Below SSLC	22	55
2	SSLC to PUC	16	40
3	Graduation	02	05
	Total	40	100
On the basis of Family size			

1	2 members	02	5
2	3 to 4 members	22	55
3	5 and more	16	40
	Total	40	100
On the basis of Source of Income			
1	Agriculture	28	70
2	Employment	04	10
3	Business	06	15
4	Others	02	05
	Total	40	100
On basis of category			
1	S C	06	15
2	ST	02	05
3	OBC	32	80
Land holdings			
1	Land less	02	05
2	Below 2 acre	28	70
3	2 to 5 acre	10	25

Source: Survey data

40 milk producers have been selected for study purpose from three villages of Shikaripur Taluk reveals that the sample consists of members of primary milk cooperatives, has been analyzed here by demonstrating demographic profile. The maximum sample (50%) is in the age group of 41 years to 50 years, 30% in the age group of 31 to 40 years age and remaining 20% belongs to above 50 years. As for as education is concerned 55% are below SSLC, 40% are studied up to PUC and around 5% are studied graduation. The family size of sample represents only 5% are 2 family members, 55% of them having more than 3 family members, 40% having more than 5 members. The social stratification of sample comprises 80% belongs to OBC (lingayath and

others) 15% SC and 5% ST. As far as land-holding is concerned 5% are landless, 70% of them have a land below 2 acre and 25% of them have up to 5 acre. Out of sample 70% respondent's families are dependent on agriculture as an occupation with considering milk income, out of them maximum respondents are getting Rs.501 to Rs.6000 per week. The sample is covering only Hindu families.

Summary of findings

1. In 78% households, women are taking care of animal-husbandry.
2. 15% families have been shifted from BPL to APL due to participation in dairy development process.
3. 100% members are agreed that their income has increased due to their milk business with cooperatives.
4. 70% of them agreed that their economic condition and standard of living has increased owing to their milk business with cooperatives.
5. 100% respondents agreed that fixed market is available for milk owing to milk cooperatives.
6. 62% respondents agreed that they have purchased home appliances because of their milk business with cooperatives.
7. 72% people agreed that the development of village is due to milk cooperatives, 80% people agreed that the dairy units can play vital role in rural development.
8. 60% people told that their standard of living has been increased due to milk business with cooperatives.
9. 50 % people told that they are sending their children to taluka place or district for studies and they are able to meet their education expenditure.
10. 70% of respondents agreed that with the effect of milk business with the cooperative opening Accounts in the banks, aware of banking facilities, and making use of these facilities.
11. Milk cooperatives and department of animal husbandry are providing health services for maintainance of livestock such as free health services, medicines, artificial insemination, cattle feed, free health camps, vaccination, programmes etc.
12. Now the farmers are aware and utilising Insurance facilities also.

10. Conclusion:

Cooperative societies play a vital role in the development of villages, they contribute positively and significantly to the income and employment of rural farming households, especially the marginal and poor farmers, thereby providing them livelihoods and sustenance. Dairying helps in equitable distribution of income and employment among the rural farming households, thereby reducing the disparity in holding of resources by the rural communities, So positive policy making and democracy for development is welcome in the form of cooperatives, by which eradication of poverty might be possible. Dairying helps to boost the nutritional level and hence the food security of the rural farming households. The primary milk cooperatives in

Shikaripur taluk of Shimoga district have proved that if the small are networked they will be both beautiful and sustainable. For the Rural, Downtrodden, Poorest of the Poor, Dairying is the Reliable and Assured Income Generating Activity.

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Source: Panchayat Samiti and Office of Animal Husbandry Department of Shikaripur Taluk.

EMOTIONAL INTELLIGENCE AND ENTREPRENEURIAL BEHAVIOUR OF ENTREPRENEURS: A STUDY IN WEST GARO HILLS DISTRICT OF MEGHALAYA

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ABSTRACT

The West Garo Hills District of Meghalaya is a landlocked hilly and mountainous area, where entrepreneurship is considered as one of the best livelihood and survival option for the majority of the population. Though many researchers cutting across disciplines have tried to examine the factors influencing the success and behaviour of the entrepreneurs in the district, in the state and in entire north-east India, none of them tried to explore the emotional intelligence aspect of these entrepreneurs. Emotional Intelligence (EI) has been accepted as a very important human trait and researchers have proved that individuals with greater emotional intelligence are better able to appraise, manage and regulate their and others' emotions. Such abilities let these individuals to judge if the emotions are linked to opportunities and thus use these emotions in the process of decision making that enhances higher performance. There are substantial pieces of evidence on the effects of emotional intelligence on leadership, stress, conflict, effectiveness, and performance but its effect on entrepreneurship is very rarely studied. Under this backdrop, this study sought to investigate the role of emotional intelligence on the entrepreneurial behaviour of a sample of fifty selected entrepreneurs of West Garo Hills district of Meghalaya. The findings of this study will help in designing suitable and holistic training and entrepreneurship development programs.

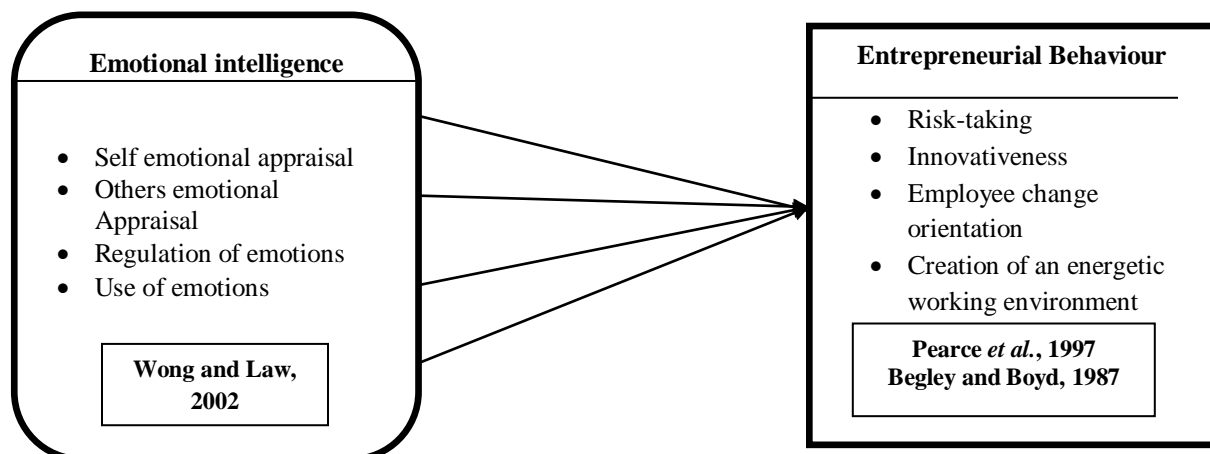
Keywords: emotional intelligence, entrepreneurial behaviour, emotions, entrepreneurs.

INTRODUCTION

Emotional intelligence is becoming one of the emerging, and very promising, streams of research on entrepreneurs. Studies have shown emotional intelligence as a vital factor that makes some entrepreneurs stand out from others. Previous researches have highlighted EI as a strong predictor entrepreneurial success and positive emotion can help entrepreneurs in coping and tolerating stress, mobilizing resources, obtaining and organizing resources, facilitate creativity, identifying and exploiting opportunities, providing leadership and decision making (Baron 2008, Shepherd et al 2009, Cardon et al, 2012, Foo, 2011, Boren, 2010, Walton, 2016, Ghosh and Rajarm, 2015). Yet the research which examines Emotional Intelligence on Entrepreneurial Behaviour is rare and entrepreneur's EI is the missing link for understanding entrepreneurial success; and, becoming a successful entrepreneur by means adopting an emotionally intelligent approach to life (Cross and Travaglione, 2003)

In this context, the aim of the present study seeks to assess the significance of entrepreneurs' emotional intelligence on entrepreneurial behaviour and would provide a future direction on this matter.

Figure: 1



OBJECTIVES OF THE STUDY

1. To study the emotional intelligence and entrepreneurial Behaviour of Entrepreneurs in West Garo Hills, Meghalaya.
2. To study the relationship between emotional intelligence and entrepreneurial behaviour of entrepreneurs
3. To study the relationship between age and gender in emotional intelligence and entrepreneurial behaviour.

To summarize, we focus our attention on the relationship between four dimensions of emotional intelligence and entrepreneurial behaviour. In this regards, we formulate the following four hypotheses:

- **Hypothesis 1:** Emotional intelligence has a positive effect on entrepreneurial behaviour.
- **Hypothesis 2:** Age and gender have a positive effect on emotional behaviour.

METHODOLOGY

Sample size and sampling: The sample consisted of 50 entrepreneurs from West Garo Hills, District of Meghalaya. Questionnaires were filled by 50 entrepreneurs of the district. The entrepreneurs were selected using the clustering and randomization methods.

Measures: All the constructs were assessed with self report measures based on multi-item scales. Responses were made on 5-point Likert scales on all items from strongly disagree (1) to strongly agree (5). The employed questionnaire included 16 questions related to emotional intelligence and 6 questions related to entrepreneurial behaviour.

- **Emotional intelligence:** In order to assess emotional intelligence, we use self-report Wong Law Emotional Intelligence Scale (Wong and Law, 2002) which comprises 16 items, organized into four dimensions: Self Emotional Appraisal (SEA), Others' Emotional Appraisal (OEA), Regulation of Emotion (ROE), and Use of Emotion (UOE).

This scale was chosen for several reasons. First, it assesses both overall emotional intelligence as well as the four specific emotional intelligence branches identified by Mayer and Salovey's (1997) model. Second, the Wong Law Emotional Intelligence Scale (WLEIS) is the most widely used and supported self-report measure of EI (Mayer et al., 2000). Furthermore, the WLEIS was developed specifically for organizational research purposes.

Entrepreneurial behaviour: Entrepreneurial behaviour is measured using a self-report scale. Variables such as Employee change orientation; Creation of an energetic working environment is measured by 6 questions (Q1-Q6) and is adopted by Pearce *et al.*, 1997. To capture Risk-taking and Innovativeness aspects of entrepreneurial behaviour four questions used and are adapted from Begley and Boyd (1987). The risk-taking propensity is measured by two questions (Q7 and Q8) of the survey questionnaire. The particular questions are developed on the existing scale of the JPI Manual (Jackson, 1978). Prior studies have frequently used this scale (Young & Brymer, 2000). Similarly, innovativeness questions are taken from the innovativeness subscale of the JPI, Q9, and Q10 measured innovativeness. The four questions used to measure attitudes toward risk-taking and innovativeness were written with a positive response connoting agreement with the statement which implied inclination toward entrepreneurial behaviour.

Variables

- **Independent Variable: Emotional Intelligence:** Self Emotional Appraisal, Others' Emotional Appraisal, Regulation of Emotion, and Use of Emotion.
- **Dependent variable: Entrepreneurial behaviour:** Employee change orientation, Creation of an energetic working environment, Risk-taking propensity, and Innovativeness.

