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Organized by: Department of Commerce in association with IQAC

Sheth T.J.Education Society's, Sheth N.K.T.T. College of Commerce and and Sheth J.T.T College of Arts,
(Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified: 9001:2015).

Kharkar Ali, Thane West, Thane, Maharashtra-400601, India.

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The college with the Commerce faculty was founded in August, 1990 to cater the educational needs of students passing the H.S.C. Examination from the Sheth N.K.T.T. Junior College, Thane. The Arts faculty was added to the Degree College from the Academic year 1993-94, as there was a great demand for Arts Section.

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In the 21st century, industry, creativity and technology has transformed in a profound way. This brought revolutionary changes in the field of education to keep pace with this revolution.

The theme of the conference is “Self-Reliant India (Atmanirbhar Bharat): Opportunities and Challenges” to discover new Horizons to fulfill the expectations of industries.

Aim of the conference is create open communication platform for active and vivid discussion of questions for innovative segments on Atmanirbhar Bharat as well as key issues for making India Self Reliant in Global Context. The most important strategic direction of the Conference will be the formation of an innovative informational and analytical field contributing to the establishment of Self Reliant India frameworks as one of the key elements.

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“Don’t take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was just luck.”

-Dr. A. P. J. Abdul Kalam

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Kharkar Ali, Thane West, Thane, Maharashtra-400601, India.

Indian Outlook on the #MeToo moment

With reference to Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013

Dr. Pallavi Shah
Associate Professor,
Sheth N.K.T.T. College,
Thane, Maharashtra, India.

Abstract: Many careers have being ruined because the women used the sympathy card and filed a complaint against the superiors. Half the times the cases are based on some cooked stories, half-baked theories and outright lies. There has to be impartial and independent investigation in the matter. There has to be checks and balances against such arbitrary complaints and baseless accusations. Also, the law should not be draconian; biased or titled towards assumption of guilt. The accused must not be treated as convict right from the beginning. Due process of evidentiary hearing should be followed. We have to make a safer environment for women; but not at the cost of disturbing the emotional stability of any superiors. It could be derived easily that rampant growth of social media was the incubation ground for the #MeToo exponential growth. The perfect ice - breaker for the introverts or timid victims to expose the culprits who were inflicting controlling power over subordinates. It created a platform, an infrastructure to post their complaints; create an awareness and prevent further occurrence of violence to any other person. It makes the society aware of the nature of the person they dwell with and unmask the naked face of the perpetrator. This paper will try to attract a rational bird's eye view to the concept of the POSH Act.

I. INTRODUCTION

Earlier it was said that the women who accused her superiors of sexual harassment charges was risking her career and jeopardizing any chances of survival in the organization. As per report in the New York Times; 83% of the women who come forward for the #MeToo moment should be given the benefit of doubt; as roughly more than 200 prominent men have lost their jobs & the suitable replacement in the view of the management were women. Hence, MeToo was a institutional restructuring and replacing moment. Company find it difficult to place person on the helm – as both genders have equal at – risk factors involved. Men could be the next sexual predators while women could be the victims or might resign in middle due to family & biological reasons. Even the Big Four companies are not immune from the discrimination. They spend almost Crores of rupees each year to waive off any legal trouble arising out of discrimination or harassment. The initial misconducts and lateral cleanup cause a lot of emotional setback to employees along all the ranks.

II. OBJECTIVES

1. To emphasize on the lacunae in the present POSH Act.
2. To facilitate SHA (Sexual Harassment Awareness) amongst stakeholders.
3. To examine the provisions of the Internal Complaint Committee (ICC)

III. OVERVIEW

Many organizations paid hefty price to either remove the predators from the organization or to buy the silence of the victims. The company can face legal troubles from any of the two components: the victim who is blaming the management for the discriminatory treatment & also from the alleged predator who is not satisfied with the way the company has asked him to prove his innocence. Since any allegation by women are draconian law, where the man has to prove his innocence – the undue advantage to the women if abused would cause a defamation of the innocent manager. Hence the Internal Complaint Committee has to strategize the complaints it wishes to ponder & those it wishes to reject. Either of the case which are being rejected without cause can lead to appeal to the court of law; where again the organization is under the scissor of under reach of justice as under their statutory provisions. It is never seen that the predator pays from his own pocket – it is always the company who suffers. Victims also never get the moral support which they deserve; mere financial compensation is not sufficient to make up for the mental trauma.

It is stated that many MNC who paid amount to the predators despite of the offence being proven, and later on rehiring the same person under some pseudo – designation. Sometimes they provide him initial capital to start own venture or acquire him as under consultant. Even blue collar jobs are not immune – McDonald's employees claim that they are victims of unwanted grouping. 45% of the females interviewed & 20% of the male employees were manhandled sometimes in their duties as waiters / servers. The institutional balance against such act was training the frontline employees to tackle any such advances; establish hotlines to register such instances; bouncers to ensure no one manhandles the employees etc.

Transparency and Accountability are the two major components in any sexual harassment retraction strategy that could be instrumental in maintaining the dignity of the organization after such slipup or goofs. Almost as many as 50 senior level partners have lost their careers due to the #MeToo. It not only threatens to tarnish the image, goodwill and social reputation of the organization; it also causes a troubled social paradigm change in the structure and functioning. Many institute have set a 'Sexual Misconduct Risk Management Committee' to evaluate the performance of female employees from an independent standing and compare it with the manager's performance appraisal. In case of any major discrepancy amongst both the reviews could be prima facie evidence of discrimination.

Caught the attention of the media and the courts to take it on themselves to deliver justice to those who were shadowed by fear till now. The Suo Moto appeal of the courts the open the floodgates of the victims who started coming forward. The momentum of the #MeToo was so powerful the world social media was taken off-guard by the daily rising Tweets. The age old technique of the corporates which was to keep silent or pay of the victims to buy their silence was changed overnight. The corporates started to take the allegations more seriously. The Internal Complaint Committee as established by the Vishakha Guidelines was suddenly in demand once again. With regular meetings and panel deliberations, the committee started to put forth recommendations and verdicts against the accused. The moment was instrumental in seeking apology from the Director of National Institute of Health to a member of STEM (Science, Technology & Mathematics) Department. The story however heartbreaking and touching only centers to the physical pain endured by the woman but not the opportunity and career loss,

financial hardship and systematic system failures which the nation had to face as a consequence of the action of the guilty Boss; tell you another story.

IV. HISTORY

It was seen that a certain President of the United States of America never used to share a meal alone with any lady with a fear of some accusations that might emerge later. He never gave a chance to awkward situation being created by cause. The only women he would be alone with was his wife. He never shared a meal, car ride or the presidential plane with another women alone. Separate arrangements would be made for such female to travel or work with him. Such was the precautionary measures taken by the President; most powerful man on the planet.

The bravery of the victims coming forward with their stories, was to be seen in the 2020 twitter enragement which allowed the floodgates to pour open and the victims to come forward. There happened to be two distinct trials - Media Trial v. Judicial Trial. The media trial believed in presumption of guilt, without any due cause or notice. Opportunity of the accused to present his defense was absent. No Validation of the allegations caused the instant unconstitutional form of vigilante justice to make the court aware of the rising hence the courts have started to make Suo moto application of mind and taking the Cognizance of the cases via social media platform. This has led to a swift deliberations and delivery of justice – *justice delayed is justice denied*.

V. SUGGESTIONS

It could be derived easily that rampant growth of social media was the incubation ground for the #MeToo exponential growth. The perfect ice - breaker for the introverts or timid victims to expose the culprits who were inflicting controlling power over subordinates. It created a platform, an infrastructure to post their complaints; create an awareness and prevent further occurrence of violence to any other person. It makes the society aware of the nature of the person they dwell with and unmask the naked face of the perpetrator.

The act was also instrumental in creating an open mind related to the sexual offences faced by women in professional domain. It took 30 odd years to finally accept the fact that women are indeed being harassed not only mentally, but also sexually in place of work.

VI. CONCLUSION

The topic of MeToo is a bipolar topic which can fill light to the long ongoing harassment of women at place of work; the depression which is being faced by the working class women due to bad boss; discrimination which is being faced on their fate due to social stereotypes and finally creation of a safe working environment for the women. All these can be attributed to the MeToo moment.

The court has started to take the cognizance of such Tweets, Open Letters or confessions of the victims on any random social media platform. The barriers to get a formal notice or complaint are removed and women can express her troubles in any manner she feels like to without being victimized. But the other side has to be seen too...

Many careers have being ruined because the women used the sympathy card and filed a complaint against the superiors. Half the times the cases are based on some cooked stories, half-baked theories and outright lies. There has to be impartial and independent investigation in the matter. There has to be checks and balances against such arbitrary complaints and baseless accusations. Also, the law should not be draconian; biased or tilted towards assumption of guilt. The accused must not be treated as convict right from the beginning. Due process of evidentiary hearing should be followed. We have to make a safer environment for women; but not at the cost of disturbing the emotional stability of any superiors. Hence as per Martin Luther

King Jr. 'injustice anywhere is a threat to justice everywhere' be it the victim or the accused the injustice should not be proclaimed by the honorable judiciary.

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Kharkar Ali, Thane West, Thane, Maharashtra-400601, India.

An Overview of Fintech Solutions from Digital Wallets, BHIM, IMPS, AI Technology to Robo Advice

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India.

Abstract: *Current pandemic economies are supported by different FINTECH solutions innovated by IT industries for banking sector. Banking sector technologies have emerged as the most preferred activity during lockdown period and solving constraints of physical banking.*

Digital wallets have already expanded to launch payment banks as PAYTM did and have secured trust of users for online purchases. It has extended a great platform to e-commerce businesses and delivery system had helped many households to survive in odd conditions.

BHIM or UPI transfer has imbibed online transaction users a sense of safety and security and also served as largely used platform. IMPS have created an easy transfer with account details that have made many essential orders get served on time.

This all-technical product has changed a face of banking industry in today's daily activities of common people. Artificial Intelligence is moving ahead with chatbots is a success of FINTECH solutions which has taken a driving seat in banking future.

The present paper highlights all such technological innovations used in today's banking sector and its future trends. It's obvious that banks are now in our pockets but a wise selection of product is not a child's play.

Robo advisors are generating a new banking business area where small & medium households can be availed with automated money management services. Robo advisors have filled the gap between huge asset management advisors and middle- income group requirements that has generated a new venture for Fintech companies also.

Keywords: *FinTech, AI, Robo advisors.*

I. INTRODUCTION

Financial sector is changing rapidly on the onset of Technical innovations that began influencing banks particularly in generating services to customers & meeting changing needs. Adoption of innovations in financial sector has extended a new platform of services through these technological innovations.

RBI Report of the working Group on FinTech & Digital Banking – Nov, 2017 has categorized major FinTech innovations.

Mobile & Web based payments are commonly used FinTech solutions. These have enabled easy payments & clearing settlements. It has created a plethora of digital wallets – Paytm, M-Paisa, Paypal etc. and different banking applications such as Yono, Candy, Ping etc. which are used extensively by people especially during recent pandemic situations.

Smart contracts adoption will definitely create accommodative financial service products whereas E- Aggregators have designed a support system to retail investors where investor can compare prices & decide appropriate products.

Many organizations have applied cloud computing- IT based techniques, that have enabled start-ups a low-cost design for product which has assured profitability at entry level. Artificial Intelligence & Robotics have been used by large companies to manage big database that will create a background of deciding different strategies suitable to their business models.

Investment management is an area where FinTech companies are applying Robo advices that would help an investor to decide his future requirements easily at minimum cost.

The present study has elaborated such recent technology Robo Advisors that has enabled finance service providers to customize products and maximise customer satisfaction.

These FinTech solutions are going to bring Mobile saving apps & Robo advisors which will be the latest innovations for customers. It is quite difficult for a Lehman to decide his own requirements while doing jobs as well as once he retires from his job. A financial advisor can analyse the standard of living, earning & saving pattern, risk & uncertainties of future & will help to plan retirement. Robo advisors may not be able to understand a human nature, his wish & whims, his belongings & his capacity to plan but may bring 360 degree change in thinking process of customers as technical machine's support will plan future requirements.

II. REVIEW OF LITERATURE

A paper by Fisch, Laboure & Turner (2018) evaluates the importance of Robo-advisor & its impact of FinTech on retirement planning. It has mentioned how Robo Advisors will work with computer algorithms & will be able to design investment chart with consultation of client. It will also assist client to balance his tax & advice regarding financial product selection. The paper also highlighted a comparison between Robo advisors & human advisors. Robo advisors are assumed to impact the most disruptive & desirable change in FinTech solutions & will also benefit customers for better retirement systems.

Beketov, Lehmann, & Wittke (2018) has described overall assets managed under Robo advisors. The paper also stressed importance of Robo advisors as automated investment platform. It has evaluated third & forth generation Robo advisors which are based on quantitative algorithms which would construct & rebalance the portfolios. The paper also mentioned subset of 28 Robo advisors which are using 5 different steps for constructing portfolio such as asset selection, investor profile identification, asset allocation, monitoring & rebalancing and performance review & reporting that has enabled financial service companies to stretch its working in European economies at large.

BI Intelligence, 2017 has forecasted the change that will occur in portfolio management when Robo advisor will help to tackle overall asset under management in volumes in more logical way. It's quite difficult to generate a unique portfolio for any client, but RAs will turn the table in beneficial way.