Table 1: Measurement Constructs for entrepreneurial behaviour and emotional intelligence

Variables	Measurement Constructs for entrepreneurial behaviour and emotional intelligence	Reference	Formula used
Employee change Orientation (ECO)	1. I display enthusiasm for acquiring new skills. 2. I encourage my employees/staff to take the initiative for their own ideas in order to improve our services. 3. I cannot change quickly course of action when results aren't being achieved (R). 4. I seldom devote time to help my employees/staff in order to find ways to improve our services (R). 6. I don't inspire my employees/staff to think about their work in new and exciting ways (R)	Pearce <i>et al.</i> , 1997	[1+2+3+4+6]
Creation of an energetic	5. I create a co-operational and team working climate in order to meet a challenge	Pearce <i>et al.</i> , 1997	[5]
Risk-taking propensity (RTP)	7. I don't inspire my employees/staff to think about their work in new and exciting ways (R) 8. I like to put my resources, money, and life at stake for higher profit.	Begley and Boyd (1987).	[7+8]
Innovativeness (INN)	9. I quickly get fed up with old things and try new ways of doing things 10. most often come up with new ideas and plans in life and business	Jackson, 1978	[9+10]
Emotional intelligence			
Self-emotion appraisal (SEA)	1. I have a good sense of why I have a certain feeling most of the time. 2. I have a good understanding of my own emotions. 3. I really understand what I feel. 4. I always know whether or not I am happy	Wong and Law, 2002	[1+2+3+4]
Others' emotion appraisal (OEA)	5. I always know my friends' emotions from their behaviour. 6. I am a good observer of others' emotions. 7. I am sensitive to the feelings and emotions of others. 8. I have a good understanding of the emotions of the people around me.	Wong and Law, 2002	[5+6+7+8]
Use Of Emotion (UOE)	9. I always set goals for myself and then try my best to achieve them. 10. I always tell myself I am a competent person.* 11. I am a self-motivated person.* 12. I would always encourage myself to try my best.*	Wong and Law, 2002	[9+10+11+12]

Regulation of emotion (ROE)	13. I am able to control my temper and handle difficulties rationally.	Wong and Law, 2002	[13+14+15+16]
	14. I am quite capable of controlling my own emotions.		
	15. I can always calm down quickly when I am very angry.		
	16. I have good control of my own emotions		

The questions were adopted from a scheduled questionnaire, and its validity was confirmed by the experts and its reliability was confirmed by using Cronbach's Alpha method, amounting .900 for emotional intelligence and .937 for entrepreneurial behaviour so as to ensure its accuracy. As suggested by Malhotra et al. 1999, the cronbach's Alpha coefficients were above the required level of 0.7.

RESULTS AND INTERPRETATIONS:

Table 2: Brief profile of respondents

	Categories	Frequency	Percent
Age at the time of first self-employment activity	Less than 25 years	12	24.0
	Between 25 and 35	30	60.0
	Between 25 and 35	6	12.0
	Over 50	2	4.0
Gender	Male	34	68.0
	Female	16	32.0
Marital status	Married	35	70.0
	Divorced	3	6.0
	Widowed	4	8.0
	Never married	8	16.0
Academic Qualification	Elementary school	9	18.0
	High school	15	30.0
	College	19	38.0
	Masters	7	14.0
Attended any business related Course	Yes	6	12.0
	No	44	88.0
Type of Business	Sole proprietorship	37	74.0
	Partnership	13	26.0
Business	Retail	20	40.0
	Wholesale	12	24.0

Sector	Manufacturing	5	10.0
	Service	8	16.0
	Construction	2	4.0
	Others	3	6.0
Age of business Establishment	<3.5 years	18	36.0
	3.5-11 years	20	40.0
	11 or more till now	12	24.0

In this sample, the majority of the respondents are in the age range between 25 and 35. The majority of them were in the age group of 25 and 35 (60%) at the time of first self-employment activity. A large section of the respondent had tertiary education at degree level but majority of them had not attended any business-related Course In addition 74% are sole-proprietors with majority of them in Retail sector and had been in business 11 or more till now (40%).

Table 3: Mean and standard deviation of components of entrepreneurial behaviour and emotional intelligence (n=50)

Sl. No.	Parameters	N	Mean	Std. Deviation	Std. Error
1	Self Emotional Appraisal	50	14.98	.191	0.191
2	Others' Emotional Appraisal	50	15.86	.178	0.178
3	Regulation of Emotion	50	15.04	.196	0.196
4	Use of Emotion	50	15.00	.185	0.185
5	Total EQ	50	60.88	.691	0.691
6	Employee change orientation	50	12.70	.243	0.243
7	Creation of an energetic working environment	50	3.00	.185	0.185
8	Risk-taking propensity	50	6.00	.185	0.185
9	Innovation	50	7.00	.185	0.185
10	Entrepreneurial behavior	50	28.70	.792	0.792

The mean score and standard deviation for the various dimensions of emotional intelligence, and Entrepreneurial behaviour are presented in Table 3. Results indicate that the mean emotional intelligence score is 60.88. This shows that the entrepreneurs have a moderate to high emotional intelligence. Results also indicated that the mean Entrepreneurial behaviour score is 28.70, which indicates that entrepreneurs have moderate level emotional behaviour score.

Table 4: Matrix of Emotional intelligence and its components together with entrepreneurial behaviour components (n=50)

		ECO	CEWE	RT1	INNO	EB
SEA	Pearson Correlation	.932**	.925**	.925**	.925**	.935**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
OEA	Pearson Correlation	.818**	.815**	.815**	.815**	.823**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
ROE	Pearson Correlation	.949**	.957**	.957**	.957**	.962**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
UOE	Pearson Correlation	.835**	.821**	.821**	.821**	.832**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
TEQ	Pearson Correlation	.961**	.957**	.957**	.957**	.966**
	Sig. (2-tailed)	.000	.000	.000	.000	.000

** . Correlation is significant at the 0.01 level (2-tailed).

The relationship between dimensions of entrepreneurial behaviour and emotional intelligence was investigated using Pearson's correlation. Results indicate that there was a positive and significant correlation between Emotional Intelligence, its dimensions and Entrepreneurial behaviour (Table 4). The correlations among Emotional Intelligence and its four EI dimensions indicate that there exists a significant positive correlation among the four Emotional Intelligence dimensions, total Emotional Intelligence and Entrepreneurial behaviour ($r=.935, .823, .926, .832, .399$ and $p<.01$).

Table 5: Independent Samples T-Test for Differences in Entrepreneurial Behaviour Based on Gender

Entrepreneurial Behaviour	Sample Characteristics	Category	N	Mean(S.D)	T	df	P
	Gender	Male	34	25.68(3.851)	-9.082	48	.000
		Female	16	35.13(2.247)			

Independent samples t-test was conducted to examine if there was a significant difference in EB scores for male and female entrepreneurs (Table 4). As indicated in Table 5, Entrepreneurial Behaviour varies according to gender ($p=.000$). And females score better on entrepreneurial behaviour than males.

Table 6: Independent Samples T-Test for Differences in Emotional Intelligence Based on Gender

Emotional Intelligence	Sample Characteristics	Category	N	Mean(S.D)	t	df	P
	Gender	Male	34	58.29(3.546)	-8.621	48	.000
		Female	16	66.38(1.708)			

Table 5 considers the differences in Emotional Intelligence scores for male and female entrepreneurs. As shown in Table 6 EI varies according to the gender of the entrepreneurs. Results highlight that, there was a significant difference in EI scores for males ($M=58.29$, $SD=3.546$) and females ($M=66.38$, $SD=1.708$; $t=-8.621$, $p=0.000$).

Table 7: Relationship between Emotional Intelligence Variables and Entrepreneurial Behaviour

Model Summary						
Model	R	R Square	Adjusted R	Std. Error of the Estimate		
1	.977 ^a	.954	.950	1.251		
a. Predictors: Constant, UOE, SEA, OEA,ROE						
Coefficients						
Model		Unstandardized		Standardized	t	Sig.
		B	Std.	Beta		
1	(Constant)	-35.203	2.374		-	.000
	Self Emotional Appraisal	1.219	.341	.293	3.578	.001
	Others’ Emotional	.303	.252	.068	1.203	.235
	Regulation of Emotion	2.194	.349	.542	6.285	.000
	Use of Emotion (UOE)	.523	.235	.122	2.228	.031
a. Dependent Variable: EB						

Multiple regression analysis was conducted to understand the amount of variance in Entrepreneurial Behaviour as explained by dimensions of EI and also to compute the strength of relationship between dependent variable (Entrepreneurial Behaviour) and set of independent

variables (Self Emotional, Others' Emotional, Regulation of Emotion, Use of Emotion) and is presented in Table 7.

Standard multiple regressions results clearly revealed that entry of all the four EI dimensions together accounted for 79% [$R = .889$, $R^2 = .790$, $p < .01$] of variance in Emotional Intelligence. It may be noted that all four dimensions of Emotional Intelligence predict Entrepreneurial Behaviour.

Table 8: Relationship between Age and Emotional Intelligence

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.889 ^a	.790	.786	2.259		
a. Predictors: (Constant), age						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.316	1	924.316	181.117	.000 ^b
	Residual	244.964	48	5.103		
	Total	1169.280	49			
a. Dependent Variable: Total EQ						
b. Predictors: (Constant), age						

Further simple linear regression was conducted to understand the amount of variance in entrepreneurial behaviour as explained by age of the entrepreneurs (Table 9). Results clearly revealed that age predicts the emotional intelligence of the entrepreneurs. Age of the entrepreneurs accounted for 79% ($R = .889$, $R^2 = .790$, $p < .00$) of variance in the Emotional Intelligence of the entrepreneurs. Age is a strong predictor of EI.

DISCUSSION: The article proposes that dimensions of entrepreneurs' emotional intelligence were positively related to entrepreneurial behaviour which confirms previous results suggesting that emotional intelligence can affect entrepreneur behaviour (Neqabi & Bahadori, 2012). Findings showed that there is a significant positive relationship between all dimensions of emotional intelligence including self emotional appraisal, others' emotional appraisal, and regulation of emotion and use of emotion to entrepreneurial behaviour. Analyses demonstrated that other's emotional appraisal, regulation of emotion and also uses of emotion have high

effects on entrepreneurial behaviour. Furthermore findings indicated that EI varies according to age and gender of the entrepreneurs.

The finding shows that EI is important for entrepreneurs to be innovative.

The finding shows the importance of EI for entrepreneurs. The findings of the study support the previous studies that highlight that entrepreneur's total emotional intelligence had significant relationship with Employee change orientation, Creation of an energetic working environment, and Innovation (Dincer et al.2011, Zampetakis 2009; Cross & Travaglione, 2003; Janghorabadian, 2009; Rhee K, White 2007).

The finding shows that EI is important for entrepreneurs to be innovative.

IMPLICATIONS: With regard to implications, the study shows that emotional intelligence (EI) has a positive effect on entrepreneur's entrepreneurial behaviour. The analyses also indicated that all four dimensions of emotional intelligence (self emotional appraisal, others' emotional appraisal, regulation of emotion and use of emotion) are related to entrepreneurial behaviour. The results might indicate that entrepreneurs with higher emotional intelligence can be expected to create an energetic working environment for their employees, discover and exploit the available opportunity better. It is also expected that higher emotional intelligence influences entrepreneurs' risk-taking propensity and innovation and they are more successful than other entrepreneurs. Thus Emotional intelligence can be enhanced through proper training in contrast to other aspects of personality (Goleman, 1995).

CONCLUSION:

The present study extends the concept of emotional behaviour in entrepreneurship. The main purpose of this research is to study the effect of emotional intelligence on entrepreneurial behaviour of entrepreneurs. And the study suggests that there is a significant relationship between emotional intelligence and entrepreneur's entrepreneurial behaviour, and entrepreneurs with high levels of emotional intelligence tend to monitor and control their feelings better as compared to those with lower levels of emotional intelligence. As a result of higher emotional intelligence entrepreneurs conduct better in the workplace and better conduct in the workplace enables them to act entrepreneurially.