Ross, Wright & Peffers (2019) has mentioned in their research paper about Human capital Investment & applications that requires an education career investment model will bring a paradigm shift in FinTech companies at a large. The design to suit requirement of customer will be evolutionary which will stress the importance of FinTech in augmenting dynamic human capital planning.

Ivanov, Snihovyl & Kobets (2018) have emphasized use of machine learning in finance industry & have analysed five most popular Robo advisors financial service providers. There is a comparison made related to functionality, critical features, RA tools, financial software and infrastructure to design suitable product for customer. The paper also highlighted significance of machine learning in financial industry as Robo Advisors may work accurately in financial decision making.

Belanche, Luis & Flavian (2019) has mentioned how banks should used Robo Advisors for satisfying variety of consumer needs. It also highlighted the survey of 765 potential users of Robo Advisors & has explained the key factors why Robo Advisors should be used by consumers. The paper has also worked on Hypothesis related to Technology Acceptance Model & mentioned how customers react to financial technology tools.

Michael Puhle (2019) compared five Robo Advisors in Germany and has explained difference between use of Return based style analysis. He highlighted significant performance difference between Robo Advisors. It shows that finding a right Robo Advisor is of critical importance.

III. OBJECTIVES OF STUDY

1. To study new technical innovations introduced in banking & financial sector.
2. To study Robo Advisors as a new entrant in FinTech solutions.

IV. SCOPE OF STUDY

The present study is an analysis of different articles published with reference to new technical innovations in the financial sector at large. It is an attempt to learn its importance in approaching era of Digitalization.

V. DATA ANALYSIS

The study is purely secondary data based as these technical innovations are quite not known to larger population and its impact on Indian financial sector is still unknown.

VI. LIMITATION OF THE STUDY

Being a new Technology, it's difficult to collect primary data and analyse. Robo advisors are at a primary stage as per RBI working Group report 2017. Robo advisors (RAs) are in use in US & European economies where FinTech companies have implemented & has been accepted positively by customers.

VII. FINDINGS AND SUGGESTIONS

Robo Advisors are going to change the business of asset management advisors at a large and will change the way common customers think of retirement planning.

Robo Advisors will be distinctively different in operations than human advisors.

Robo Advisors will also be helpful for corporates for project planning and implementation.

Robo Advisors can identify personal requirement and can design a suitable financial product.

Banks will be benefitted by Robo Advisors as they can provide a combination of financial products as per the requirements & needs of customer that will create a new business venture for them assuring profitability as an essential part of financial system of a country.

RBI work as a regulator in financial market will enlarge as system to onsite & off-site surveillance will be designed crucially and enactment will need technical support at large.

Security measures while using Technology & control of frauds & scams will become a prime activity for financial regulator with Technological experts & removing loopholes will be a priority.

Awareness programmes for customers before Robo Advisors start working on large scale will be significant.

Digitalisation has already changed the way people used to adopt financial tactics for their current & future plans.

Robo Advisors use different algorithms that will suit need of customer preference & choice of life he wants after retirement.

Human assistance will play a vital role in financial planning if Robo Advisors are carefully handled and used in limited variations.

VIII. CONCLUSION

Robo Advisors as FinTech innovation is going to bring a tremendous change in a way how people manage their funds for future. It is necessary for financial regulator to imbibe such technical innovations in small steps.

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Role of Top Social Entrepreneurs of India – A Case Study

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Abstract: *With the sudden outbreak of COVID-19 we all have realised that one should be very much ready for any mishap anytime at the regional, national, and international levels. Many industries are closed-down, services sector is very much affected by this pandemic situation.*

Almost all economies were affected to a greater extent because of the COVID-19. This has led them to think on the remedies for the issues. Initial efforts concentrated on the medical and sanitary requirements and control of the disease. The present study aims to review the social services rendered pre COVID-19 phase, so that new ideas and policy changes would be undertaken to prevent and control the related issues.

The study reviews eminent social entrepreneurs in India and few global level social entrepreneurs. For this various articles and E-resources are browsed and studied. It is found out that the social entrepreneurs have done great job during crisis of pandemic. Therefore, it is suggested, in near future to the policy makers to make a separate provision for the development of social entrepreneurship. It can be concluded that the economies would achieve two things, one is an improvement in the entrepreneurship and second is the solution to unpredictable issues would be possible.

Keywords: *Pandemic, COVID-19, and Social entrepreneurs.*

I. INTRODUCTION

With the sudden outbreak of COVID-19 we all have realised that one should be very much ready for any mishap anytime at the regional, national, and international levels. Many industries are closed-down, services sector is very much affected by this pandemic situation.

Almost all economies are affected due to the fast spreading of the disease. This has made the economies to think on the remedies for the issue. Initial efforts were concentrated on the medical and sanitary requirements and control of the disease.

Spreading of the disease has affected all sectors, particularly tourism and manufacturing sector. Many people have lost their jobs. Millions of people have died which made the economy worse ever. To find out the solution was not an easy task, but still many countries have taken all-round steps to control the disease.

The present study aims to review the social services rendered pre COVID-19 phase, so that new ideas and policy changes would be undertaken to prevent and control the related issues. Especially the study aims to understand the role of social entrepreneurs to tackle the situation.

II. OBJECTIVES

1. To review the social entrepreneurship in different sectors.
2. To study the role of social entrepreneurs during Pandemic.

III. REVIEW OF LITERATURE

a. Concept and types of Social Entrepreneurship

Social entrepreneurship is basically done for a social purpose. It creates employment opportunities as well as tries to distribute the revenue equitably among all stakeholders of an economic activity. In other words, social entrepreneurship tries to improve the lives of the people concerned and profits earned in the activity is equally shared.

The encyclopaedia meaning states it as “Social entrepreneurship is, at its most basic level, doing business for a social cause. It might also be referred to as altruistic entrepreneurship.”ⁱ

Characteristics of Social Entrepreneurship:

According to the Schwab Foundation for Social Entrepreneurship, social entrepreneurs share several characteristics.ⁱⁱ

- a. Achieving Social Change on a large scale
- b. Focus on ecological change and support to the needy
- c. Innovative solution or remedy to the social issues.
- d. Taking of feedback regarding reforms or solutions to the issues.

Though there are many examples of social entrepreneurship, the most popular of 19th century are Florence Nightingale and landscape architect Frederick Law Olmsted may be considered as social entrepreneurs.ⁱⁱⁱ

b. Types of Social Entrepreneurship^{iv}

1. Community Project:

It is a micro level effort to solve social, environmental, and economic issues. For instance, building up of community garden or a park, provision of consultancy services in selecting good career, holding workshops on entrepreneurship etc. Community projects are the best examples of the social entrepreneurship. It is based on the entrepreneurial initiative, creativity, tenacity, and commitment to see a project through to completion.^v

2. Cooperative Projects:

Cooperative project is undertaken to investigate the specific requirements of the people who form a group to solve the issues like housing and groceries. Most of the cooperatives work on ‘No Profit, No Loss’ basis. However, the members must pay fees to be the part of the cooperative group and must contribute their efforts to solve the issues. This can make the cooperative group functional.

According to the International Co-operative Alliance, co-ops are “autonomous association of persons united voluntarily to meet their common economic, social needs and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.”^{vi}

3. Social Enterprise:

Social enterprise implies an enterprise run on 'Non-profit basis or a charitable institution. For instance, embroidery work for women which generate income, food items production and distribution services etc.

Social enterprises typically focus on providing a job skills training opportunity program for marginalized or vulnerable people and may use proceeds from the business to pay salaries to populations supported by the non-profit organization or to fund the non-profit's efforts as a means of supplementing income through donations.^{vii}

4. Social Purpose Business:

There are many such activities which strike a balance between social purpose and revenue generated from the enterprise or business. This benefits general people and the organisation running the business. An organization that strives to strike an ideal balance between for-profit organizations and non-profit programs is known as a social purpose business.^{viii} Further such business tends to impact investors. Thus, this type of social entrepreneurship can bring in a positive social change in the economy.

5. Non-profit Organisations:

The exact structure of a non-profit organization is likely to differ based on legal jurisdiction, but overall, non-profit organizations exist not to generate revenue for shareholders and stakeholders but to create an enterprise focused on a specific cause.^{ix} It may be mis interpreted as complete non-profit organisation. This organisation does invest and spend on operational expenses like wages, advertising, sales, and other administrative expenses.

IV. IMPORTANCE OF SOCIAL ENTREPRENEURS

1. It is important because it gives a framework for the business with a social cause.
2. It is also a source of inspiration for employees of current generation.
3. It also keeps the people united for a noble cause.
4. It helps the economy to revive from crisis.

V. TOP SOCIAL ENTREPRENEURS IN INDIA**1. Urvashi Sahni**

Urvashi Sahni is among the top social entrepreneurs of India. She in the capacity of and as the founder and CEO of SHEF (Study Hall Education Foundation) has contributed her efforts for the disadvantaged girls' education in India. She has worked with over 900 schools and changed the life of 150,000 girls (directly) and 270,000 girls (indirectly) with her program. She was rightly felicitated with the 'Social Entrepreneur Of The Year' award in 2017 for her selfless act of dedication and passion.^x

2. Harish Hande

Harish Hande, the CEO & Founder of Selco, a company rendering sustainable energy source to rural regions of the country, is among the top social entrepreneurs of India. With the Selco company he has helped rural poor in the energy resource. The Selco company has contributed over 120,000 installations and has more than 25 operating retail and service centres in Karnataka alone.^{xi}

3. Jeroo Billmoria

Jeroo Billmoria is another important social entrepreneur of India who is supervising several International NGOs for the betterment of society. Her work focused the street children who are underprivileged. She initiated the 'Childline' which provides help in form of healthcare and police assistance to the street children. She also works for the empowerment of women in India. Jeroo Billmoria was felicitated with the Skoll Award for Social Entrepreneurship and is a Schwab and Ashoka Fellow as well.^{xii}

4. Anshu Gupta

Anshu Gupta who has founded Goonj, an NGO helps rural poor in India. Though born in a middle-class family in Uttar Pradesh, took media as a profession and while as an intern he witnessed the need of proper clothing for the poor in rural India. The Goonj, a social enterprise that collects used clothing from the urban crowd, sort them, fix and later distribute among the poor and needy. The relief work was done by Goonj during the times of natural calamities in Gujarat, Tamil Nadu and Kerala have been highly acknowledged.^{xiii}

5. Santosh Parulekar

Santosh Parulekar, also another among top social entrepreneurs in India. He helps rural youth who are unemployed. Under the aegis the NGO named, 'Pipal', he offers formal training to the rural youth of India. This helps the youth to get good job opportunities. Operating since 2007, Pipal Tree has trained over 1,500 workers and intends to open training centres pan India in the coming years.^{xiv}

6. Sumita Ghose

Sumita Ghosh is the founder of Ashoka Changemakers, aims to revive the craftsmanship and talent that is unharnessed in rural India and aims to provide them with their deserving recognition. She started with 'Rangasutra', a retail chain from Fab India and it turned out to be a huge success.^{xv}

7. Ajaita Shah

With a mission to empower rural India, Ajaita Shah gives technological solutions at the low prices to the remote villages in India. She is the founder and CEO of Frontier Markets which supplies solar energy powered products to the rural people at affordable prices. The company has sold over 10,000 solar solutions until now and there is no stopping them until they light the remotest corners of the country.^{xvi}

8. Trilochan Shastry

Trilochan Shastry is another among top social entrepreneurs of India. He is a renowned professor in IIM Bangalore. He works for the benefit of farmers of India. He has worked for the organisation named Association for Democratic Reforms (ADR) and proved that nothing is impossible to achieve in this world if you have the zeal and fervour to pursue it.^{xvii}

VI. ANALYSIS OF SOCIAL ENTREPRENEURS OF INDIA

The above examples of top social entrepreneurs draw following conclusions.

- i. It is not difficult for anyone to contribute to the benefit of the society with our entrepreneurial ability and good social thought.
- ii. There are many areas where social entrepreneurship can benefit the vulnerable sections of the society, such as street children, rural poor and women.

- iii. Job oriented training and creation of employment opportunities to the rural youth and girls' education are very much needed. The efforts in this regard by the social entrepreneurs are remarkable.
- iv. For a developing country like India such efforts from social entrepreneurs, especially low-priced energy saving products, tapping the craftsmanship in rural areas are important.
- v. The efforts of the social entrepreneurs not just help the needy or vulnerable sections of the society but it also contribute to the employment and income of the economy.

VII. SUMMERY AND CONCLUSION

Thus, with cooperative and community projects, social enterprise or business contributes to the national income and investment to a large extent. The social entrepreneurs have tapped diverse areas from helping girl child education to the energy saving products.

It can be concluded that during the pandemic situation which has affected major businesses which make us think of the expansion of our efforts to have more such social entrepreneurs to revive from the economic crisis.

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Globalisation and Performing Arts

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I. INTRODUCTION

What is globalisation?

Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. Globalisation has increased the production of goods and services. The biggest companies are no longer national firms but multinational corporations with subsidiaries in many countries. Globalisation in a general sense means the increasing worldwide integration of economic, cultural, political, religious, and social systems. Globalisation has affected the cultural aspects of India in various ways.

Globalisation has been taking place for hundreds of years, but has sped up enormously over the last halfcentury.

Globalisation has resulted in:

- increased international trade
- a company operating in more than one country
- greater dependence on the global economy
- freer movement of capital, goods, and services
- recognition of companies such as McDonalds and Starbucks in LEDCs

Although globalisation is probably helping to create more wealth in developing countries - it is not helping to close the gap between the world's poorest countries and the world's richest.¹

What are performing arts?

The performing arts range from vocal and instrumental music, dance and theatre to pantomime, sung verse and beyond. They include numerous cultural expressions that reflect human creativity and that are also found, to some extent, in many other intangible cultural heritage domains.

¹. BBC British Broadcasting Corporation, <https://www.bbc.co.uk/bitesize/guides/zxpn2p3/revision/1>

Music:

Music is perhaps the most universal of the performing arts and is found in every society, most often as an integral part of other performing art forms and other domains of intangible cultural heritage including rituals, festive events or oral traditions. It can be found in the most diverse contexts: sacred or profane, classical or popular, closely connected to work or entertainment. There may also be a political or economic dimension to music: it can recount a community's history, sing the praises of a powerful person and play a key role in economic transactions. The occasions on which music is performed are just as varied: marriages, funerals, rituals and initiations, festivities, all kinds of entertainment as well as many other social functions.

Dance:

Dance, though very complex, may be described simply as ordered bodily movements, usually performed to music. Apart from its physical aspect, the rhythmic movements, steps and gestures of dance often express a sentiment or mood or illustrate a specific event or daily act, such as religious dances and those representing hunting, warfare or sexual activity.

Theatre/Drama:

Traditional theatre performances usually combine acting, singing, dance and music, dialogue, narration or recitation but may also include puppetry or pantomime. These arts, however, are more than simply

'performances' for an audience; they may also play crucial roles in culture and society such as songs sung while carrying out agricultural work or music that is part of a ritual. In a more intimate setting, lullabies are often sung to help a baby sleep.²

Keywords: Globalisation, performing arts.

II. AIM

The aim for this study is to identify relationships between globalisation and the theory of appropriation in performing arts amongst Indian artists. The purpose is to discover the positive and negative influences of globalisation in relation to performing arts like Indian classical dance, music, drama etc.

III. RESEARCH OBJECTIVES

- To examine the engagement of youth in Indian performing arts.
- To find out the effect (positive/negative) of globalisation amongst Indian artists.
- To examine the impact of western art forms on Indian performers.
- To find out the challenges faced by Indian performing artists to establish themselves in other countries than India due to globalisation.
- To find out the reach of Indian art forms in foreign countries.
- To find out the effect of COVID-19 on performing arts in India and abroad.

²UNESCO United Nations Educational, Scientific And Cultural Organization, <https://ich.unesco.org/en/performing-arts00054>

IV. RESEARCH QUESTIONS

1. What was the impact of COVID-19 on performing arts in India and abroad?
2. How has western art affected Indian art forms?
3. What are the challenges faced by Indian artists to set up or learn an Indian art form in foreign countries whether they are of Indian or any other origin?

V. THE IMPACT OF GLOBALISATION ON PERFORMING ARTS

As the relentless wave of globalisation has changed the past few decades in many fields, Indian performing arts too were swept up and tossed high without many of them noticing the various streams of performing arts changing its course. Other than the academic discussion, the performing arts are often referred today as the 'entertainment industry'. Thus, it is a general perspective that these arts must entertain and amuse the audience. The reach of performing arts at global level is seen due to the influence of social media. The world gets connected in one click and so do these art forms. This was more visible in the present COVID-19 situation. Many Indian arts forms are now learnt around the world and vice versa. Western arts forms and Indian art form now form a fusion and a new style is born out of it. Indians are now getting to know about western forms like Salsa, Jazz, Rap etc. and also the famous English play HAMLET is now performed in Marathi. Bollywood is yet another example where we see various Bollywood songs, movies, dances being performed in many countries worldwide in their local language. This is seen due to the migration and settlement of Indians in different countries of the world.

There is a positive impact of globalisation with regards to the performing arts as it has brought the artist and amateurs together.

With the development seen in Performing arts, the rights of the artist are also now protected at the national and international level.

National level:**1) Scheme of Performing Arts Grants Scheme.**

This scheme was introduced by the Ministry of Culture (Government of India) in 2011. Under this scheme financial aid is provided by the Government of India to dramatic groups, theatre groups, music ensemble, children's theatre and for all genres of performing arts activity.³

2) An initiative by Tata trusts.

The Trusts' work in performing arts focuses on supporting artistic practices that are emerging, underrepresented and neglected within the spectrum of theatre, music and dance. Various engagements are built on strategic partnerships with institutions working across regions and within grassroots to revive, sustain and propagate art forms and practices. Additionally, iterations of programmes for long-term impact have demonstrated defined results such as furthering artistic skills of emerging practitioners, enhancement of livelihoods of artists and cascades of artistic trainings across communities for the sustainability of artistic disciplines.⁴

³. Ministry of Culture, Government of India, <https://www.indiaculture.nic.in>

⁴. Tata Trusts, <https://www.tatatrusts.org>

3) Performer's right under Section 38 of the Copyright Act 1957.**International level:****1) United Nations Educational, Scientific and Cultural Organisation:**

The main objectives of UNESCO are:

A) To promote, protect and disseminate the areas of arts and culture.

B) To make them known abroad.

C) To co-ordinate communication among Autonomous Communities in these matters.⁵ **2) Berne Convention.**

3) Rome Convention.**VI. RESEARCH METHODOLOGY**

The method used was empirical (non-doctrinal) method. Primary as well as secondary sources was used. Some sample questionnaires were sent to few artists after which a detailed study was made depending on the answers by them. The data was collected in a limited time period with the help of well-designed questionnaire. The survey was amongst Indian artists who are into performing arts like Kathak, Hindustani classical music, Bharatnatyam, Tabla, Harmonium etc of different genders and different age groups. The questions mentioned above were sent to the artists in the form of Google forms. The data collected was analyzed and a detailed study was made after analyzing the information provided by the Indian artists and a thorough interpretation was made. The response given by the respondents was analysed and produced in a structured format in the form of pie chart and paragraphs for easy and logical understanding. An analysis of every question was made.

Finally, in the end, conclusion was drawn.

VII. DATA ANALYSIS AND INTERPRETATION

From the questionnaires that were sent to various artists it can be interpreted that due to the present COVID19 situation, many performers were affected. The impact of COVID-19 is seen not only amongst Indian artists but also many artists around the world. The global pandemic has affected them in various ways, both positive and negative but it can be said that the negative impact of this global pandemic is more than the positive impact. Various issues such as restrictions on live performances which is an essence of performing arts was at a standstill due to the rules of social distancing, shifting of classes from offline to online mode which was very difficult in the initial stages, lack of energy and personal growth amongst the persons while learning such arts forms etc. Everything got digitalised from training sessions to shows and performances which made the art forms lose its soul. To sum up the negative impact one can say that A huge shift from the usual physical form of performance/ practice to an online/virtual setup which was never thought of before and it did create lots of doubts initially about how to go with the same as it was never imagined of but eventually people started coming up with it.

As every coin has two sides, there were a few positive effects of the shift from offline to online. Many people started to appreciate the Indian art forms and the artists as they got more aware about them due to social media. Those who were unable to peruse these art forms got a chance to learn them virtually and are now able to fulfil their long-lost dreams. Many artists got to showcase their talent digitally which changed their lives.

⁵. United Nations Educational, Scientific and Cultural Organisation, <https://en.unesco.org/>

The next that has been found from this study is that the western art forms are affecting the Indian art forms in many ways (good as well as bad). The purity of the Indian classical art forms has been lost as many are influenced by the pop western culture. In the era of remix and adding of western beats to the traditional classical music, the true spirit of Indian arts forms is losing its way. One cannot add some fusion beats and make an old traditional song a new hit and call that preserving the art form. People are generally attracted towards the western music especially the youth.

But on the other hand, the Indian art form is reaching the western world and there it is being appreciated on a large scale. The costumes, music, ornaments, stage setup etc are very much attractive for the foreign nationals. Many have started learning various Indian art forms like Hindustani classical music, Indian classical dance styles, folk music and dance etc.

To sum up, it can be said that the Indian performing arts have been globalised and now the whole world is aware about it. This is possible due to the various cultural exchange programmes, tourism and also technology and social media.

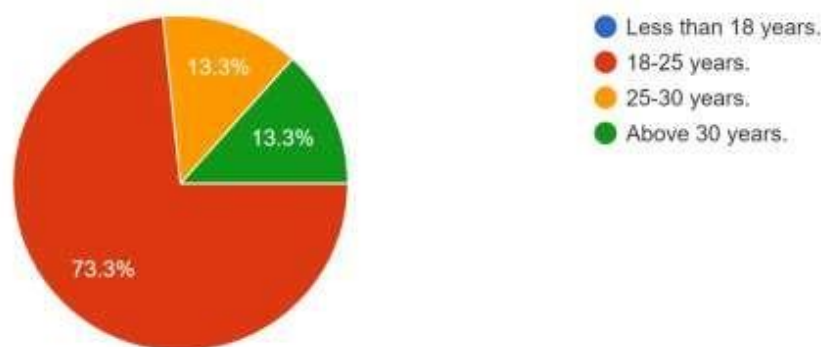
There are also many challenges faced by many artists to learn an Indian art form in a foreign country. Firstly, the biggest challenge faced understood the language. The Indian arts forms are generally in the local language (Sanskrit, Urdu, Marathi etc.) that only the Indians understand and at times it is also very difficult to translate. The second challenge that one faced was the lack of knowledge of Indian instruments. Many of the instruments are not easily available in the foreign land which might not give true justice to the Indian art forms. Thirdly, availability of teachers who are multilingual is yet another challenge faced by the artists. Fourthly, availability of space, costumes, ornaments etc is another challenge.

In spite of all such difficulties, the Indian art forms are very much popular in the foreign countries. Many foreign nationals are eager to learn these art forms and have started to study about the Indian Mythology on which many art forms are based.

People from various age groups have started becoming aware and have started adoring our Indian art forms.

Following diagram shows the people of different age group who are passionate about Indian performing arts. The information collected below has been obtained by the questionnaires sent to various artists.

Age group.
15 responses



From the responses that have been received, it can be seen that youths are getting more attracted towards the Indian art forms whether they are residing in India or elsewhere. This can be one of the positive effects of globalisation that can be seen amongst the youths as they are generally attracted towards what is trending!

About 73.3% who below to the age group 18-25 years are more into Indian performing arts and they form the maximum followed by the people of age group between 25-30 years and above 30 years which amount to 13.3%.

VIII. CONCLUSION

Globalisation has affected many of the aspects of our life around us and it definitely has had a great influence on Indian performing arts like dance, music, drama etc.

The COVID-19 pandemic has had a significant impact on performing arts, mirroring its impact across all sectors. Due to social distancing the art forms were brought online and were visible to the whole world at the comfort of their house.

Globalisation has brought different music traditions around the world closer which leads to intermingling. The composition using classical Indian music and pop music effects is one example. Many Indian folk art forms from the whole of India have embraced some elements of foreign dance forms. Salsa, Jazz are very popular among Indian mass. The translation and adaptation of dramas like 'The Balkam Women' has become very common and it has led to enrichment, diversification of culture. The famous play 'Hamlet' is now performed in the Marathi language.

On the other hand, globalisation has led to neglect of some of the local and folk-art forms like Kalbelia dance. Globalisation along with information technology has created new mediums of entertainment which marginalised local performers. The Puppetry tradition of Rajasthan is dying; circus, snake charmer are becoming less frequent. The artists are forced to leave the art which is leading to extinction of cultural heritage. A careful analysis and planned effort is needed to use the potential of globalisation to the benefit of such dying arts.



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Self-Reliant India: Challenges & Opportunities

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I. INTRODUCTION

Every country of the world has disastrous in the year 2020 due to rapid spread of coronavirus. These diseases impacted the economy of every country's on the large scale thus further damaging the growth and progress. In this situation economy seemed to fall with passing day. Prime Minister of India Mr. Narendra Modi introduced a concept of Atmanirbhar Bharat which called Self-Reliant India. Income of India was declined by Rs. 7800 crore due to corona exemption in the period from 22 March to 17 May 2020. Besides, the Prime Minister has announce Rs. 01 lakh crore for the poor welfare scheme package and Rs. 15000 crore for health. On 12th May 2020, Prime Minister Narendra Modi announced a package of 20 lakh crore to review the economy and address the issue affecting various sections of peoples of society. This packages is about 10% of total GDP of India. Atmanirbhar Bharat is the mission and vision of our Prime Minister Narendra Modi to make Self-Reliant India. Government of India implemented programme like 'Start Up India', Stand Up India' etc. and emphasizing on the development of entrepreneurship and provide loans from 'Mudra Yojana' to small scale industries in India. In 2018 Government undertaken Gram Swarajya Abhiyan for reforming the agri-product system which is needed for food processing industries and agro based industries for get fair price for farmers produce. Self-reliant campaign announced on current situation of country and world. We have need to self-reliant India from computers to defense product. Make in India is implemented our country will be able to face any problem in the future. This paper is focus on opportunities and challenges of Self-Reliant India.

II. OBJECTIVES

1. To study the Self-Reliant India.
2. To study challenges of Self-Reliant India
3. To study the opportunities of Self-Reliant India.
4. Suggestion for challenges on self- Reliant India Scheme.

III. SELF-RELIANT INDIA OR ATMANIRBHAR BHARAT

In the year 2020 every country of the world is facing pandemic situation of covid 19. Prime Minister of India Narendra Modi addressing to country on 12 May 2020, and he introduced a concept of Atmanirbhar Bharat Abhiyan. It is supported to concept of 'Swadeshi'. Against Prime Minister Narendra Modi announced the package of Rs.52, 20, 97,000/- which is

10percent of GDP of India. This campaign will be implemented in five ways such as economy, basic needs, procedure, fluctuating demographics and demand.