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IMPACT OF COVID-19 ON MENTAL HEALTH - A CASE STUDY ON UNDERGRADUATE STUDENTS OF BENGALURU CENTRAL UNIVERSITY

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ABSTRACT

Mental health is an important part of overall health and wellbeing. It affects how we think, feel, and act. It may also affect how we handle stress, relate to others, and make choices during an emergency. In response to the current Coronavirus crisis, most state and local governments are requiring closures of non-essential businesses, schools and colleges, prohibiting large gatherings, and requiring quarantines for travelers, in addition to encouraging social distancing. It leads to greater isolation and potential financial distress. A majority of states have declared mandatory stay-at-home orders for all but non-essential workers in order to help slow the spread of coronavirus among the students, and, subsequently, their parents or guardians. The pandemic is likely to have both long- and short-term implications for mental health. **Mental health refers to cognitive, behavioral, and emotional well-being. It is all about how people think, feel, and behave.** Guidance from the Government regarding long-term schools and colleges closures states that student's mental health issues may increase due to fewer opportunities to engage with peers, friends and lecturers. This research study aims to figure out the impact of Covid-19 on Mental Health of Undergraduate students of Bengaluru Central University. This study attempts to know the reason for mental health disorder among the under graduate students, and also attempts to draw a measure to be taken to overcome from their depression because of this Covid- 19 Pandemic. Percentage is applied to check the authenticity of data given by the respondents.

KEYWORDS: Covid-19, Mental Health Disorder, Pandemic

INTRODUCTION:

Mental health can affect daily living, relationships, and physical health. We can say “Mental Health as absence of a mental disorder. The COVID-19 pandemic and resulting economic downturn have negatively affected many people’s mental health and created new barriers for people already suffering from mental illness. To prevent loss of life due to COVID-19, these public health measures expose many people to experiencing situations that are linked to poor mental health outcomes, such as isolation and job loss. Additionally, feelings of anxiety are increasingly common, as people are fearful of themselves or loved ones falling ill.

The causes of mental health effects in the context of COVID-19 are multifactorial and likely include biological, behavioral, and environmental determinants. COVID-19 along with the mitigation strategies being used to address the virus pose significant threats to our individual and collective mental health. The COVID-19 pandemic is, by definition, a significant threat to humanity. The pandemic is straining our healthcare and economic systems in ways that are significant and obvious. Beyond these domains, COVID-19 poses a profound threat to our most basic human motivations, **especially human connection**. The current level of profound human disconnection has environmental, biological, and behavioral determinants.

That is, individuals across the globe are increasingly being encouraged to stay in their homes, separated from friends, family, and colleagues, with the narrow exception of leaving to engage in essential activities. While these mitigation techniques are currently necessary from a public health perspective, this unprecedented level of physical isolation is incompatible with our basic human instincts and motivations.

The COVID-19 pandemic is a threat to our population, not only for its risk to human life and ensuing economic distress, but also for its invisible emotional strain. The COVID-19 pandemic and resulting economic downturn have negatively affected many people’s mental health and created new barriers for people already suffering from mental illness. As the pandemic wears on, it is likely the mental health burden will increase as measures taken to

slow the spread of the virus, such as social distancing, business and school closures, and shelter-in-place orders, lead to greater isolation and potential financial distress. Though necessary to prevent loss of life due to COVID-19, these public health measures expose many people to experiencing situations that are linked to poor mental health outcomes, such as isolation and job loss. Additionally, feelings of anxiety are increasingly common, as people are fearful of themselves or loved ones falling ill and are uncertain of the repercussions of the pandemic.

Stress during an infectious disease outbreak can sometimes cause the following:

- Fear and worry about their own health and the health of their loved ones
- Financial situation or job, or loss of support services they rely on.
- Changes in sleep or eating patterns.
- Difficulty sleeping or concentrating.
- Worsening of chronic health problems.
- Worsening of mental health conditions.
- Increased use of tobacco, and/or alcohol and other substances.

BENGALURU CENTRAL UNIVERSITY is a state university, located in Gandhi Nagar, Bangalore. It was established in 1858 and inherits the legacy of 160 years of Bangalore University. It houses 82 department and colleges. The university is approved by UGC and offers various courses in the field of arts, science, commerce, technology, and management at UG, PG and PhD level. It is widely known for its MBA, PGDM and BBA courses. The admission process is both merit as well as entrance-based respective to the course.

STATEMENT OF THE PROBLEM

The objective of this research is to study the “*Impact of Covid-19 on Mental Health of Under Graduate Students of Bengaluru Central University*”, because the ultimate effect of this Covid-19 is on education system and finally on students who are in trauma about their exams and future.

NEED FOR THE STUDY

This study helps Bengaluru Central University to know the mental condition of the under graduate students and also to know what precautionary measures to be taken to make students to overcome from their academic depression.

OBJECTIVES OF THE STUDY

- ✚ To study the Impact of Covid-19 on mental health of under graduate students of Bengaluru Central University
- ✚ To study the reason behind students' mental health disorder or depression
- ✚ To give suggestions to improve their mental health particularly during this Covid-19 pandemic

SCOPE OF THE STUDY

- ✚ This particular study covers Mental health issues that are actually have been facing by the students during this Covid-19 Pandemic
- ✚ The study covered the various aspects of Mental health related issues of students
- ✚ The data is collected only from under graduate students of Bengaluru Central University and excludes under graduate students of other Universities.

RESEARCH DESIGN AND METHODOLOGY

DATA COLLECTION METHOD:

Primary data-





- Primary data is collected through direct interview method and by using structured questionnaire

Secondary data-

- Secondary data has been collected from various articles, journals (national as well as international), online resources.

Research Type: Descriptive Research study

Sampling plan:

-  **Sample Unit:** Target groups [Under Graduate Students of Bengaluru Central University]
-  **Sample Size:** 100
-  **Sampling procedure:** The sampling method used is Random Sampling. This sampling method is used because the respondents were selected randomly. The sample size is fixed to 100 respondents; the sampling procedure is response from the respondents.
-  **Statistical Tool:** Percentage Analysis is being used for data analysis and interpretation.

DATA ANALYSIS AND INTERPRETATION:

Research Questions:

- How old are you?
- What is your gender?
- How knowledgeable are you about mental health related issues?
- Is there anyone have mental disorder in your family during this pandemic?
- Are you facing any mental health related issues during this Covid-19 Pandemic?
 - If yes, what is the reason?
- How stressful you are because of this Covid-19 pandemic?
- How frequently you are in touch with your friends?
- How much time you are spending in online learning?
- Are you finding online class as a useful tool for your academic point of view?
- Are you satisfied with your online learning?
- Did you try to overcome from your own depression?
 - If yes, what measures you have already been taken?

LIMITATONS OF THE STUDY

- ✚ This study considers only the mental health issues of under graduate students of Bengaluru Central University during this Covid-19 Pandemic and it does not take in to consideration normal situation issues
- ✚ The small size of the sample seems to be a drawback of the study.
- ✚ Time consuming
- ✚ It does not consider other Universities under graduate students' mental health issues.

FINDINGS AND INTERPRETATION:

- Majority of the students belongs to (80%) 18-20 years of age group and rest 20-22 years
- Among that, study finds 60% are female and 40% are male
- Almost 20% of the students do not have knowledge about their own health issues
- 80% of students strongly agree that they are knowledgeable about their health issues
- Study finds that some of the students are facing mental health disorder particularly during this pandemic due to various reasons
- Study finds that
 - 40% of the students are facing mental health related issues because of social disconnection,
 - 25% of them have an opinion that it is because of online class
 - 15% are facing such kind of issues because of fear of family members illness,
 - 10% of the students are facing mental health related issues due to social media, news spreading all over regarding COVID-19
 - 10% due to dilemma in educational sector decision about conduction of examination
- Majority of the students are affected mentally who do not have clarity about their degree exam
- Final year degree students are finding difficulty to take next step for their further studies or to search for a job due to delay in exam

- Some of the students who have been selected in campus interview have already lost their jobs due to delay in exam
- Some of the students are in opinion that offline class is more useful and effective than online class
- But majority of the students accepted online class and enjoying their new learning platform
- Many students believe that something is better than nothing. So, they have accepted online class and taken it seriously. So online class is not seeming to be a main reason for their mental health related issues.
- From this data analysis, overall, we can analyse this Covid-19 Pandemic has negative impact on mental health of students who is looking at their bright future.

SUGGESTIONS:

- Students has to be strong and first they should understand that social distancing is very much essential during this pandemic
- They can involve themselves in various activities like yoga and meditation to balance their mental health
- Regularly they should exercise at least for half an hour because there is a saying that “sound mind in a sound body”
- They should accept new learning platform. Once they accept online learning then they will not face any mental health related issues in connection with learning
- Till the Government gets clarity in UG exams, students should be patient and then they should act according to the government decision
- They should avoid getting anxiety or fear about their family members illness

- They should take precautionary measures to fight against Covid-19 mentally and physically

CONCLUSION

The coronavirus disease 2019 (COVID-19) pandemic may be stressful for people. Fear and anxiety about a new disease and what could happen can be overwhelming and cause strong emotions in students. Public health actions, such as social distancing, can make people feel isolated and lonely and can increase stress and anxiety. However, these actions are necessary to reduce the spread of COVID-19. So, students should be adaptable to this present scenario. Positive thinking reduces their mental disorder and avoids mental health related issues.

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SUSTAINABLE METHODS IN AGRICULTURE & ITS ALLIED ACTIVITIES FOR SUFFICIENCY ECONOMY AND LIFESTYLES

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ABSTRACT

The Agriculture in India dates back to Indus Valley Civilization and even before that in some places of Southern India. India ranks second worldwide in farm outputs. As per 2018, agriculture employed 50% of the Indian work force and contributed 17-18% to country's GDP. Sustainable development is the organizing principle for meeting human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depends. The desired result is a state of society where living conditions and resources are used to

continue to meet human needs without undermining the integrity and stability of the natural system. Sustainable development is that, meets the needs of the present without compromising the ability of future generations. Sustainable agriculture is farming in sustainable ways the needs in the present without compromising the ability of future generations to meet their own needs based on an understanding of ecosystem services. It is a long-term methodological structure that incorporates profit, environmental stewardship, fairness, health, business and familial aspects on a farm setting. The integrated economic, environmental, and social principles are incorporated into a “triple bottom line” (TBL); where the general impacts of the farms are assessed. Sustainability of farming systems is the mechanism of farmer’s management of the soil, water and other resources, relying on farm and other additional inputs to maintain the productivity of the farming system in the long run without affecting the production environment of the farm along With the operational view, the study was conceptualized with the objectives to develop sustainability index for measuring sustainability of farming systems, sustainability level of irrigated and rained farming systems. Sustainability is considered in relation to organic farming — a sector growing rapidly in many countries. Indian organic food sector has experienced important growth during recent years. Indian smallholders are facing challenges to enter and sustain in the organic food sector and benefit from this growth in a sustainable way. Sustainability indices can be useful tools for evaluating the farms to isolate degradative factors and identify ecologically conservative practicesIn this context, the aim of this paper is to analyze sustainable agricultural methods for sufficiency economy and lifestyles along withsmallholder farmer’s attitudes, objectives and barriers towards production of Agriculture and its allied activities of farming systems practiced in the selected agro-climatic zones.

KEYWORDS: Sustainable development, Sustainable agriculture, “triple bottom line” (TBL), agro-climatic zones, Organic farming, Sustainability production Environment.

INTRODUCTION

- Agriculture is the one of the most important sector in India and also it is a pillar of Indian economy.
- Indian Agriculture production in most part of the country is close related to the optimum use of available natural and human resources of the country.