- a) Growth of the economy of India should not be done in phases; it should do at high rate of growth.
- b) There will be an effort to make the country known globally as an excellent country in terms of basic needs.
- c) Procedures should be in line with 21st century technological developments.
- d) Atmanirbhar Bharat campaign should be successful without understanding the population as ‘crowd’ but the population of our ‘energy’.
- e) Production should be increased and product should increase demand and automatically market should be active. It is the important principles of self-reliant of India.

IV. OPPORTUNITIES FOR SELF-RELIANT INDIA:

1. Development small scale business

Majority of Small scale business running in India. Local small scale business can help to development of rural economy. Atmanirbhar Bharat concept gives opportunities for development of small scale local business. Atmanirbhar Bharat gives various scopes to development of small industries such as provide financial support and information about raw, material, process and new technology. Seed capital is provided for entrepreneur under the MSME schemes in India. Widen market is available to industrialist for development.

2. Agriculture

Government can provides various developmental schemes for agriculture and farmers such as loan on minimum interest, subsidies, kisan credit cards, financial encouragement to self-help groups and other facilities to farmers. They can improve their income through developmental scheme.

3. Defence

India have well opportunity for creation of defence goods in own country. India was depends on other countries for some defence goods. Through the self-reliant India we can create strong and needed defence machinery and other goods.

4. Research & Development

Atmanirbhar Bharat promoted to own and local business and economy. Our country has needed more special technique and research for development of of local and small scale business for increasing production. It is the best opportunity for India.

5. Artificial Intelligence

Artificial intelligence refers to simulation of human intelligence in machine. Use of artificial intelligence in local enterprises can help in quantitative and qualitative improvement in the work of local enterprises in India.

6. Apps Development

Indian peoples used the various apps, which made by China and other countries. Indian peoples have good talent and it can use for develop the new and needy apps for peoples and they can make self-reliant.

7. Technology Innovations

Technological innovations create opportunities for entrepreneurs to search new business ideas and establish new business in local level at our country.

8. Technology adoptions

Indian organization has opportunity to adopt new technology in local business for improvement of efficiency and effectiveness in work process. It is help for sustainable economy of India.

9. Service sector

Service sector can develop the own and local services and complete needs of local peoples.

10. Poor Peoples development –

India is largest country of poor peoples. Self-reliant Indian give the opportunities for development of poor peoples. Pradhan mantri garib kalyan package available to 1.70 lakh crore for poor peoples development. Atmanirbhar Bharat provides the facility of insurance, foods, gas cylinders and increase the employment under MANREGA. Poor peoples can use this ways for future development.

V. CHALLENGES FOR SELF-RELIANT INDIA:

1. Lack of demand

The lockdown has decreased the demand for goods and services. Peoples have not received the sufficient income in lockdown period. Thus encouragement has need to economy. However Self-reliant India package have face challenge of rule of investment. Peoples have not invested or spend money in market because they have not sufficient income.

2. Lack of Backward and forward Linkages

All Indian peoples have backward in lockdown period. It has been need to development of overall sectors of country. Only MSME sector facing shortage of demand and its production and it cannot cover financial situation of all country.

3. Burgeoning Fiscal Deficit

Stimulus package is nearby 10 percent of GDP of India but financing is difficult to provide finance sufficient to all peoples because Indian government has worried about covering fiscal deficit.

4. Mobilizing finance

Maximum Indian industries are have difficult to take the step in PSUs because they are already collapse their activities and financial position in lockdown. And governments have expected the reinvestment from the people in the markets. They are not improving their financial from foreign markets in lockdown situation and Indian rupee reduce in comparison in dollar.

5. Liquidity

The package of 20 lakh crore provide for fiscal and monetary measures and not guarantee and liquidity in fusion in to banks and other financial institutions rather than the economy per sector. Most of the package is liquidity and which is transferred to Reserve Bank of India and banks to peoples. It is not smoothly transmit in the system or beneficiaries.

6. Supply chain disruption

In the pandemic situation of covid 19 lockdown is important for health of peoples. Demand supply chain is disrupting due to national and local lockdown. It is challenge for Indian market.

7. Challenge of effect of other factors

Indian economy has always facing the problem, of poverty, inequality and standard life style. These factors create the challenge of implantation of self-reliant India.

VI. SUGGESTION

1. Agriculture and farming product should produce on large scale because they can create the
2. more demand for labour and industries.
3. To develop the small scale industries in rural area and develop the local peoples of country.
4. Government should decentralize the industrialization in rural area of country.
5. To develop the Greenfield infrastructure for creating and increasing demand.
6. Indian government shall promote overall development of country such as labour development, Skill development, educational development, services and poverty etc.
7. To ensure flow of investment in country which available sufficient capital for agriculture
8. and industries.
9. To develop strong financial system for rational tax system in country.
10. To reform the Centre and state level market with rational labour law.

VII. CONCLUSION

Atmnirbhar bharat concept is adapting for development of rural area of the India. It accepts the old concept of swadeshi. India can develop with their own and local business and agriculture sector. Self-reliant India can avail the more opportunities for sustainable development of India such as development of small local business, defence, agriculture, research, artificial intelligence, apps development, technology innovation and adoption etc. India can face the challenges for implementation Self-Reliant India but India can convert these challenges in opportunities.

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Effects of Covid-19 Pandemic and Lockdown on the Mental Health of Teenagers and Young Adults: A Survey

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I. INTRODUCTION

Since the outbreak of the COVID-19, a series of effective epidemic preventive and control strategies have been developed and conducted by the Indian Government to curb the spread of the virus. The general public, especially the high-risk group (e.g., elderly people with chronic underlying diseases, children, and others with lower immunologic function), have been suggested to stay indoors in quarantine at home, which is recognized as the best way to eliminate chances of being infected. However, due to the long period of separation from the outside world, the impact of multi-channel negative information, excessive fears of being infected, and even the shame and guilt for the infection, many people across India, are experiencing fear, loneliness, panic, anxiety and depression amid the Covid-19 outbreak. These negative physical and psychological costs have also been reported in previous studies, such as suicide, substantial anger and sleep disorders ([Barbisch et al., 2015](#); [Rubin and Wessely, 2020](#); [Wang et al., 2019](#)). For children and adolescents, due to the lower incidence of infection and mortality than adults, the Government and the medical professionals were less focusing on the unique clinical features of COVID-19 and mental health status in children ([Ma et al., 2020](#)). Furthermore, evidence has shown that children and adolescents who experienced disasters might suffer from greater stress and trauma because of the lack of development of proper emotional reactions and coping techniques ([Lazarus PJ, 2003](#); [Roussos et al., 2005](#)). When emotional support and spiritual guidance from family members, teachers, as well as other significant peers and adults in their lives could not be met due to home confinement, deferred back-to-school and lifestyle changes, it adversely affected the mental health of children and adolescents ([Sprang and Silman, 2013](#)).

The number of new confirmed cases has dropped to some extent, but authorities are warning that strict prevention measures should stay in place to prepare for a potential comeback of the virus. Therefore, in order to effectively cooperate with the Government's pandemic prevention work, children and adolescents were confined at home and the start of the academic year/semester was postponed. Meanwhile, online studying was started by schools and junior colleges in Mumbai and its suburban areas as per the instructions given by the Ministry of Education. However, due to lack of monitoring and evaluation of students participating in online courses, the inefficiency of the experience of these courses, unstable network signals, and often no networks in remote rural areas, many parents, students, and teachers have complained of the poor effectiveness of online learning. These effects can be compacted by adverse consequences of reduced vision, as well as unconscious Smartphone/Internet addiction, and may further contribute to mental distress in children and adolescents.

Here, in this paper I have assessed the mental health issues among children and adolescents affected by the pandemic/lockdown and analyzed its influencing factors to provide a scientific discourse to psychological professionals and the Government in formulating targeted policies.

II. OBJECTIVES

- To assess the mental health issues among teenagers and adolescents affected by the pandemic/lockdown.
- To analyze the factors influencing mental health issues among teenagers and adolescents affected by pandemic/lockdown.
- To provide a scientific discourse to psychological professionals and the Government in formulating targeted policies

III. HYPOTHESIS

- The teenagers and young adults mental health is affected due to the Covid-19 pandemic and lockdown.
- The socio-economic factors resulting due Covid-19 pandemic/lockdown have affected mental health of teenagers and young adults.
- The well-being of teenagers and young adults has been ignored while formulating policies.

IV. THE STUDY DESIGN

This study was designed as a cross-sectional online questionnaire survey that was administered during the spread of COVID-19 in India. An online questionnaire was developed using Google survey form. A set of multiple choice questionnaires was distributed to 80 teenagers and young adults who ranged from secondary school to post graduate level (aged from 13 to 23 years) in suburban Mumbai by employing convenient sampling method. With the help of my colleagues and friends, I have distributed an e-questionnaire to the teenagers and young adults. Before completing questionnaires, all participants were debriefed on the study purpose and contents. Once consented, participants began filling out the set of questionnaires online.

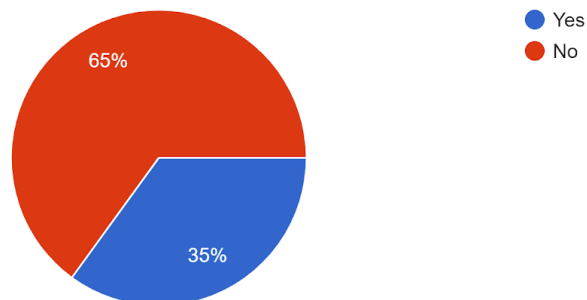
V. LIMITATION

This study was designed as a cross-sectional online questionnaire survey that was administered during the spread of COVID-19 in India. An online questionnaire was developed using Google survey form. A set of multiple choice questionnaires was distributed to 80 teenagers and young adults who ranged from secondary school to post graduate level (aged from 13 to 23 years) in suburban Mumbai by employing convenient sampling method. With the help of my colleagues and friends, I have distributed an e-questionnaire to the teenagers and young adults. Before completing questionnaires, all participants were debriefed on the study purpose and contents. Once consented, participants began filling out the set of questionnaires online.

VI. ANALYSIS

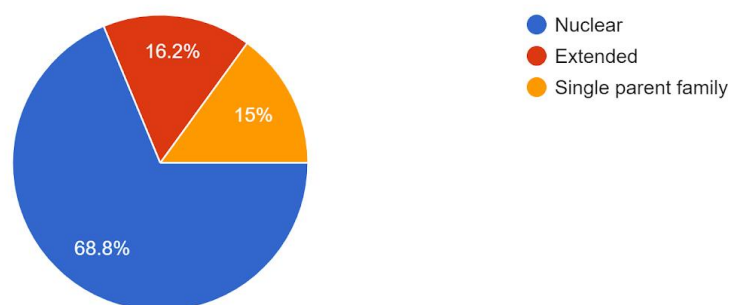
3. Only child

80 responses



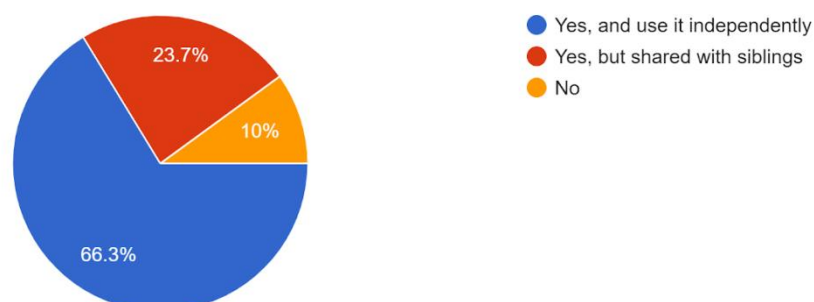
4. Family status

80 responses



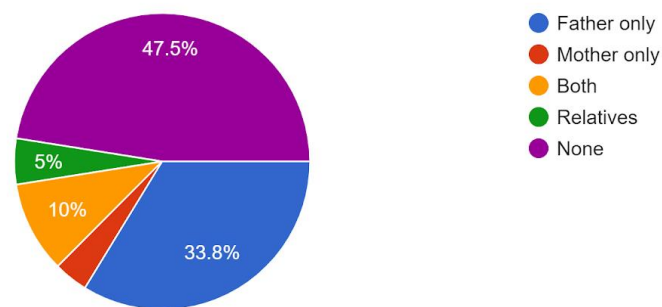
6. Do you have electronic devices

80 responses



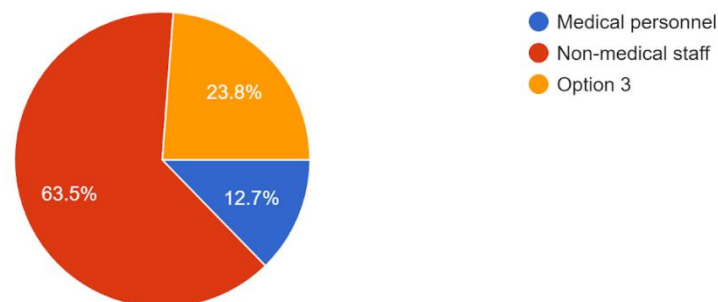
1. Family members involved in frontline pandemic work

80 responses



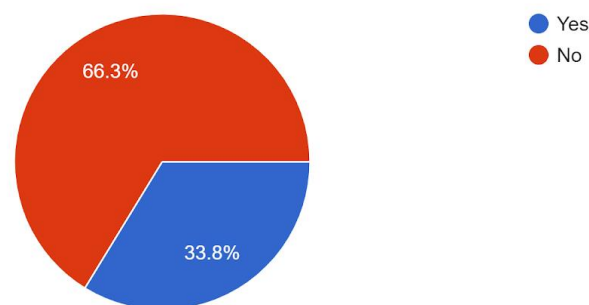
2. Occupation of the family member/s who is involved in frontline pandemic work

63 responses



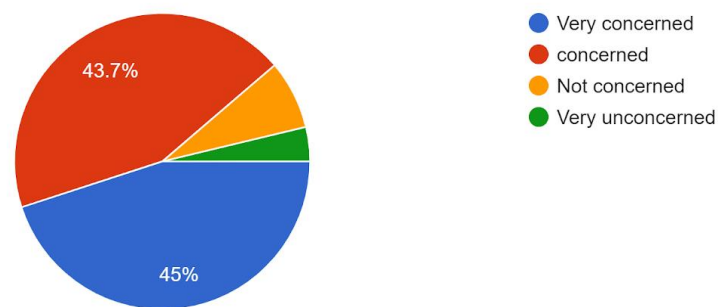
3. Family member or Friend infected with COVID-19

80 responses



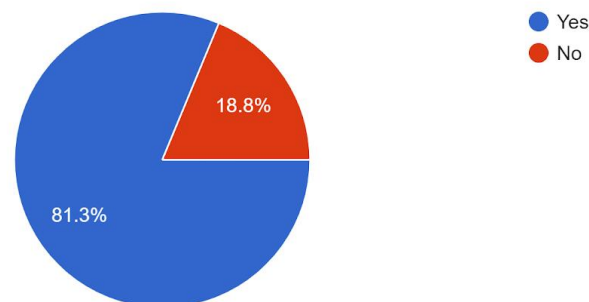
4. How concerned are you about the epidemic?

80 responses



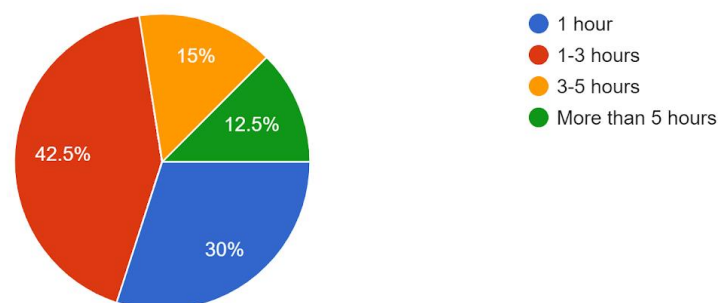
5. Is your learning affected by the pandemic/lockdown

80 responses



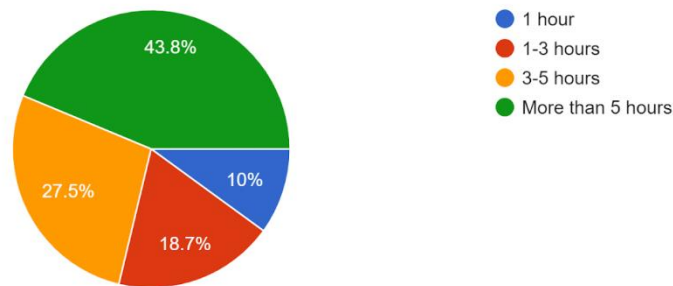
6. Average time per day spent on internet before the pandemic/lockdown

80 responses



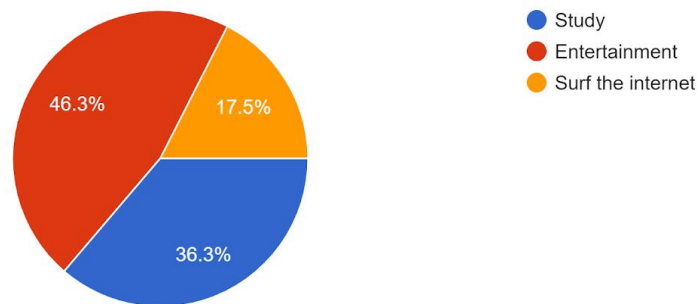
7. Average time per day spent on internet after the pandemic/lockdown

80 responses



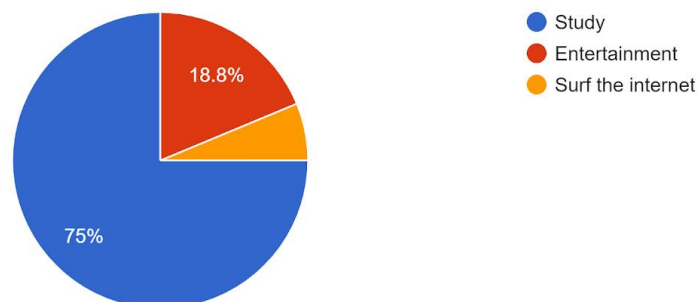
8. The main purpose spent online before the pandemic/lockdown

80 responses



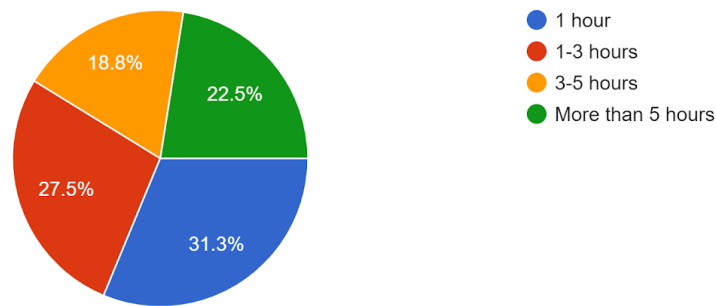
9. The main purpose spent online after the pandemic/lockdown

80 responses



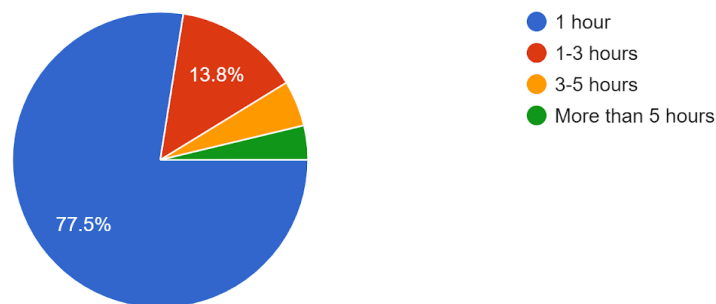
10. Time spent with friends/ outdoors before lockdown

80 responses



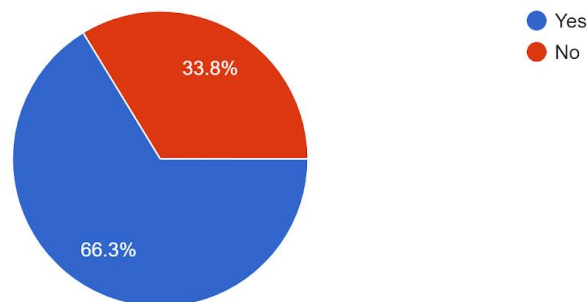
11. Time spent with friends/ outdoors after lockdown

80 responses



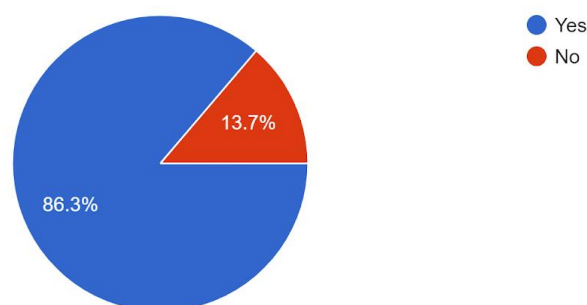
12. Do you long to go to school in the present times

80 responses



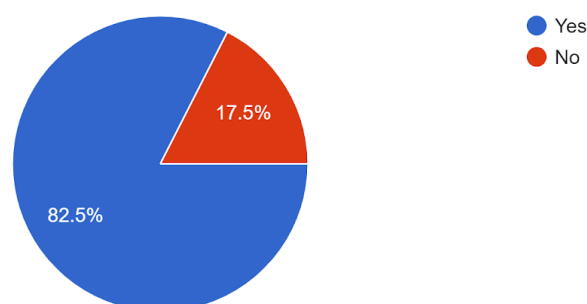
13. Do you miss the physical proximity of your friends in the present times

80 responses



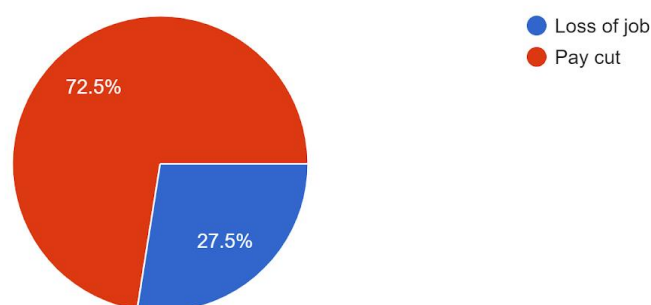
14. Has the family income been affected due to pandemic/lockdown

80 responses



15. In what way has the family income been affected due to pandemic/lockdown

80 responses



VII. FINDINGS

With the sudden outbreak and rapid spread of Covid-19 at the end of 2019, the mental health of children and adolescents in suburban Mumbai has been put at risk. Anxiety and depression symptoms due to loneliness and isolation are the most common issues found in children and adolescents who do not have siblings. According to the results of my investigation, I found that levels of anxiety in teenagers and young adults during the pandemic were much higher than before. This finding may be due to the fact that at the initial stage of the outbreak, protective and therapeutic responses were not yet in place, and the surge in the

number of confirmed cases and deaths led children to become excessively concerned about physical damage to themselves and their family caused by exposure to Covid-19. The findings were in line with previous research indicating that anxiety, depression, and feelings of helplessness can be worsened by SARS-related social discrimination in public places ([Zheng et al., 2005](#)).

Having a family member or friend infected with Covid-19 was also significantly associated with increases in anxiety levels. This may be due to the fact that respondents are concerned about the health of the infected and simultaneously afraid of being a suspected or confirmed case, given their level of direct contact. The economic fallout due to the Covid-19 pandemic /lockdown in the form of pay cuts and loss of jobs of family members has intensified the anxiety levels among the teenagers and young adults. Given that the outbreak originated in highly dense urban areas, and there have been subsequently many more deaths in these areas, it could be the case that anxiety levels of urban residents are higher than those of rural areas.

VIII. CONCLUSION

This study investigated the mental health status of teenagers and young adults in Suburban Mumbai during the pandemic of COVID-19. Covid-19 has brought about a complex array of factors such as uncertainty and social isolation that have an impact on the mental health of children and adolescents. Predictability is a stabilizing force for teenagers and young adults, but it has been disrupted since the Covid-19 outbreak. Children have many worries related to the consequences of Covid-19 such as whether they will see their friends and relatives, go to school or get sick. It is often difficult for parents to calm their children's anxieties because of the uncertainty in their lives as future plans are currently on hold. The findings of this study reiterate that government officials should be more concerned about the mental health of teenagers and young adults who are often neglected in the wake of the outbreak due to their comparatively lower mortality than elderly adults, but also provide a scientific basis for the formulation of targeted psychological interventions.

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COVID 19 - Be Vocal For Local - Mantra for Economic Recovery

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Abstract: *The widespread of COVID 19 remains a health and humanitarian crisis affecting businesses and economy worldwide. The effect of COVID-19 is deep and far reaching. The current pandemic has paralysed the entire economy including all businesses especially MSME, small agricultural and local shops. Our PM Narendra Modi coined the term "Vocal for Local" on his independence's day speech as an initiative to boost the employment opportunities in India. The hour of crisis has taught India the importance of being local. This paper gives an insight on the importance of being vocal for local, challenges faced in the current crisis and the measure to minimize the effect of COVID-19 on the local domestic industries.*

Keyword: *COVID-19, MSME, Government Initiative, Vocal for local, MSME.*

I. INTRODUCTION

Vocal for local is not a new concept to India. Our country's freedom fighters, pioneers' leaders such as Mahatma Gandhi, Ram Singh Kuka, Shakeel Anwar and many other supported the concept of self-reliant to achieve sustainability across the country. Our history has witnessed events in the form of Dandi march, swadeshi for production and consumption of hand spun and hand-woven cloth of khadi as a gateway to success. Vocal for local is an extension to the "swadeshi movement" which was led by Mahatma Gandhi. During the ongoing crisis, Our PM Narendra Modi has once again emphasised on the movement of getting swadeshi through "voice for local" for all our local brands, products, local industries, MSME etc. Some of our Indian brands are already challenging and is giving a tuff competition to the existing multinational brands .It is also observed many a times that many multinational companies buys products from the local market and sell them under their brand name ,Yet many domestic companies stands unmoved the wave of Competitive and globalised market .There is a vast array of products and services and competencies can be found across industries such as a) Consumer products and consumer durables b) Services such as domestic transport and tourism c) Engineering goods d) Our ethnic products.

II. OBJECTIVES OF THE PAPER

- To study and understand the concept of vocal for local and highlighting its importance in recent hours of crisis
- To analyze the impact of COVID-19 on the domestic industries in unprecedented contingency
- To understand the measures and initiatives taken by the government to sustain the current crisis

III. RESEARCH METHODOLOGY

The research is done based on secondary data sources. It is studied on the basis of data available from the Department of Financial services, Ministry of Finance, Government reports, Journals, Reserve bank of India Notifications and Web resources.