- Therefore, riding on the back of agro climatic condition and rich natural resource base, India today has become the world's largest producer of numerous commodities.
- The country is a leading producer of coconuts, mangoes, milk, bananas, dairy products, ginger, turmeric, cashew nut, pulses and black pepper. It is also the second largest producer of rice, wheat, sugar, cotton, fruit and vegetables. Indian agriculture production is closely related to sufficient and wise water management practices.
- Most of the agriculture practices in India confined to a few monsoon months. During the monsoon season, India is usually endowed with generous rainfall; although not infrequently, this bountiful monsoon turns into terror, causing uncontrollable floods in different parts of the country and ultimately affecting agriculture production.
- Agricultural Sector, world over, has experienced a phenomenal growth since the mid-twentieth century. The growth, driven by Green Revolution technology, has made a significant dent on aggregate supply of food grains, ensuring food security to the growing population. The next stage of growth however, faces a serious challenge in terms of sustainability.
- INDIAN AGRICULTURE SECTOR is one of the most prominent sectors of the Indian economy. It is the source of livelihood for almost two third of the population workforce in the country. Indian agriculture provides employment to 65% of the labour force, accounts for about 27% of GDP, contributes 21% of total exports and raw material to several industries. The livestock sector contributes an estimated 8.4% to the country GDP and 35.85% of the agriculture output.
- In India about 75% people are living in rural areas and are still dependent on agriculture, about 43% of India's geographical area is used for agriculture activities.
- The estimated food grain production is about 211.17 metric tons in the country.
- Sustainable agriculture is an "integrated system of plant and animal production practices having a site specific application that will, over the long term:
 - (a) Satisfy human food and fiber needs;
 - (b) Enhance environmental quality;

(c) Make efficient use of non-renewable resources and on-farm resources and integrate appropriate natural biological cycles and controls;

(d) Sustain the economic viability of farm operations; and

(e) Enhance the quality of life for farmers and society as a whole.

- 1990 Indian Farm Bill. “For a farm to be sustainable, it must produce adequate amounts of high-quality food, protect its resources and be both environmentally safe and profitable. Instead of depending on purchased materials such as fertilizers, a sustainable farm relies as much as possible on beneficial natural processes and renewable resources drawn from the farm itself.”
- Sustainable Agriculture comprises “management procedures that work with natural processes to conserve all resources, minimize waste and environmental impact, prevent problems and promote agro ecosystem resilience, self-regulation, evolution and sustained production for the nourishment and fulfillment of all.”

The key principles for sustainability are to:

- i. integrate biological and ecological processes such as nutrient cycling, nitrogen fixation, soil regeneration, allelopathy, competition, predation and parasitism into food production processes,
- ii. minimize the use of those non-renewable inputs that cause harm to the environment or to the health of farmers and consumers,
- iii. make productive use of the knowledge and skills of farmers, thus improving their self-reliance and substituting human capital for costly external inputs, and
- iv. Make productive use of people's collective capacities to work together to solve common agricultural and natural resource problems, such as for pest, watershed, irrigation, forest and credit management.
- v. **Sustainability** is the ability to exist constantly. In the 21st century, it refers generally to the capacity for the biosphere and human civilization to coexist. It is also defined as the process of people maintaining change in a balanced environment, in which the

exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.

LITERATURE REVIEW

- Hart [1994], who organized the INFORUM E-mail conference, felt that we do not have a very good idea of how to develop and use indicators of sustainability
- The *SANREM CRSP Indicators of Sustainability Workshop* proceedings edited by Bellows [1994] contains a variety of articles.
- *Defining Soil Quality for a Sustainable Environment* [Doran et al. 1994] was published by the Soil Science Society of America.
- *Defining and Measuring Sustainability: the Biogeophysical Foundations* edited by M. Munasinghe and W. Shearer [1995]
- *Soil Quality, A Guide to Conservation* [NAAF, 1996] held in Ames, Iowa
- Drawing on Marchand et al. (2014), Gasparatos (2010) categorizes sustainability assessment tools
- The analysis by Bernard et al. (2014) suggests a number of indicators that characterize agricultural non-sustainability as a result of major actors' decisions, choices and interactions with farms.

NEED FOR THE STUDY

Agriculture plays an important role in the economic growth and development and has therefore remained the largest platform. Agricultural performance in the 90s has erratically fluctuated widely with a declining trend over the period. The close relationship between the performances of agriculture and that of the economy obviously imply that agriculture must grow at a high rate for it to spur economic growth. However, for agriculture to grow at the expected rate, it is imperative that quality investments are done in key areas that have potential for growth. In the last three decades the government has realized that non-targeted investments in agriculture could be disappointing. Any future investments in agriculture must therefore be focused to avoid such disappointments and achieve the intended objectives. For

example, even with the general poor performance of agriculture, few sub sectors such as horticulture and dairy have performed well. Thus investments in agriculture should be targeted to areas that are likely to attain high productivity aiming for sustainable agriculture enhancing sufficiency of sustainability.

OBJECTIVE

- To study the issues and challenges with status of the agricultural sector and trends.
- To identify the impact of economic reform on Indian agriculture and key factors those encourage the growth of agriculture sector.
- To identify areas of intervention that could achieve sustainable agricultural growth.
- To find the future prospects and solution for India.
- To consider the wider social and ecological impact of the organic production and processing system
- To process organic products using renewable resources.
- To produce fully biodegradable organic products.
- To promote the healthy use and proper care of water, water resources and all life therein.
- To understand the nature and importance of sustainable agriculture;
- Determine the level of interest by farmers about learning sustainable agriculture practices associated with sustainability.

HYPOTHESIS

- Null Hypothesis (in a statistical test) the hypothesis that there is no significant difference between specified populations.

RESEARCH METHADODOLOGY:

- Qualitative method Primary Data collection using Interview method
- Instrument used- Questionnaire by Interview
- Secondary data for literature review.

SCOPE OF STUDY

- In a broad sense, sustainability is the capacity to endure. The concept is applied to ecosystems and human development efforts and its meaning is to a considerable extent contextual.
- Sustainability is often defined as resting on three pillars or having three dimensions: environmental, social and economic sustainability.
- So the scope of “continuing indefinitely” is broad and wide-ranging. You need to communicate your sustainability efforts, in order to differentiate yourself from mere “organic” farmers, and to leverage that resource-sustainability into economic sustainability.
- A sustainable agriculture is ecologically sound, economically viable, socially just and humane. Sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs.
- The contribution of organic agriculture, sustainable forest management as well as agriculture-based ecotourism meets this challenge head-on by:
- Replacing polluting agricultural practices with approaches that can reverse the dramatic trends in biodiversity loss;
- Promoting market-based incentives that compensate farmers for their stewardship efforts, thus maintaining their economic viability;
- Thriving on community participation in land conservation.
- Evidence suggests that organic agriculture and sustainable forest management not only produce commodities but build self-generating food systems and connectedness between protected areas. The widespread expansion of these approaches, along with their integration in landscape planning, would be a cost efficient policy option for biodiversity

RESEARCH DESIGN

- This study is undertaken to determine the sustainability of agriculture for enhancement of sufficiency for Sustainability for Emerging trends of Knowledge integration in the field of Agriculture in India. The Study was conducted using

Questionnaire by Interview method (field visit) and Random Purposeful Sampling in
Place of Research :

- 1.University of Agriculture Sciences. Gandhi Krishi Vignan Kendra, Bellary Road, Bangalore65 (GKVK)



- 2. Bangalore Veterinary, Animal and Fisheries Sciences university, Hebbal Bangalore-560024.



- 3. Varlkonda village , chikkabalapura District (VC) Bellary road NH-7



- Sample Size – 80 Farmers in Varalakonda Village & Various Departments in GKVK & Veterinary sciences Bangalore.

DATA COLLECTION & ANALYSIS

- The Data is collected by the study to undertake the sustainability of agriculture for enhancement of sufficiency for Sustainability for Emerging trends of Knowledge integration in the field of Agriculture in India. The Study was conducted using Questionnaire by Interview method (field visit to Farmers land) in Varlkonda village , chikkabalapura District (VC) Bellary Road NH-7 & Departments like Sericulture, Agriculture Farm Machinery, Soil and Water Engineering, Food Processing Units, Solar energy, Horticulture, Biotechnology of University of Agriculture Sciences. Gandhi Krishi Vignan Kendra, Bellary Road, Bangalore-65 (GKVK) and Various Departments in Veterinary Science University Bangalore ... with Sample Size – 80 Farmers in Varalakonda Village.

1. SUSTAINABILITY IN SERICULTURE



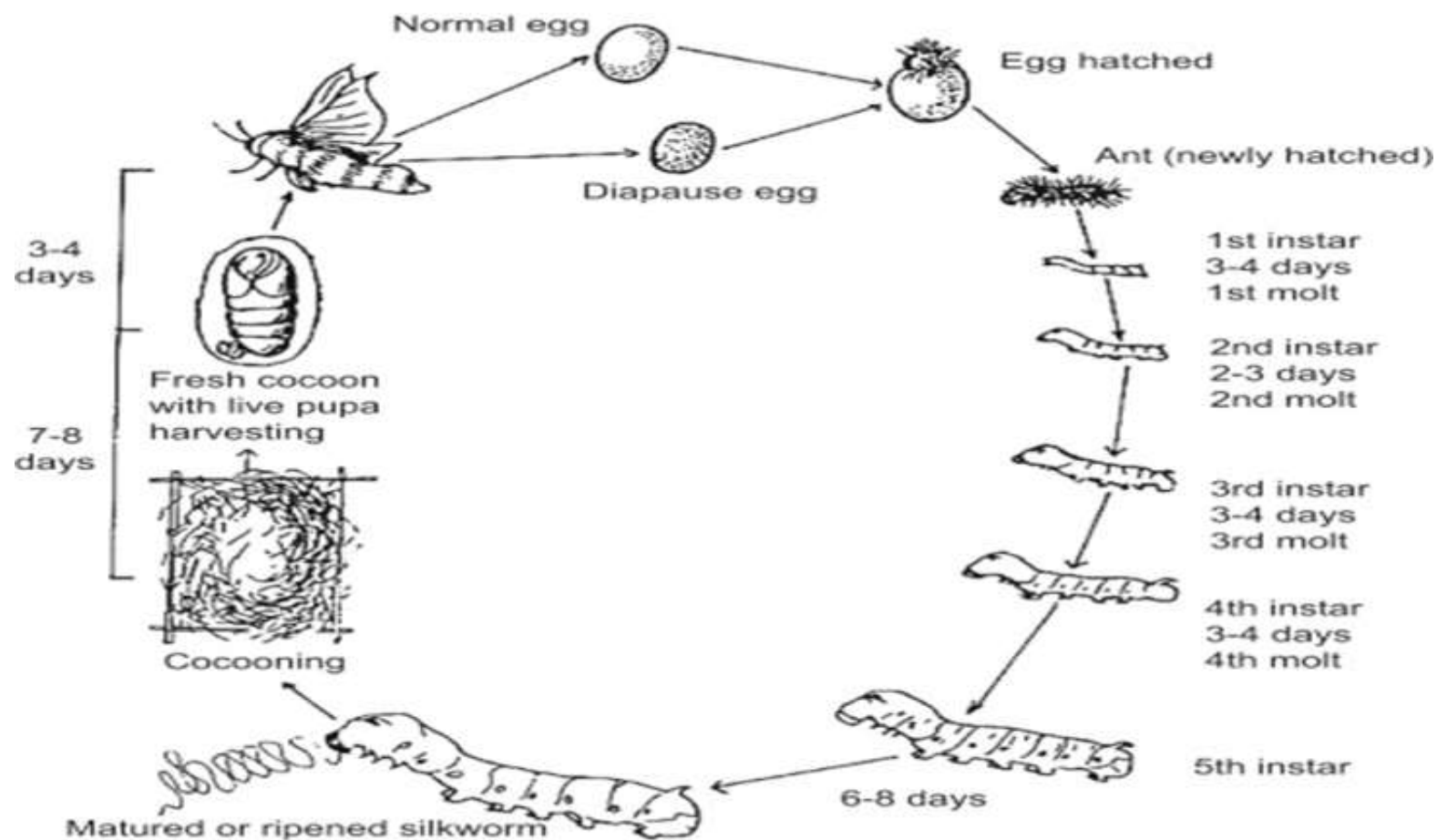
Organic farming in mulberry for sustainable silk production

- In the case in sericulture. Mulberry, the food



plant of silkworm is a perennial crop and once planted can be maintained for years together without much effort.