IV. LITERATURE REVIEW

With the ongoing economic crisis caused by the COVID-19 it is essential to endorse the domestically produced goods .Significant importance should be given to local traders, craftsmen and brands .There is need to manufacture and consume locally (Go vocal for local, Lalit Kumar).In the times of disruption ,there is need to encourage vocal for local to promote tourism ,heritage conservation, localism, and biodiversity in order to sustain the crisis (Outlooktraveller,2020).The economic exploitation of India's resources was the major reason for poverty in India .Mahatma Gandhi including other prominent leaders such as Dadabhai Naoroji and RC Dutt were on the opinion to promote "made in India " goods (The Pioneer, April 2021) Adrain,Aditya Narain) .COVID-19 will change the bank's customer 's behavior in India and across the globe .Post COVID-19 ,it will determine strategy of banking players with segments emerging (CXOtoady ,25 June 2020) The global turbulence in the economy is disrupting the trade and commerce, hence diminished growth is predicted in most of the sectors. With the aggravated liquidity shocks that COVID-19 has imposed have led to diminished growth. Post Covid recovery period, the stability and the growth of US and China's economy would determine the economic global recovery. (Tally, Pratibha Devasenapathy,April 2020). The present lockdown has impacted the all the major sectors including manufacturing, Pharmaceuticals, tourism and supply chain operations. In spite of the government initiatives to minimise the disruption the economy has slowed down (GlobalData,15 April 2020). Uttar Pradesh government recently introduced new electronics manufacturing policy. This is an initiative taken by the government to attract companies looking to shift their manufacturing base to India in the post COVID-19 scenario (Financial Express, August 2020). COVID-19 Pandemic has affected different business lines with huge disparities in global production, supply chains and cross border as well as inter-country trade. (Business Management, May 2020).

V. COVID-19 IMPACT ON THE VARIOUS SECTOR OF AN ECONOMY AND THE INITIATIVES TAKEN TO MINIMISE EFFECT ANALYSIS

Pharmaceutical Industry

The demand and supply of pharmaceutical products in India have increased to multiple folds in the pandemic. Though Indian pharmaceutical companies are the largest exporters of drugs in the world, yet it has to rely on the import of bulk drugs from other countries such as China, France etc. In FY19 India imported around Rs 24,900 crore worth of bulk drugs. It is expected that due to the current situation, lack of transportation, logistics, manpower, difficulties with the supply of raw materials will disrupt the supply and unexpected price fluctuations might be encountered.

Initiatives by the Government for Indian Pharma Industry

Government is taking proactive measures to minimize the disruptions in pharmaceutical manufacturing and the supply chain. Last year government unveiled "Pharma Vision 2020" aims Indian Pharma Industries in end-to-end drug manufacturer.

Union Minister of Chemicals and Petrochemicals recently unveiled the decision of has setting up of chemical hubs across the country and establishment of a Central Institute of Chemical Engineering and Technology. The state drug controllers are asked to report operational data on a daily basis. The Indian Postal Service is involved in the transportation of pharmaceuticals and medical equipment. NPPA is taking special measures to track the hydroxychloroquine (HCQS) stock, which is considered as an important drug for the treatment of Covid-19 outbreak.

Electronics Industry

Unlike the Pharma Industry, Indian Electronic Industry is also disrupted due to the lack of electronic raw materials that are imported by China. Hence. Indian electronic industry is affected in terms of production, meeting the market demands, product pricing etc. This would definitely push down the sales and profitability would go down the spread of coronavirus have lowered down the sales of top electronic companies and smart phone makers in India.

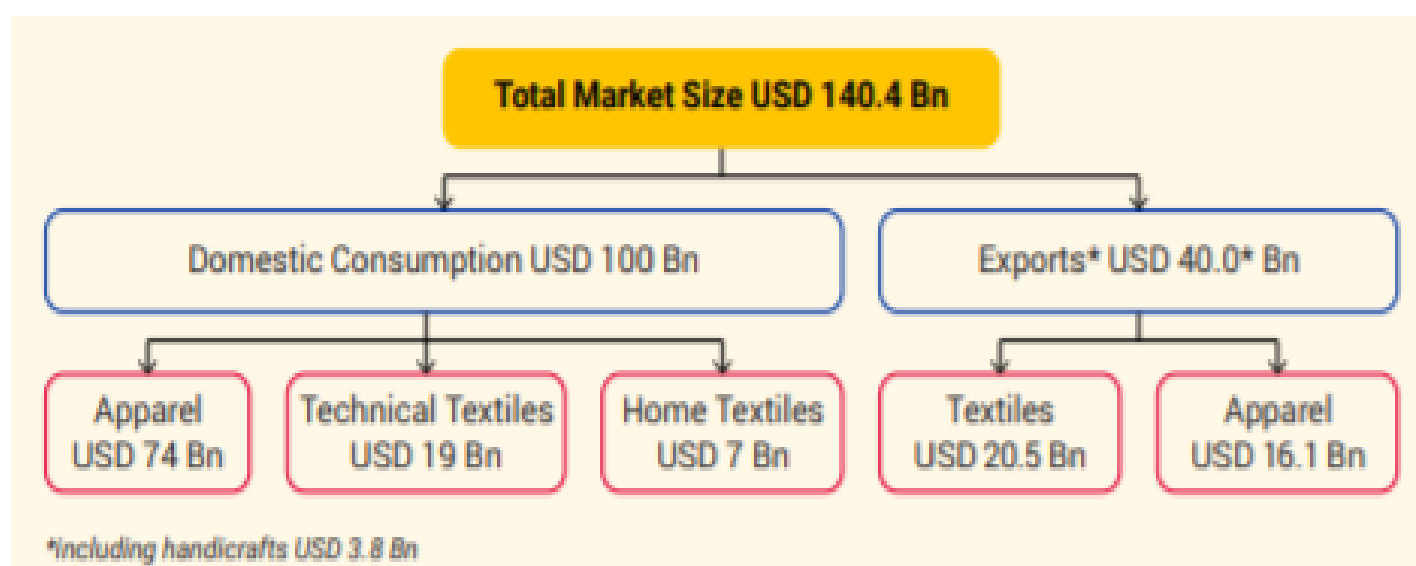
Initiatives by the Government for Indian Electronic Industry

China's electronic parts and components are imported to many countries across globe Recently ICEA laid down the electronics manufacturing policies in order to. It is taking initiative and are inviting the companies to shift their base from China to India.

Indian Textiles and Apparels Industry

Indian Textiles and Apparels industry is almost 4% of the world T&A market. The Indian industry is one of the largest sectors in terms of output, foreign exchange earnings and employment and accounts for 2% to the GDP and 15% to the country's export earnings.

Due to countrywide lockdown, Apparel industry is facing of temporary closure, lay off and low wages of workers. The pandemic has affected India's export market causing order cancellations/deferral of order leading to inventory build-up and expectation of slower realization of export receivables leading to higher working capital requirements. Domestic consumption has been disrupted and the existing shops have faced inventory shortages. Hence, the apparel industry is grappling with profitability issue with decline in yarn exports, cheaper imports.





Initiative for Indian Textiles and Apparels Industry

Government is taking active initiatives for the sector to be the key focus of new policies being framed to achieving the target of a \$5 trillion economy. Future of Indian textile looks promising with regards to online presence. The recent directives passed by the Khadi institutions states that AWF contribution to the bank accounts of artisans would be carried out in three instalments. April 2020 witnessed a remedial decision that 100% income tax exemption on export income for the first five years, 50 per cent for five years thereafter, and 50 per cent of the export profit reinvested in the business for the next five years. 100% FDI is allowed in textile. Government have invested huge amount in integrated textile parks (US \$184.98 Million) and technology upgradation fund scheme (961.11\$Million)

Indian FMCG product Industry

With the advent of COVID-19 Consumer's demand for healthy and hygienic products have increased. There have been visible rise of 39.9% of Indian FMCG products. Patanjali, Emami, Dabur, HUL, Bisleri, Colgate, Marico Limited, ITC, Nestle, Godrej, Varun Beverages Ltd, GlaxoSmithKline, Amul, Britannia Industries Limited are few prominent FMCG Indian companies which have paved the way to success and have indeed encouraged "vocal for local". The sale of Indian FMCG products was not only limited to the domestic boundaries but it caters to also in the international market as well such as South America, Canada, Australia, New Zealand, HongKong, Singapore, West Africa etc. Indian kiranas shops are the pulse of the nation. During Pandemic crisis we all realised the fact that the local kirana were the saviour especially when e-commerce deliveries were delayed.

Initiatives by the Government to FMCG Industry

Indian Government is taking initiative to encourage our country to start using Indian made products in order to ensure rich quality of products than the cheap imported products or raw material. There is the need for Indian FMCG companies to manufacture domestically organic and domestic products and become self-reliant through brand, package, price and channels

COVID-19 impact on logistics

Logistics are the blood to a healthy economy. The imposition of the lockdowns and the spread of the pandemic globally has left it paralysed. Several disruptions are seen and the global trade is affected drastically. As per announcement by the

Retailers Association of India, the supply chain of about 25,000-30,000 supermarkets that have so far been impacted due to the lockdown announced. Due to current crisis, public transport facilities, availability of labours and transportation of essential products and supplies are hampered, leading to lower productivity.

Initiatives taken by the government

Government-led initiatives have redefined the logistics business in India. The ministry has provided comprehensive 18 Point Agenda which aims to improve the logistics including simplification of approvals for warehouses, facilitation for warehousing development, city logistics and reducing burden on truck movement. In the recent times logistics cost have become realistic to greater extent with diesel prices moving in tandem with international fuel prices. Make in India campaign will add more than \$ 20 billion to the Indian logistics sector to make in India have a high logistics dependence.

COVID-19 impact on Tourism

This pandemic crisis has ceaseless impact on the tourism industry. The crisis made thousands of domestic flights cancelled and temporarily suspended flights operating from India. Pre-covid 2019 outbreak, tourism was one of the best performers. With the outbreak, it resulted in a severe drop in foreign and domestic travel impacting tourism and business traveller segments. One of the estimates by JLL revealed that at least 30 per cent of hotel and hospitality industry revenue could be affected drastically if the current situation continues by 2020. More than 60 per cent of hotels in India have already shut and several are struggling to maintain their existence.

Initiatives by SBI COVID-19 funding scheme and Atal Bimit Vyakti Kalyan Yojana

SBI has introduced SBI COVID-19 funding scheme in order to provide assistance to small and medium businesses in order to keep the operations going. This scheme applies for existing borrowers on an ad-hoc basis. It scheme will be provided in the form of demand loan which would be available to provide temporary cash flow requirements. Borrowers who in the past have availed specialised loan products for their businesses are eligible for the loan facility

The last date to file income tax returns for businesses for the AY 2019-20 has been extended from 31st March 2020 to 31st July 2020. Small Industries Development Bank of India have taken initiatives to provide the helping hands to the startups across the nation to deal with operational and financial crisis. The Scheme it provides quick working capital to innovative start up in the next 45 to 90 days. The scheme will ensure loan of up to INR 2 crore to the start up. Government has Increase in insolvency threshold for MSMEs. Though The Atal Bimit Vyakti Kalyan Yojana is introduced especially for COVID -19 Crisis for the individual to benefit from the scheme . As per this scheme, the person who have lost jobs will be granted compensation in the form of cash deposited which will be credited to the individual accounts for three months from the time of unemployment. Few days back MSME Ideas Portal was launched. This initiative was taken to facilitate venture capital inventors to connect with businesses. The portal will assist MSMEs based in rural and semi-urban areas.

RBI has reduced repo rates and has infused liquidity in the economy and has introduced relief packages worth Rs. 1.7 lakh crore.

VI. SUGGESTIONS TO SUPPORT LOCAL BUSINESS DURING COVID -19 LOCKDOWN

- Ordering essentials from local kirana, flower shops, restaurants, bookstore, clothing boutique
- By buying credit or gift cards for later purchase post covid
- Encouraging membership and subscriptions for newspapers, magazines, journals etc if they have been temporary suspended

- Using the social platform to spread and promote local kirana address, stationary shops /toy shops, restaurant details etc
- Promoting online services such as for Therapists, tutoring, yoga, personal trainers, coaches, financial planners, lawyers, music classes for kids
- One can help small brick and mortar model businesses to start their online presence through various platforms. Hence, it can promote people to engage with local businesses remotely.
- Assessment of fixed and variable and actual revenues for Entrepreneur /Businesses to get a clear picture of where a company stands financially and help the businesses to plan ahead.
- Businesses should analyse the impact on new sales, credit cycles, potential bad debts etc.

VII. CONCLUSION

In the unprecedented time, Vocal for locals seems to be the solution to overcome the crisis. However, it does not mean to completely isolate or step out of the foreign market. We should try to focus on our believes in order to promote, consume and grow the Indian brands within our domestic territory so that they can give a tuff competition to the foreign brands in n the existing market. This would definitely play a vital role in furthering strengthening the spirit of pride aatmanirbharta among India's people. Thus, revamping the "Swadeshi movement" and taking it to the next level "Swadeshi movement 2.0".

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Indian Constitution and Democracy

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Abstract:

"Democracy is the theory that the common people know what they want, and deserve to get it good and hard."

- H.L. Mencken

Constitution is a set of rules and regulations guiding the administration of a country. The Constitution is the backbone of every democratic and secular fabric of the nation. The Constitution of India is the longest Constitution in the world, which describes the framework for political principles, procedures and powers of the government. Most noteworthy, Indian democracy since independence is infused with the spirit of Justice, Liberty, and Equality.