- Production of quality mulberry leaves is mandatory for the sericulture farmers to ensure healthy growth of silkworms and better silk thread harvest.

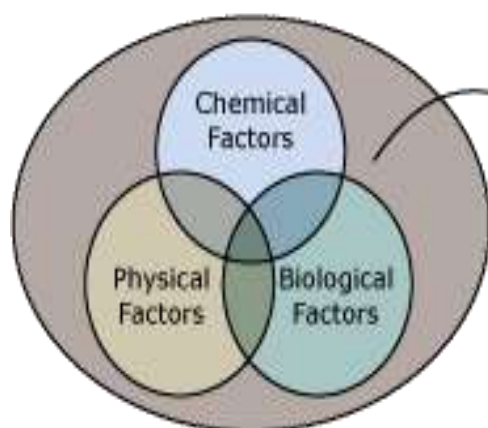




2. SUSTAINABILITY OF AGRICULTURE



Soil Quality



Environmental Quality



Agricultural Sustainability



3 THINGS SUSTAINABLE AGRICULTURAL PRACTICES WILL BRING US



IMPROVED SOIL FERTILITY

Sustainable agricultural practices like better nutrient management maintain and improve soil fertility.



PRESERVED RESOURCES

Sustainable practices minimize losses of inputs and preserve valuable finite resources.



REDUCED CO₂ EMISSIONS

We can reduce the CO₂ in the atmosphere by storing it in the soil through soil carbon sequestration.

WWW.AGROCARES.COM/EN/NEWS/SUSTAINABLE-AGRICULTURE-SOIL-FERTILITY-TRANSPARENCY-IN-OUR-FOOD-CHAIN/

5 Core Principles of **REGENERATIVE AGRICULTURE**



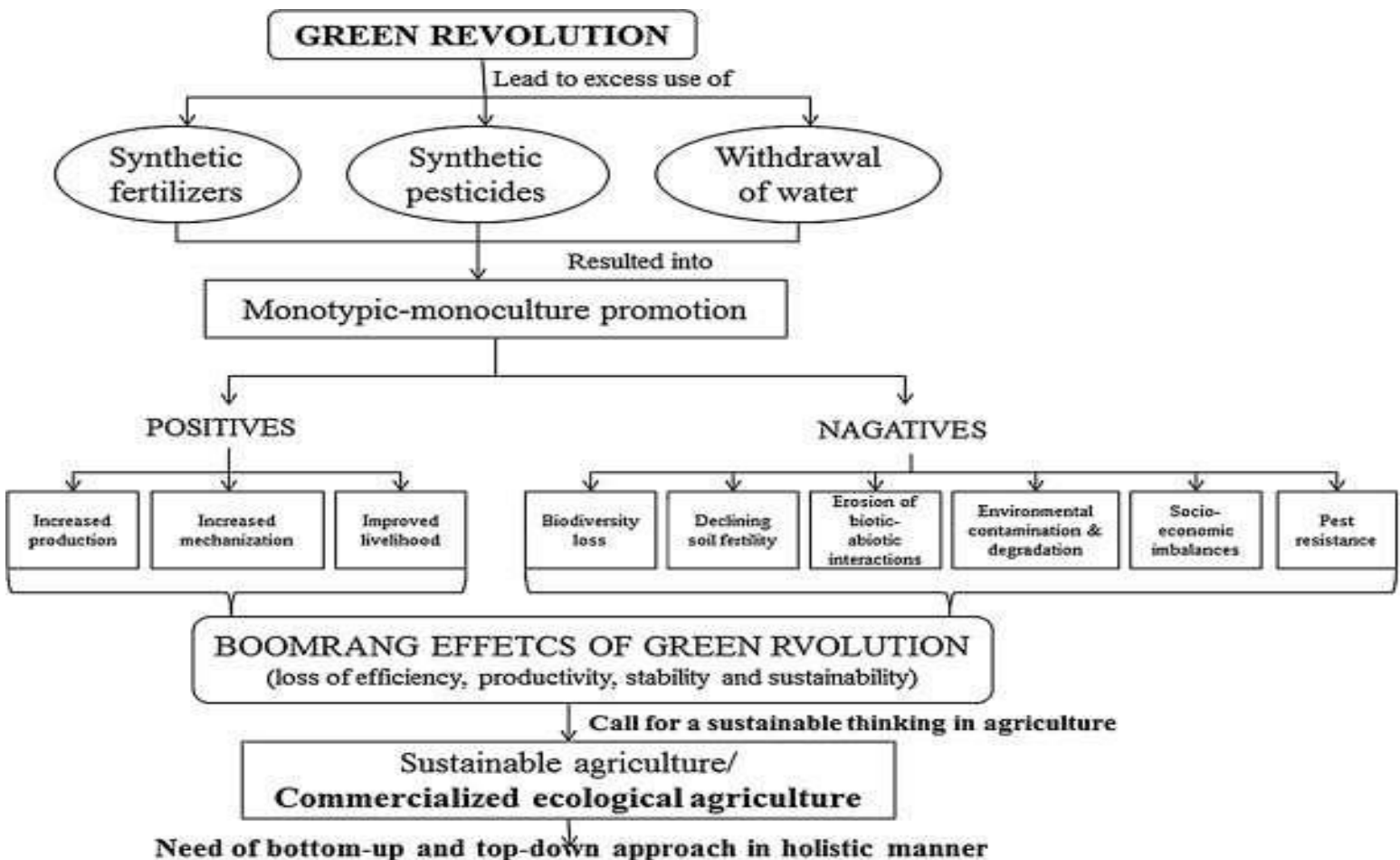
3. SUSTAINABILITY IN ORGANIC FARMING

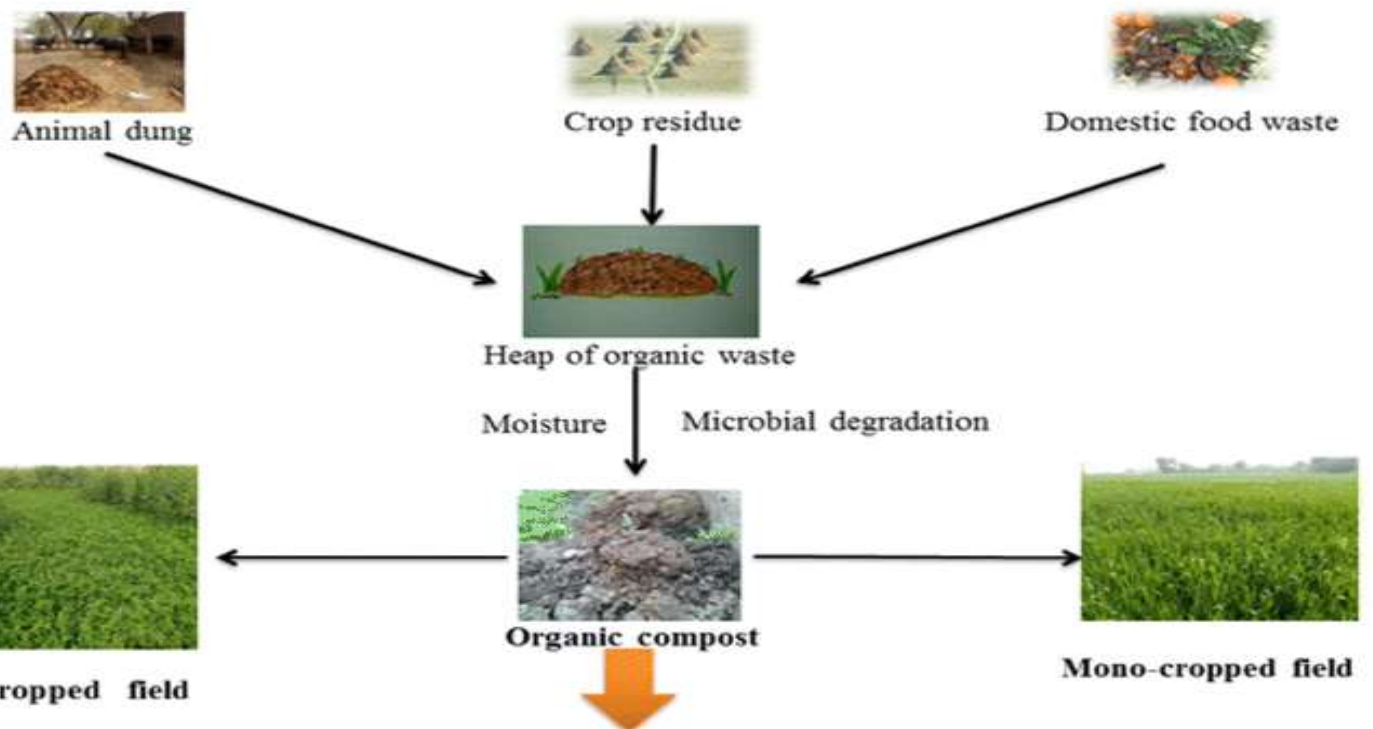




Organic Farming

*Crop Rotation / Green Manure
Biological Pest Control / Compost / Crop Diversity
Soil Management / Weed Management / Livestock*





Increases soil fertility	Improves aeration of soil	Increases SOM
Reduces GHGs emission	Reduces soil erosion	Increases soil microbial diversity
Enhances soil C sequestration	Improves cation exchange capacity	Increases soil moisture

4. SUSTAINABILITY IN AGRICULTURE FARM MACHINERY



Sustainable agriculture: new green techniques to reduce CO₂ emissions

- Assessing the real crop requirements so as to apply the precise amount of water, nutrients and chemicals, reducing energy consumption and unnecessary treatments. This is the objective of **precision agriculture**: an emerging field of research and

innovation in agriculture, based on observing and measuring crop variability using remote sensing techniques.

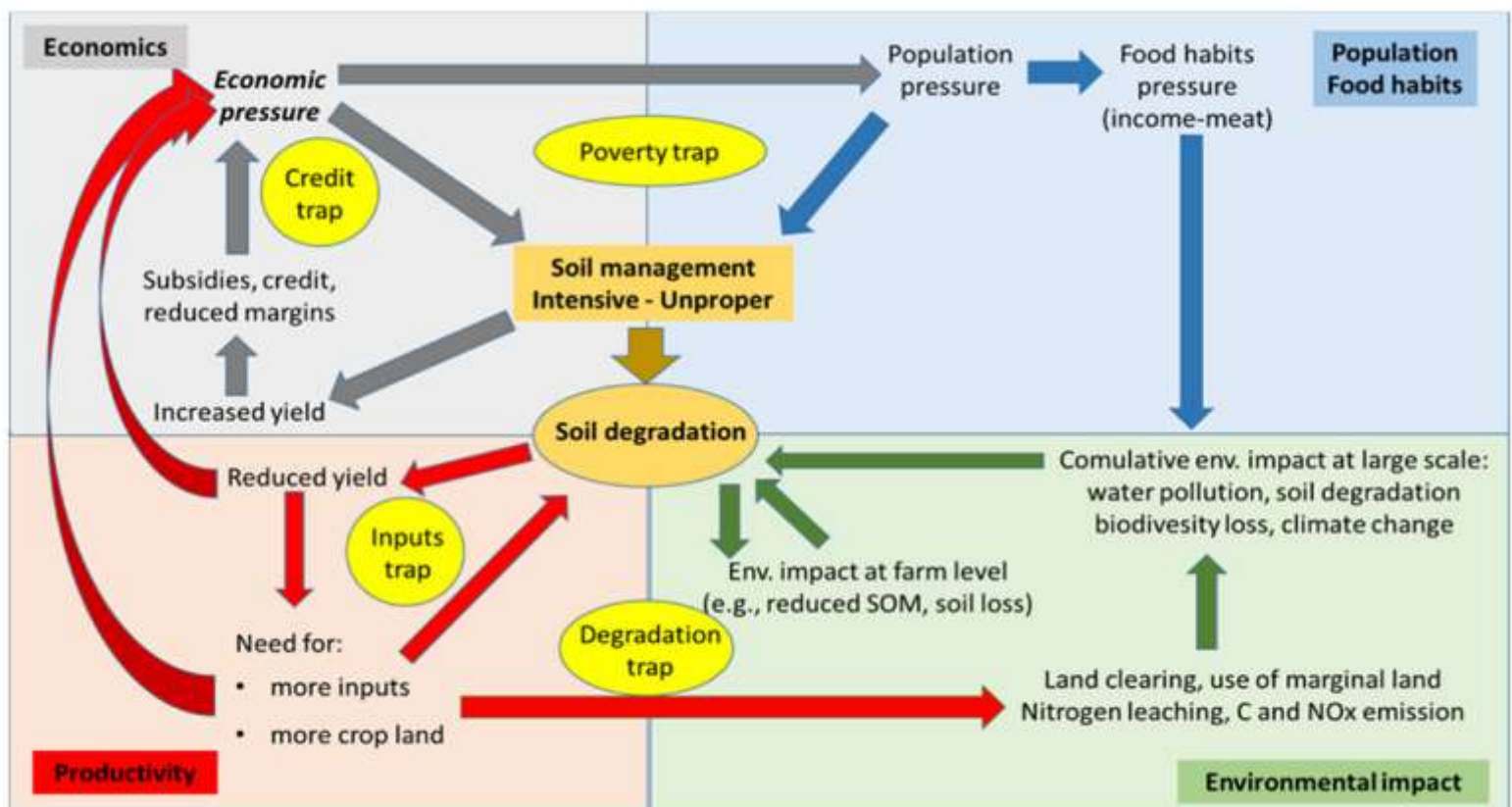
- Smart farming and precision agriculture involve the integration of advanced technologies into existing farming practices in order to increase production efficiency and the quality of agricultural products. As an added benefit, they also improve the quality of life for farm workers by reducing heavy labour and tedious tasks.

5. SUSTAINABILITY IN SOIL AND WATER ENGINEERING

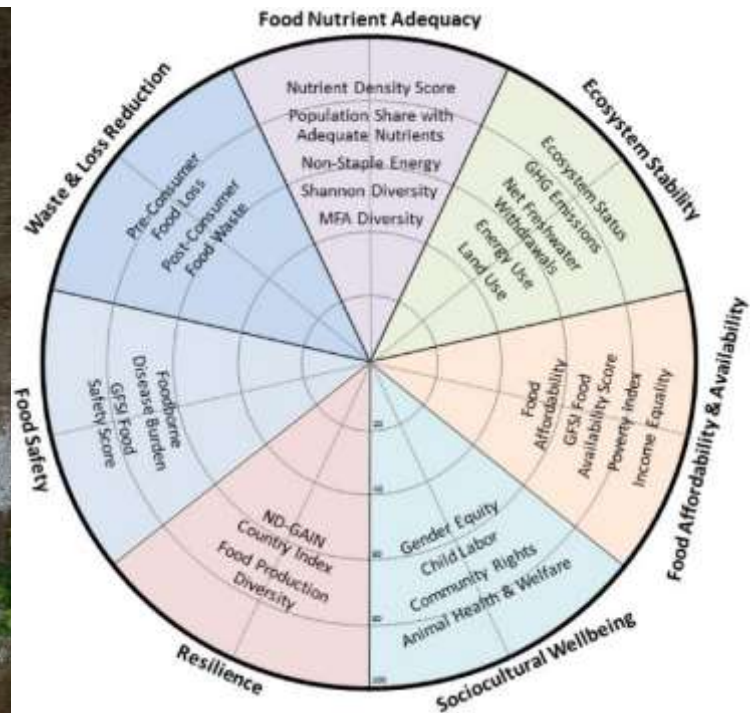
- Conservation of soil and water resources is urgently needed to save our planet from degradation. Agricultural engineers can help to alleviate these crises. The editors of this book volume have contributed a drop in the ocean.
- Mathematical models in the field of soil and water engineering have become essential tools for the planning, development, and management of land and water resources. They are increasingly used to analyse quantity and quality of stream flow, groundwater and soil water, and different water resources management activities. Their application in the fields of soil and water engineering has expanded the horizon of innovative research.



6. SUSTAINABILITY IN SOLI MANAGEMENT



8. SUSTAINABILITY IN FOOD PROCESSING INDUSTRIES



9. SUSTAINABILITY IN RENEWABLE ENERGY AND ALTERNATE ENERGY SOURCES



Solar power

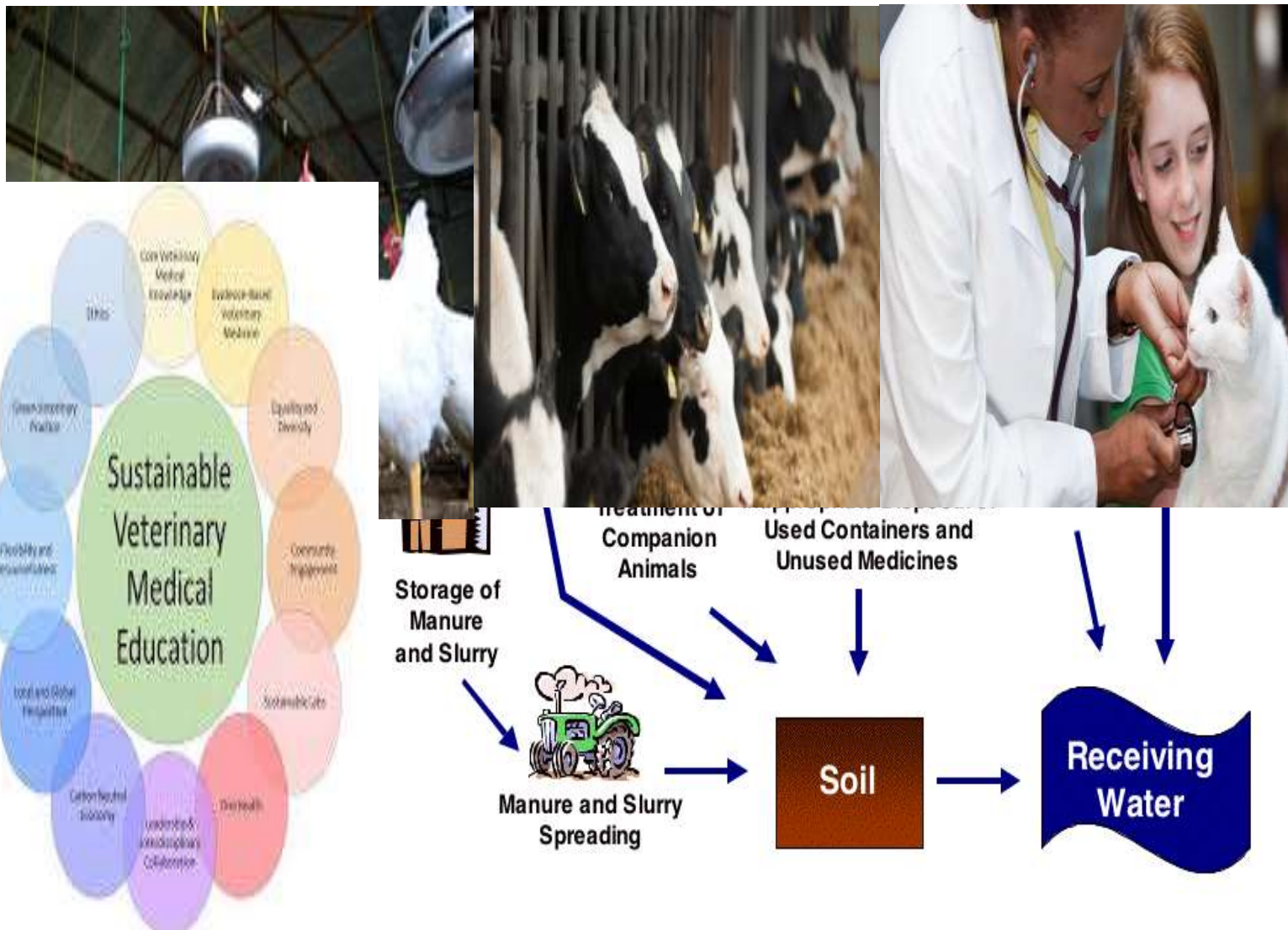
- Solar power is clean green electricity sourced from sunlight. Or in some cases, from heat from the sun. Installing solar power systems in a residential setting generally means setting up a solar photovoltaic or a solar thermal system on the roof.
- Solar energy is a renewable free source of energy that is sustainable and totally inexhaustible, unlike fossil fuels that are finite. It is also a non-polluting source of energy and it does not emit any greenhouse gases when producing electricity.
- Solar electricity can supplement your entire or partial energy consumption. Using solar power means reducing your energy bills and saving money. Low maintenance and unobtrusive, installing solar panels adds value to your home.

10. SUSTAINABILITY IN HORTICULTURE



- **Sustainable gardening** includes the more specific sustainable landscapes, sustainable landscape design, sustainable landscaping, sustainable landscape architecture, resulting in sustainable sites. It comprises a disparate group of horticultural interests that can share the aims and objectives associated with the international post-1980s sustainable development and sustainability programs developed to address the fact that humans are now using natural biophysical resources faster than they can be replenished by nature
- Included within this compass are those home gardeners, and members of the landscape and nursery industries, and municipal authorities, that integrate environmental, social, and economic factors to create a more sustainable future.
- Organic gardening and the use of native plants are integral to sustainable gardening

11. SUSTAINABILITY IN VETERINARY





Restructuring Agricultural Sector



STATSTICAL REPRESENTATION OF DATA

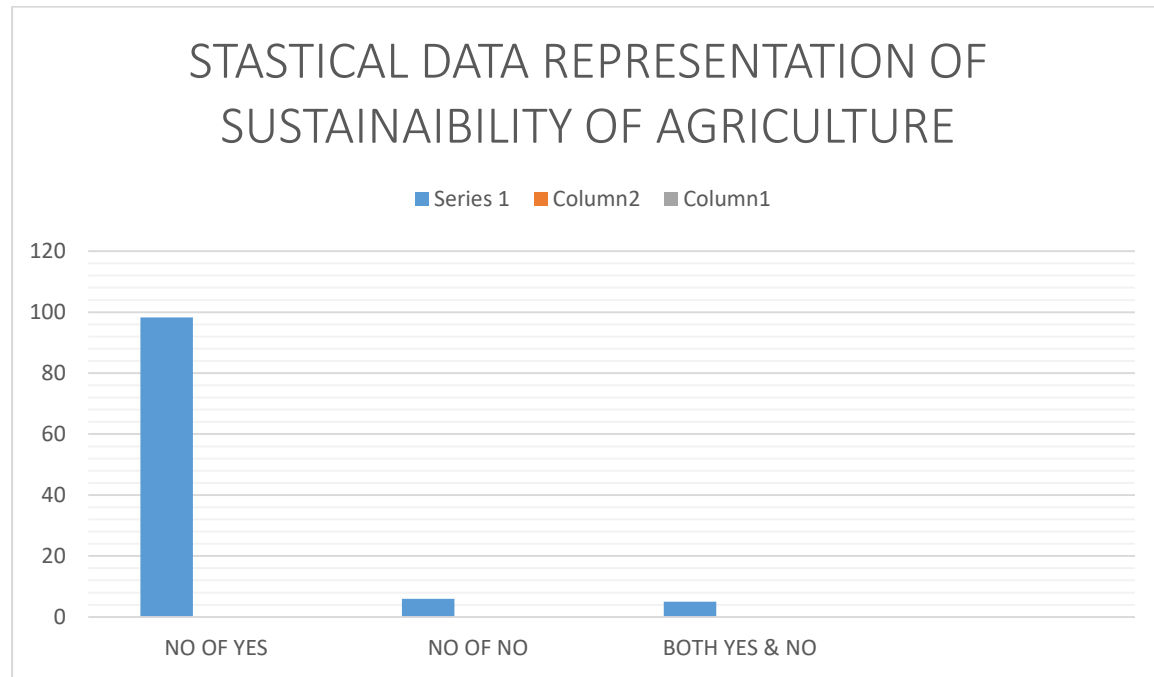
Analysis undertaken to determine the sustainability of agriculture for enhancement of Sustainability for Emerging trends of Knowledge integration in the field of Agriculture in