Indian Constitution and Democracy is the true path to achieve the goal of self-reliant India. The philosophy of Indian constitution focuses upon terms like secularism, socialism, republic, democracy and values describe Indian state which believes in justice, equality, fraternity and liberty which ultimately strengthen the constitutional democracy. World look towards India's Democracy because the concepts like multicultural, multilingual, unity in diversity are truly preserve with the umbrella of secularism. M. K.Gandhi Father of Nation has elaborated the significance of self sufficient unit which is also coined now as Atmanirbhar Bharat Abhiyan through which the rural India should equally develop as well as prosper. Gandhi's concepts of economy distribution, small scale industries, decentralization of power, importance of democracy, swadeshi, ramrajya, ...which are incorporated in supreme law of the land i.e. the 'Indian Constitution' which was formulated under guidance of Dr.B.R.Ambedkar.

Indian Constitution guarantees equal status & opportunity, abolish discrimination, safeguard the fundamental rights, imposes fundamental duties where the Democracy the essential element cannot function without help of Indian Constitution. Hence with effective Indian Constitution and Democracy, Indian Government can foster the progress, developed self sufficient units, march towards excellence, comprise the gap between urban and rural India, strengthen the spirit of diversity which will be boost the dream of "Atmanirbhar Bharat Abhiyan or Self-Reliant India".

Keyword: India, Indian Constitution, Democracy, Secularism, Justice, Liberty, Equality.

India is the biggest democracy in the world, with a population of over one billion. India, a union of states, is a sovereign socialist, secular, democratic, republic, with a parliamentary system of government. The republic is governed in terms of the Constitution, which was adopted on 26 November, 1949 and came into force on 26 January, 1950. During the past fifty-three years there have been regular elections to the Parliament and state legislatures. This reflects the maturity and wisdom of the Indian electorate, in whom the ultimate power and sovereignty rests. With the passage of time, Indian voters have become more assertive and active as regards their participation in the process of democracy. Growing political awareness and maturity of the Indian masses, which, in turn, has made the various political parties more conscious of their responsibility and accountability to the people.

Indian democracy has very deep and strong foundations. The credit for this strong democratic foundation rightly belongs to our leaders like Mahatma Gandhi, Dr. Rajendra Prasad, Pt. Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi and many more. Their contributions to the success of Indian democracy have been immeasurable. Indian democracy is based on adult franchise and a healthy and competitive party-system. Its multi-party system which itself denote the soul of democracy, peoples rule and choices. These parties play a significant role in the elections from local to national level for the smooth functioning of democracy. These political parties are the very life-blood of Indian democracy because the whole Government system is operated by the ruling party as well as keeping check by opposition party.

Mahtama Gandhi truly believe in concept of Democracy which focuses upon terms like secularism, socialism, republic, democracy and values describe Indian state which believes in justice, equality, fraternity and liberty which ultimately strengthen the Indian Constitution and create equivalent society. Gandhi's concepts of economy distribution, small scale industries, decentralization of power, importance of democracy, swadeshi, ramrajya, ...which are incorporated in supreme law of the land i.e. the 'Indian Constitution' which was formulated under guidance of Dr.B.R.Ambedkar. This concepts mainly depends on decentralization system which help the village to became more self sufficient unit. We can say pioneer in India for Atmanirbhar Bharat Abhiyan.

Liberty, equality, justice and fraternity are the very cornerstones of democracy. They are not available under dictatorship and utilitarian forms of government. Without freedom of speech, expression of faith, profession, association, etc. democracy is meaningless. Similarly, right to own property is one of the fundamental rights which is eradicate under democracy. The Indian Constitution offers all the Indian citizens, individually and collectively, these basic freedoms and rights. They are guaranteed in the Constitution in the form of six broad categories of Fundamental Rights and are justifiable. It means that each and every Indian citizen has the right to Constitutional remedies for the enforcement of these rights. There is free, independent and separate judiciary to see that these rights are not violated and tampered with. All are equal before law, right from the Prime Minister to a peon. This is the very spirit and essence of our democracy. An independent, strong and incorruptible judiciary is one of the main pillars of democracy.

The Constitution not only made the people the ultimate masters of their destiny, but it also made them equal. The traditional Indian social system, fragmented by religious and ethnic differences and stratified by caste, lost its legitimacy. Individual human beings became the fundamental units of polity. All political and economic rights were granted to the individuals. At the same time, some cultural rights were granted to the minority groups.

Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign)

India's self-reliance will be based on five pillars. Atmanirbhar Bharat Mission have majorly 5 pillar on which it is based:

1. Economy
2. Infrastructure
3. Technology driven system
4. Vibrant demography
5. Demand

The above 5 pillars raised the standard of the mission Atmanirbhar Bharat . From dependency to self-reliant which coined the greater success of self development in every walk of life. The economy which to accelerate and for that good infrastructure is required without good infrastructure investor can not be attracted for investment in India. The imbalance geography and sub regional mostly affects the developmental activities , with this to fulfill the criteria of Atmanirbhar Bharat liberal-democracy ideology is most needed.

India has faced the COVID-19 situation with fortitude and a spirit of self-reliance, that is evident in the fact that from zero production of Personal Protection Equipment (PPE) before March 2020.

India, while celebrating Gandhi's 150th birth anniversary, couldn't have given a better tribute than the launch and success of 'Aatmanirbhar Bharat', based on Bapu's vision of swadeshi and self-reliance. Let's all pledge for "aatmanirbharata". "Happiness can be found even in the darkest of times, if one only remembers to turn on the light."

CONCLUSION

The Democracy in India is something very precious. Furthermore, it is a gift of the patriotic national leaders to the citizens of India. Most noteworthy, the citizens of this country must realize and appreciate the great value of democracy. The democracy in India is certainly unique in the world.

The Constitution serves as guidelines for every citizen. It helped India to attain the status of a Republic in the world. Once Atal Bihari Vajpayee said that "governments would come and go, political parties would be formed and dissolved, but the country should survive, and democracy should remain there forever".

To sum up everything that has been stated so far,

"Fabric of India's democracy is woven with the golden thread of the Constitution".

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Workforce diversity and Management: A study on relationship between diversity management practices and acceptance of gender diversity among employees in IT industry; Pune.

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Abstract: *As the Information Technology (IT) industry needs talent around the world, it has embraced diversity and has successfully benefited from diversity in the workforce. In FY 2017–2018, the IT and ITES sector employs 34 percent of women according to the Ministry of Electronics & Information Technology. The study was conducted to assess the acceptance of gender diversity among employees and to determine how the impact of diversity management systems and processes has been perceived by various IT companies, and to assess the impact of existing barriers in the IT industry. The study therefore answers the question 'Has the diversity of the workplace contributed to the success of the organization. Because diversity includes different personalities and personality traits. To gather the necessary data for this study, the researcher made extensive use of current materials containing Human Resource Management courses. High-quality and quantitative research methods have been used to collect and analyze company data. To answer the research question and to obtain useful and valuable information for each company by looking at the responses of 100 employees. Research is limited to the necessary tools for managing workplace diversity, the advantages and disadvantages of managing different employees. The advanced tool was found to be reliable by finding Cronbach's alpha values for the fixed variables in the questionnaire.*

Keyword: *gender diversity, diversity management programs and practices, obstacles, IT industry.*

I. INTRODUCTION

Staff diversity is a complex issue that needs to be addressed in an organization. In the years to come, organizations that understand how to effectively manage diversity in the workplace will have a different advantage when it comes to hiring and hiring talent. For an organization that seeks to develop a diverse and inclusive workplace, it is important to understand what diversity of the workplace means. Workplace diversity refers to the variety of differences between individuals in an organization. Diversity in the workplace includes race, gender, ethnicity, age, religion, sexual orientation, citizenship, military service and mental and physical health, as well as other distinct differences between individuals. One of the key pillars of any diversity and project engagement for women. Gender diversity (e.g. increasing the representation of women in industrial workers) is now a strategic topic in the houses of both Indian international firms.

The gender diversity study examined 60 companies from India's business environment environment, including Global Capability Centers (GCCs), technology service providers, startups, and companies in India, to understand the current state of diversity, with the aim of key queues for development. diversity. It also analyzed statistics on gender diversity and organizational policies and various policies that provide a holistic view of women in companies. Women accounted for 21 percent of total IT workforce in 2001 (NASSCOM 2001), up from 30 percent in 2012 (NASSCOM 2013, quoted in Gupta 2015); 28% according to Sudha 2012). Currently, in FY 2017–2018, the IT and ITES sector employs 34% of women according to the Department of Electricity and Information Technology.⁶ This is more than the 20.5 percent rate for women's participation in the formal economy in 2011. In order to better understand the profile of women in India's IT-BPM industry, NASSCOM has partnered with Open University (UK) to come out with a "Women and IT Scorecard - India" that brings together, a complete set of evidence and understand the differences in standards co-operation between women and men in IT-BPM staff in India. It also measures this within the international context.

II. NEED AND SIGNIFICANCE OF THE STUDY

The information technology industry is playing an important role in putting India on the global map. The need of the talent mix forcing the employers of IT companies to attract and to retain diverse workforce. Gender diversity refers to the awareness of employees towards understanding, valuing and accepting gender differences and similarities present at workplace. This explains the employee awareness of the importance of diversity and their attitudes towards gender diversity. For the purpose of study, accepting the similarities and differences with respect to male and female employees in IT Industry, located in Pune region have been considered.

III. LITERATURE REVIEW

This study seeks to assess the impact of labor diversity on productivity. Over the years, many researchers have studied the various aspects of the diversity of the workforce in various organizations and in various other places not only at the Indian level but also at the international level. Various findings from previous studies have been of great help to the researcher in preparing the various materials to be used in the study.

(Joyendu Bhadurya. E. Joy Mightyb, Hario Damarb, 1 June 1999). In this paper the researcher points out that there are various political, social and economic factors that contribute to increasing employee diversity so the author has suggested some ways to increase efficiency such as making people from different backgrounds work in the same systems to facilitate understanding and communication between them. The expert also presented one model that assumes that the population is divided into 'families' 'where individuals in the family are' similar' in terms of the diversity situation used but are very different from other people in other families. This enables researchers to solve their problem as a network flow problem.

(Jeffery Sanchez-Burks; He also highlighted that understanding and managing these differences requires understanding the nature of employee diversity and how it affects communication and communication methods.

(Asmita Jha, 2009) In this paper the author suspects that the most important asset of any organization is the diverse staff because different employees are good at solving problems as they provide unique and creative ideas and provide competitive advantage to the organization. In addition the author focuses on making employees happy with a clear understanding of each person's expectations and needs.

(Marie-Élène Roberge, Rolf van Dick, 2010). In this paper the authors argue that on the one hand the diversity among employees has positive effects such as creativity, problem solving, innovation but on the other hand diversity may result in certain negative factors such as growing conflicts, reduced team performance and reduced team cohesion. In addition, the

authors presented a multidisciplinary model of improving team performance by considering individual approaches- (i.e., empathy and self-disclosure), and group level (i.e., communication, team involvement and team trust) that form the basis of the process of learning individual identity in the group.

IV. OBJECTIVES OF THE STUDY

The objective of the study is to find out relationship between diversity management practices and acceptance of gender diversity among employees. The study attentions on several diversity programs and practices, which are commonly adopted in IT industry and examines the influence of these initiatives on the acceptance of gender diversity in industry.

V. HYPOTHESIS

H0: There is no significant relationship between the gender diversity management programs and practices and acceptance of gender diversity.

VI. DATA COLLECTION

Primary data are collected by conducting interviews with the employees in the selected companies by using structured interview schedule. Collect data from IT companies situated at different locations of Pune. Sample size for the study is 200.

The secondary data are collected from the secondary sources, these sources which record an event or happening that was never actually witnessed by the researcher. In other words, secondary sources are steps away from the real fact, replete with interpretations. The secondary data are available from the Records on historical rather chronological developments of the organization or event, Orally transmitted materials, Printed material like books, periodicals, papers and literature, Audio-visual records, As in confirmation with the above, the first part of Secondary data has been gathered by the researcher from the- Reference books, Journals, Relative Thesis, Computer (Internet) etc., Reports, Magazines, newspaper, and reference books.

Data Analysis Technique and Presentation:

For the study, data collected were duly edited, classified and analyzed using Bivariate (Pearson) Correlations statistical techniques. The data were presented through simple classification and graphical representation. The data were analyzed and hypothesized were tested at 1% level of significance. The description of statistical techniques with formulae is given below:

1. **Percentage Analysis:** Percentage analysis is used to find out the percentage value of all the entire different questions used in finding comparison between two or more series of data.

$$\text{Percentage analysis} = (\text{Number of Respondents} \div \text{Total No. of Respondents}) \times 100$$

2. **Standard Deviation:**

$$\sigma = \sqrt{E[(X - \mu)^2]} = \sqrt{E[X^2] - (E[X])^2}.$$

3. **Bar Charts:** A bar chart or bar graph is a chart with rectangular bars with lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. Bar charts are used for marking clear data which has discrete values.
4. **Pearson's Correlation Coefficient (r)** — The Square root of r^2 . It is a measure of association between two interval-ratio variables.

$$r_{x,y} = \frac{\text{Cov}(x,y)}{\sigma_x \cdot \sigma_y}$$

Here, $\text{cov}(x, y)$ means "covariance of x and y " i.e. how x and y vary together, and σ_x and σ_y are standard deviations of x and y respectively. Formulas for obtaining these are as bellow,

$$\text{Cov}(x,y) = \frac{1}{n} \sum (x - \bar{x})(y - \bar{y})$$

$$\sigma_x = \sqrt{\frac{1}{n} \sum (x - \bar{x})^2}$$

$$\sigma_y = \sqrt{\frac{1}{n} \sum (y - \bar{y})^2}$$

Putting these in the original formula and simplifying, we will have,

$$r = \frac{\sum (x - \bar{x})(y - \bar{y})}{\sqrt{\sum (x - \bar{x})^2 \sum (y - \bar{y})^2}}$$

VII. GENERAL SAMPLE PROFILE

The general information of the sample that has been taken for the present study is described in detail. Frequency distributions and percentage of the sample profile is explained through descriptive statistics.