India. The Study was conducted using Questionnaire by Interview method (field visit) and Random Purposeful Sampling in Place of Research

No of YES = $28/30 \times 100 = 93.3\%$

No of No = $2/30 \times 100 = 6\%$

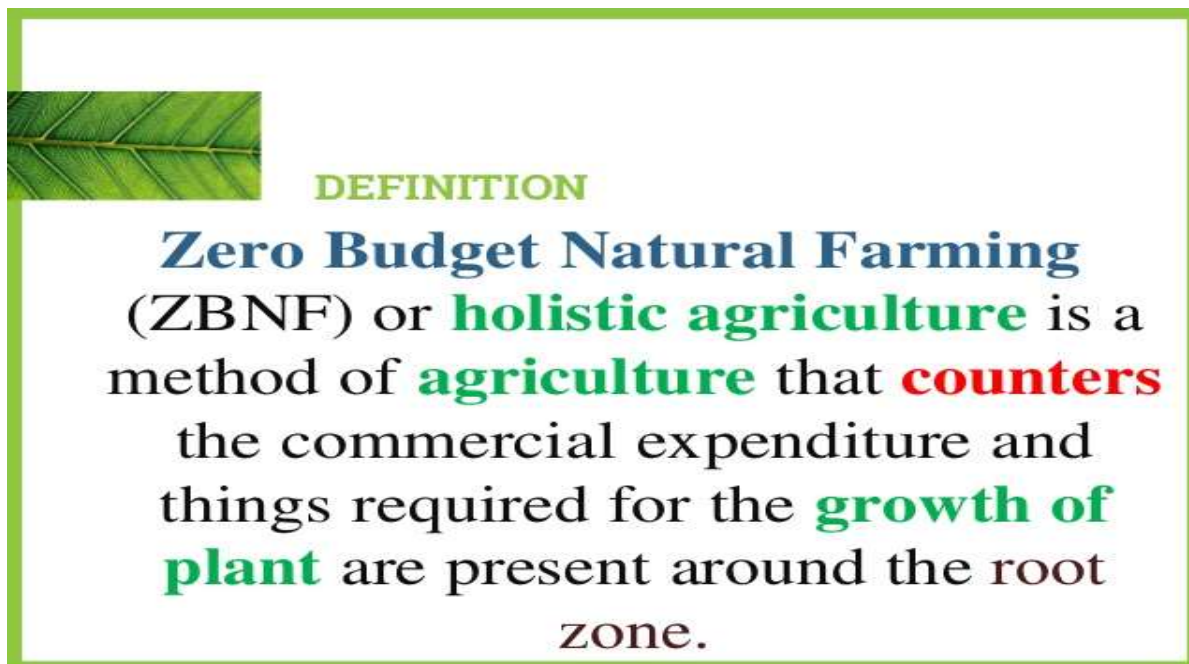
Both YES & NO = 6.66%



FINDINGS

- **Sustainable agriculture for a better world**
- Growing a sustainable, healthy and resilient agricultural sector while creating strong and secure supply chains
- Farm Sustainability Assessment
- The contribution to scaling and accelerating sustainable agriculture that feeds the world, protects the planet and improves farming lives.
- Pioneering sustainable agriculture to protect the environment, farmers, employees and communities and safeguard farmed species.
- Learning journeys, high quality targeted training and a wide range of online webinars to help food and drink companies implement sustainability throughout their supply chains.
- A sustainable, thriving and resilient agricultural sector that protects the earth's resources, human rights and animal welfare and delivers value to our members and across our whole supply chains.

- Harness the collaborative power of the people to accelerate widespread adoption of sustainable agricultural practices.
- Sustainable agriculture aimed to :
 - Produce safe and healthy food Farms produce high quality, safe and healthy food.
 - Conserve natural resources What is taken out of the environment is put back in, so that resources such as water, soil and air are kept in good condition for future generations. Chemical inputs such as fertilisers and pesticides are used judiciously. Sustainable agriculture also has a role to play in mitigating climate change and adapting to it.
 - Ensure economic viability Farms generate enough income to keep going. Sustainable farms help to strengthen the economy and contribute to balanced territorial development.
- The Karnataka budget for 2018-19 on Thursday allocated Rs 550-crore for progressive and sustainable farming after waiving a whopping Rs 34,000 crore loans of 17-lakh farmer families across the state.
- Presenting a pro-farmer budget in the assembly, Chief Minister H.D. Kumaraswamy, who holds the Finance portfolio, told lawmakers that Israeli model of sustainable irrigation could suit the state's farmers in improving their lives.
- The budget allocated Rs 150 crore for creating Israeli model of irrigation, which makes use of drip irrigation methods to conserve water, in 5,000 hectares of dry land in each of the districts of Kolar, Chitradurga, Koppal and Gadag.
- Zero Budget Natural Farming (ZBNF) is a set of farming methods, and also a grassroots peasant movement, which has spread to various states in India. It has attained wide success in southern India, especially the southern Indian state of Karnataka where it first evolved. The movement in



- Sustainable agriculture frequently encompasses a wide range of production practices, including conventional and organic. A regionally integrated system of plant and animal production practices are designed to produce long-term results such as:
- Production of sufficient human food, feed, fiber, and fuel to meet the needs of a sharply rising population
- Protection of the environment and expansion of the natural resources supply
- Sustainment of the economic viability of agriculture systems

CONCLUSION

- Agriculture is still the mainstay of livelihood in all the developing countries like India where more than 70% of population is engaged in it.
- It has a large potential of employment.
- Agriculture is perceived differently by different groups of its practitioners like someone it is the main source of livelihood which sustain them but for others its treated as a weapon to sabotage the course of humanity
- In this age of space development and computer revolution, agriculture has also got transformation to a great extent
- The world has witnessed rapid economic growth over the past decade. This growth has put enormous pressure on the environment in the form of water shortage, air and water

pollution, depletion of natural resources, biodiversity loss, and land degradation. Traditional environment management pursues reactive policies with monitoring, legal regimes to reduce pollution, which is not sustainable

- In order to achieve sustainable development, a paradigm shift is needed from reactive policies towards more preventive policies.
- Sustainable development means attaining a balance between environmental protection and human economic development and between the present and future needs. It requires an integration of economic, social and environmental approaches towards development
- Sustainable agricultural production is the key to ensure food and livelihood security and would require a multi-functional/multi-tier institutional mechanism for ensuring convergence and establishing linkage at all levels.
- sustainable agricultural practices have to balance environmental health and Economic profitability in order to promote social and economic equity.
- Therefore, stewardship of both natural and human resources is of prime importance. In simple terminology, „sustainable agriculture“ involves the processes that would enable us to meet the current and long term societal needs for food, fibre and other resources, while maximising benefits through the conservation of natural resources and maintenance of ecosystem functions.
- The priority of exalting human capabilities at the individual (farmer) level and ensuring food security at the national level, through efficient and equitable use of resources are compatible with the concept of „sustainable agriculture“.
- Indian agriculture now faces the challenge of ensuring food security amidst constraints such as stagnating net sown area, deterioration of land quality, reduction in per capita land availability etc.
- As a result, agricultural productivity has been witnessing stagnation in recent years. Besides, issues such as competing demand for water in the context of changing demographics and its various end uses, further aggravates the degree of risks in the agriculture sector.
- These have considerable implications for food and livelihood security for the growing population because agriculture is the backbone of Indian economy contributing to the sustainability as emerging trends for knowledge integration.

SUGGESTIONS & RECOMMENDATIONS

- To promote sustainable foods production, the government should limit the consumption of meat products.
- We should purchase local agriculture products, particularly fruits, vegetables, and crops.
- Research on agriculture should take climate and the nutrition plants have into consideration.
- More subsidy and research funding should be provided for organic and eco-friendly agriculture.
- Agriculture in the city should be encouraged and promoted.
- It is suggested that meat consumption should be limited, and people should have meat-free diets at least once a week
- maintenance or enhancement of farm productivity in the long term;
- amelioration, minimization or avoidance of adverse impacts on natural resource base for agriculture and associated ecosystem;
- minimization of residues from chemicals in agriculture or of adverse effects of practices;
- maximization of the net social benefit derived from farming, which involves considering net social benefits of agriculture when positive and negative effects are considered and making such choices among alternatives as to maximize benefits by using certain production systems and practices; and
- rendering farming systems sufficiently flexible to manage risks associated with vagaries of climate and markets

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Annexure

Sl.NO	QUESTIONNAIRE	RESPONSES	YES	NO
1.	Do The Farmers Have Knowledge About Organic Farming		95%-	5%
2.	What are the efforts towards Organic Farming	Rotating crops and embracing diversity Planting cover crops Reducing or eliminating tillage	YES	
3.	What are the changes in their Yielding Levels of Farming Pattern	Increase in yielding levels	YES	
4.	Do the farmers have Trained towards Organic Farming for sustainability	Trained	YES	
5.	What are the efforts for sustainability of Programmes for Agriculture & Organic Farming		YES	
6.	What are the efforts towards Sustainability which includes the revival of water resources i.e., Rain water harvesting ect.,		YES	
7.	Do they have positive impact towards Sustainability leading to ecological and social balances	Positive	YES	
8.	Are the farmers making efforts to replace petroleum/ diesel vehicles into edible oil oriented vehicles to achieve Sustainability		YES	
9.	What are the Alternatives for achieving sustainability of Agriculture / Are they using it ?		YES	
10.	What are the Organic way of farming for sustainability of Agriculture of various Departments of GKVK & Veterinary Science , Are they practices?		YES	
11.	Sustainability lies in continuation too , hence do the farmers are willing their kids to continue farming		YES	
12.	An Average area of farming land towards Sustainability	11 hectares		
13.	Alternative energy sources usage for Sustainability ?		YES	
14.	Do they have knowledge about Genetically modified seed technology For Sustainability?		YES	
15.	Do they have Milking machines for dairy farmers which contributes towards sustainability?		YES	
16.	Any instructions from soil testing & irrigation leading to sustainable economy?		YES	
17.	Have you ever heard the sustainable agricultural production expression?		YES	
18.	According to your opinion, what points play a significant role in the building up a sustainable agricultural structure?		YES	

19.	According to your opinion, what are the characters of environmental friendly foods?		YES	
20.	Please mark those elements, which must be taken into account during formation of ecological farming.		YES	
21.	According to your opinion, do statements below meet principals of ecological farming? Please mark your opinion using the scale connected to the sentences to express your opinion. (1: completely do not, 5: completely do. Use the values between the two endpoints to moderate your opinion).		YES	
22.	The information of sustainable farming can influence your decision during food purchasing!		YES	
23.	Are they Using of polythene bags for plant growth experimentation?		YES	
24.	Does the Sustainable marketing is important for the sustainability ?		YES	
25.	Do you encourage farmers to focus on organic and biological control in their farming in your place?		YES	
26.	State of the art of organic agriculture - research, practice and societal benefits		YES	
27.	Is There The organic roadmap to sustainability in agriculture		YES	
28.	What is the attitude towards sustainable agriculture, either positive or negative	Positive	YES	
29.	Assessing sustainability at farm-level		YES	
30.	Sustainable farming as a viable option for enhanced food and nutritional security and a sustainable productive resource base		YES	

IMPACT OF DIGITALIZATION AND CASHLESS ECONOMY

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ABSTRACT:

This paper studied the views of people on introduction of cashless economy in India .The study was conducted in Delhi region & data was collected with the help of structured questionnaire and analyzed using simple percentage method. Responses from respondents shows that cashless economy will help in curbing black money, counterfeit's fake currency, fighting against terrorism, reduce cash related robbery, helps in improving economic growth of our country. Major challenges that can hinder the implementation of the policy are cyber fraud, High illiteracy rate, attitude of people, lack of transparency & efficiency in digital payment system. The study shows that the introduction of cashless economy in India can be seen as a step in right direction. It helps in growth and development of economy in India.

Keywords: cashless economy, corruption, Black money, India, Digital Payments.

INTRODUCTION:

The government has implemented a major change in economic environment by demonetizing the high value currency notes of ₹ Rs 500 and Rs 1000 from 8th November 2016 and push India towards cashless future. What is cashless economy: A cashless economy is one in which all the transactions are done through electronic channels such as debit/credit cards, Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS). The circulation of physical currency is minimum. The Indian economy continues to be driven by the use of cashless than 5% of all payments happen electronically. Electronic based transaction seeks to drive the development and modernization of India's payment system. The essence of the policy is to shift the economy from a cash based economy to a cashless one. Efficient and modern payment system is a key enabler for driving growth and development.

The policy also aims at improving the effectiveness of monetary policy, managing inflation in the economy, maintaining stable pricing system. In India, the ratio of cash to gross domestic product is 12.42 %in GDP; this is one of the highest in the world. It was 9.47% in China or 4 % in Brazil. Further, the number of currency notes in circulation is also far higher than in other large economies, India had 76.47 billion currency notes in circulation in 2012-13 compared with 34.5 billion in US.

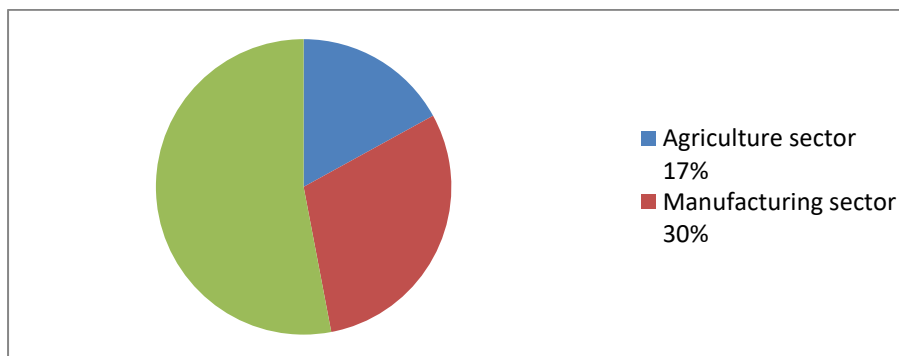
The government is working at various levels to reduce the dependence on cash. PM-Narendra Modi unveiled two schemes – Lucky Grahak Yojna, Digi Dhan Vyapaar Yojna for customers and traders like to promote mobile banking and e-payments. To encourage and strengthen cashless economy its important to inculcate the habit of making e-payments. Government encourages cashless transactions like mobile banking, Ru-pay cards, UPI, USSD these are means and methods of digital payments. Less cash economy is in the interest of everyone and it will help in creating a clearer economy in future.

Government have also introduced Aadhar based payment system, this is for those people who don't have cards or mobile phone. Reducing Indian economy's dependence on cash is desirable for a variety of reasons. To control counterfeit notes that could be contributing to

terrorism, it also affect the monetary policy of our country and to eliminate the “black money, hawala transfers can't be made without paper currency, Curbs illegal activities altogether. A large part of black money is generated in illegal trades like selling drugs therefore without cash or less cash illegal trade might become difficult.

RBI has also issued licenses to open new-age small finance banks and payments banks which are expected to give a push to financial inclusion and bring innovative banking solutions. Things are also falling in place in terms of technology for India. The recently launched Unified Payments Interface by National Payments Corporation of India makes digital transactions simple. Even the RBI has also recently unveiled a document, “**Payments and Settlement Systems in India: Vision 2018**”, setting out a plan to encourage electronic payments and to enable India to move towards a cashless society or economy in the medium and long term.

CONTRIBUTION IN GDP



Demonetization in Indian Economy Sector. First economy can be bifurcated in three board segments Agriculture sector, Manufacturing sector and Service sector all these three sectors contributed in Indian GDP.

- Agriculture Sector Contribute 17% in GDP
- Manufacturing Sector contribute 30% in GDP
- Service Sector Contribute 53% in GDP.

REVIEW OF LITERATURE:

1. According to RBI:

The total circulation as on Oct 28, 2016 was INR 17.54 lakh crores, 86% of this component is in currency notes of INR 500 and INR 1000 denominations. Therefore the currency that is being estimated that around 20% of this currency is in black. We believe that this money either will not come back into the system for exchange for new notes or will be surrendered as black money and taxes thereon will be paid.

2. According to a World Bank estimate :

In 2007, around 20-25% of India's GDP is the size of the parallel black economy. The steps taken by Indian Government has led to a scare in the parallel black economy and should lead to better tax compliance going ahead. This will have a telling effect on the other heavens of black money i.e. real estate and gold. Both these sectors are going to witness reduced demand. Lower demand gold resulting ultimately in lower import of gold is expected to improve the current account balances. The Indian rupee should remain stable and display appreciating bias against hard currencies, as the current account improves and may also move into surplus.

The sudden change due to reduced cash transactions will lead to reduction in economic activity. We believe that the services sector growth will be majorly affected. This will lead to lowering in Inflation expectation and moderation of headline inflation too. However, the effect on inflation would depend on the moderation in economic activity in those sectors that have heavy cash transactions. There are some positives expected over the medium to long term. A more compliant economy should increase tax collections and tax to GDP ratio should improve from both direct and indirect tax.

3. Arpan Nainga:- Head of the Indian desk for HSBC's commercial banking division:

I personally think it's a chicken egg situation because the more prepared you are, the more people who are aware, the more opportunity you're giving to people to find loopholes in the system. "Whereas the downside of making it a surprise was that the

government and the central bank were severely unprepared to manage the whole situation.

4. Monishankar Prasad :- New Delhi based author and editor for Alchona an Australian current event publication

The unbanked and informal economy is hard it, the poor do not have the access to structural and cultural resources to adapt to shock determine economics. The poor were taken totally off guard and the banking infrastructure in the hinterland is rather limited. The tech class has poor exposure to critical social theory in order to understand the impact on the ground. There is an empathy deficit.

STATEMENT OF THE PROBLEM: The idea of digitalization and cashless economy is good, but it has to be taken into consideration that most of the black money is kept in the form of land, buildings, or gold or kept abroad , the liquidity squeeze caused by demonetization will be negative across sectors with high level of cash transactions. Real estate, jewellery, retailing, restaurants, logistics, consumer durable and luxury brands, cements, and some segments in retail/ SMEs lending space will be facing short term instability.

The MOVE will give birth to an extra added cost which can be said as the replacement cost. We cannot ignore the increased cost of operating ATMs as now they need to be refilled more often and also it will be a huge burden on banks.

OBJECTIVES OF THE STUDY:

- Studying the concept of cashless economy.
- To identify the prospects and challenges of cashless transaction system in India. □
- Studying the current position of cashless India.
- To study the opportunities and advantages if India become a cashless economy.

METHODOLOGY:

Type of data: The present study is quantitative in nature and secondary data will be used for the purpose of analysis.

IMPACT OF DIGITALIZATION AND CASHLESS ON DIFFERENT SECTORS OF ECONOMY:

- ✓ Agriculture: This sector is more associated with cash transactions and therefore through demonetization farmers face a temporary shortage of cash in hand, this would lead to a delay in payment which in turn would hurt the related companies in short term.
- ✓ GDP: According to the present estimate, the growth in manufacturing, mining sectors and also construction activity is facing a big problem. The estimate is in line with Central Bank, Reserve Bank of India that has forecasted GDP growth to be at 7.1 .
- ✓ Most of the retailers report that 40 to 60% drop in sales after demonetization but from December this drop has slightly decreased, but this change has an impact in 2017 for few months.
- ✓ Fast moving consumer goods is also affected by demonetization because most of the small traders does daily transactions only in cash since they have very less cash in their pockets, the daily sales of these traders drop down by 20 to 30%.
- ✓ Some experts believe, in the short run, demonetizing Rs.500 and Rs.1,000 currency notes may have adverse impact on India's economic growth. It may drop country's GDP growth by one percentage point in 2016-17. Rural India will be affected most due to demonetization move.
- ✓ The rising inflation in the country will come down and people will get huge relief from it. This will lead to restrict and reduce inflation in the medium term in the country's economy.

Overall, the demonetization move by Modi Government will have a very positive impact on the economy. In the past, the country has seen several demonetization move-1,000, 5,000, and 10,000 rupee notes were demonetized in 1978 and all 1,000 and 10,000 rupee notes were recalled in 1946.

- ✓ Recently, responding to a question at a press conference, our Finance minister Mr. Arun Jaitley ruled out any short-term negative impact of recent demonetization move on country's growth.

ANALYSIS AND FINDINGS:

- It has positive impacts mainly related to increase in Sales i.e., via digital transactions which has boosted up many business transaction
- Usage of E-wallets has been predominantly increased which resulted in increase in sales by 140% in SBI and online marketing organizations like flipkart etc.
- Farmers are not educated and aware about how to work on e-payment system, 78% of the population do not use internet in which almost 80 to 85% are farmers.
- In most of the villages proper banking system is not developed and people are not aware of banking services provided due to lack of knowledge.
- Demonetization has impacted its effect on unorganized sector such as wages payment to workers and commission to agents etc.
- It smashed the real estate market and it has resulted in 50% drop down.

CONCLUSION:

India is gradually transitioning from an economy based on cash to cashless economy. Now, there is an immense need for India to move towards a cashless economy to save huge money which is being spent on the printing and maintenance of currency. It may assist the Indian government not only to achieve the objective of inclusive growth but also to make public utilities more effective. Cashless economy is based on digital transactions which are easily traceable and taxable and does not leave any room for circulation of black money. The cashless transaction system is reaching its growth day by day because it is not only safer than cash transaction but also it is less time consuming and avoid the trouble of carrying and trouble of wear and tear like paper notes. Although it is difficult to implement the idea of cashless 48 Emerging Trends and Innovations in Modern Management Indian economy due to misery and poverty of a large no of Indians yet there is a sea change in the mindset of Indian people with regards to digital means of monetary dealing due to being easy, convenient, transparent and safe. Now we may say that India must go for less cash economy instead of cashless economy because a continuous march towards less cash economy will certainly lead to India towards cashless economy.

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