Descriptive statistics: Frequency distribution

Frequency distributions were obtained for all the personal data of the sample profile variables.

Experience of the respondents:

Table 1.1: Experience of employees in company

Experience of employee	Frequency	Percent	Valid Percent	C.F. (%)
1-7yrs	120	60	60	60
8-14yrs	40	20	20	80
15-22yrs	25	12.5	12.5	92.5
23yrs and above	15	7.5	7.5	100.0
Total	200	100.0	100.0	

Age:

Table 1.2: Age group of employees

Age of employees	Frequency	Percent	Valid Percent	C.F. (%)
Below 25	20	10	10	10
25-35	83	41.5	41.5	51.5
35-45	64	32	32	83.5
45 yrs and above	33	16.5	16.5	100.0
Total	200	100.0	100.0	

Gender:

Table 1.3: Gender of employees

Gender of Employee	Frequency	Percent	Valid Percent	C.F. (%)
Male	112	56	56	56
Female	88	44	44	100.0
Total	200	100.0	100.0	

Marital Status:**Table 1.4:** Marital status of employees

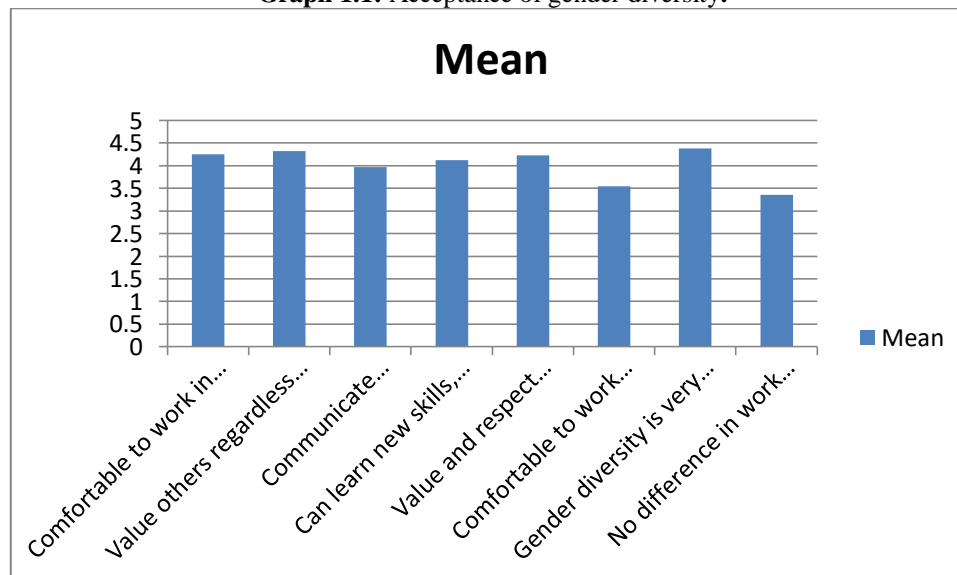
	Frequency	Percent	Valid Percent	C.F. (%)
Single	45	22.5	22.5	22.5
Married	145	72.5	72.5	95
Others (divorced, widow, widower etc.)	10	5	5	100.0
Total	200	100.0	100.0	

Descriptive statistics for acceptance of gender diversity

The dependent variable acceptance of gender diversity has been explained by 8 items. Mean and standard deviation for each item has been listed in table 1.6, and represented through the graph 1.1. This table explains the response of sample respondents with respect to each item, which indicate the acceptance of gender diversity.

Table 1.5: Descriptive statistics for variable acceptance of gender diversity

Items	N	Mean	Standard Deviation
Comfortable to work in a group where there are both male and females	200	4.25	0.68
Value others regardless of their gender, dress and mannerisms	200	4.32	0.59
Communicate effectively regardless of gender differences	200	3.97	0.99
Can learn new skills, values by working with the people of other gender	200	4.12	0.50
Value and respect fundamental differences with respect to gender	200	4.23	0.66
Comfortable to work with boss regardless of gender consideration	200	3.54	1.20
Gender diversity is very important to organization	200	3.35	1.17
No difference in work performance in workplace by both gender	200	4.18	0.52
Valid N (listwise)	200		

Graph 1.1: Acceptance of gender diversity.**Interpretation:**

The Table 1.5 and graph 1.1 explain the responses of employees towards the acceptance of gender diversity in organization. Result states that respondents are very much comfortable to work in a group where there are both male and females, their opinion towards valuing the others irrespective of their gender, they value fundamental differences regardless of differences in gender and no difference in work performance in work place by both gender.. But their reply in being

comfortable to work under boss regardless of gender (mean=3.97), they communicate effectively regardless of gender differences and Gender diversity is very important to organization is not positive.

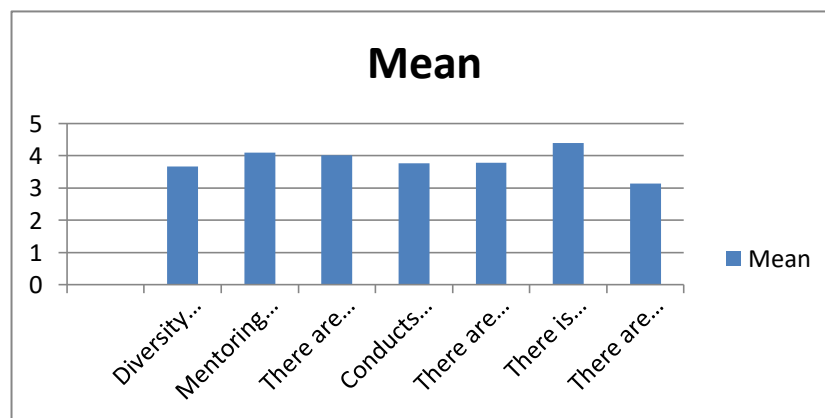
Descriptive statistics for gender diversity management programs and practices

The mean and standard deviation represent the overall response of sample respondents towards how highly gender diversity management programs and practices are adopted in IT companies.

Table 1.6: Descriptive statistics for gender diversity management programs and practices

Items	N	Mean	Standard. Deviation
Diversity training sessions are conducted to enhance awareness about gender equality and to remove gender bias issues	200	3.55	0.65
Mentoring coaching and counseling sessions are there for career development and in taking responsibility to female employees	200	4.20	0.78
There are options for flexible working hours (e.g. work from home, part time work, flexible timings)	200	4.01	1.10
Conducts diversity workshops and seminars	200	3.77	0.70
There are policies about smooth transition before, during and after parental leave at the time of childbirth and childcare	200	3.80	0.74
There is protection against mobbing and sexual harassment	200	4.50	0.58
There are policies which favor gender quota in hiring, promoting, retaining and development	200	3.14	0.83

Graph 1.2: Gender diversity management programs and practice



The table 1.6 and graph 1.2 indicate the response of respondents about how strongly gender diversity management programs and practices have been introduced in organizations. It has been found that employees highly agree that the practice of mentoring and coaching and counseling (mean = 4.10), option for flexible working hours (mean = 4.01) and policies for protection against mobbing and sexual harassment (mean = 4.4) have been very well introduced by companies to manage gender diversity. Respondents agree that there is enough funding and commitment by top leaders towards gender diversity programs and practices (mean = 4.2). Respondents almost agree that there is practice of conducting diversity workshops and seminars (mean = 3.77) and there is policy for parental leave at the time of childbirth and childcare (mean = 3.78). But, respondents are almost neutral about certain practices like gender quota in hiring, promoting, retaining and development (mean = 3.14), and protection against gender discrimination (mean = 3.24).

Table 1.7: Correlation coefficients for variables:
Correlations

		Acceptance of gender diversity	Gender diversity management programs and practices
Acceptance of gender diversity	Pearson Correlation	1	0.726**
	Sig. (2-tailed)		0.000
	N	200	200
Gender diversity management programs and practices	Pearson Correlation	0.726**	1
	Sig. (2-tailed)	0.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Discussion: The Pearson correlation matrix obtained for the two variables is shown in output table 1.7. From the results, we realize that the acceptance to gender diversity is positively and significantly correlated to gender diversity management programs and practices. This indicates that higher diversity programs will result with higher acceptance.

VIII. CONCLUSION

As total of 15 variables regarding acceptance of diversity and diversity management practices, it is concerned with attracting the widest possible range of employees, treating all members of the workforce as an asset, and making best use of their potential in order to maximize the volume of the organization and, simultaneously, the more acceptance of diversity among the employees. The analysis to find out the relationship between diversity management practices and acceptance showed that there is significant relationship between the two and diversity management efforts have positive impact on acceptance of diversity.

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A comparative study of private and public sector banks with reference to earnings of commission through selling of mutual funds

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Abstract: Banks are under pressure due to increasing nonperforming assets (NPA). Banking sector is going through several changes in their day to day operations. Selling mutual fund to existing clientele is an additional source of income for banks without taking risk. Commission earned through selling mutual fund is a risk free and fee based income source to public and private sector banks. The study covers Mutual fund commission data of three public sector banks and three private sector banks from the period from 2009-10 to 2019-20. The data was analyzed based on Average Mutual Fund Commission earned, Bar Graph and Paired T-test. It is concluded that there is significant difference in commission earned from mutual funds between public sector banks and private sector banks. The banks have a huge potential to earn more commission from mutual fund products as they have a base of customers. The customer base is still untapped by banks vis a vis sale of mutual fund products.

Keyword: Mutual funds, public sector banks, private sector banks, mutual fund commission.

I. INTRODUCTION

Banks are under pressure due to increasing nonperforming assets (NPA). Banking sector is going through several changes in their day to day operations. Lots of mergers taking place between all existing public sector banks. Competition from private sector banks challenging the survival of many public sector banks. Therefore, RBI has initiated mergers of most of the small and financially vulnerable public sector banks.

Banks of all over the world have started cross selling long back. Banks are now known for financial hub. Bank customers are now availing multiple financial products at one place. Apart from core activity of lending and receiving deposits, banks are engaged in many other activities like, opening and maintaining demat accounts, insurance selling, selling of mutual funds, giving gold loans etc.

Selling mutual fund to existing clientele is an additional source of income for banks without taking risk. Commission earned through selling mutual fund is a risk free and fee based income source to public and private sector banks. Asset

management companies don't need to invest much amount to build infrastructure for this distribution channel. Bank can sell mutual funds by making good use of their existing infrastructure to their clientele. Customers' data available with banks can be used to identify the potential customers for mutual funds.

II. CONCEPT OF MUTUAL FUND

Mutual funds –

A mutual fund is a fund established in the form of a trust to raise money from the public or a section of the public through the sale of units under one or more schemes for investing in securities.

III. LITERATURE REVIEW

A Popli (2009) .The objective of the study was to understand the perception of Indian customers towards banks as a new channel to distribute Mutual Funds products. A survey of 100 customers of Delhi was conducted to study the customer relationship management. The study concludes that 90% customers are most likely to buy mutual funds from banks. The study states that low penetration of mutual fund companies is one of the reasons for preference given to banks for the mutual fund products.

Das, Joy & Shil, Parag (2011)The study relates to the role of banks in the mutual fund industry .The banks were permitted to enter the mutual fund business in 1987.Thus the banking sector have been in the business for decades. The study was about the public confidence in banks with relation to mutual fund products. The study concluded that in spite of having a huge customer base the banks are not performing better than the private mutual fund company .The banks have failed to tap the potential income that could have been generated from the sale of mutual fund products.

(B.Raja Mannar, March 2013) The study was related to performance of mutual funds of private sector banks .The study showed that most of the investors are in the age group of 31 to 45 years. The most important factor influencing the choice of mutual fund scheme was capital appreciation, scheme objective, returns and safety. The banking sector mutual fund products which were managed better performed better than the industry benchmark.

IV. OBJECTIVES

- a. To understand the role of banks in selling mutual funds.
- b. To compare sector wise commission earned by banks through selling mutual funds.

V. HYPOTHESIS

Null Hypothesis H_0 : There is no significant difference in commission earning of public and private sector bank by selling mutual funds.

Alternate Hypothesis H_1 : There is significant difference in commission earning of public and private sector bank by selling mutual funds.

VI. RESEARCH METHODOLOGY

Mutual fund commission data of three public sector banks and three private sector banks were taken for the period from 2009-10 to 2019-20.The three public sector bank chosen were bank of Maharashtra, Bank of Baroda and Canara Bank .The three private sector bank chosen were ICICI Bank, Kotak Mahindra Bank and Axis Bank. The data was analyzed based on Average Mutual Fund Commission earned, Bar Graph and Paired T-test.

VII. SIGNIFICANCE OF THE STUDY

- The study is useful for banks to understand the role of Mutual Fund Commission in the overall Net profit earnings of the banks.
- The paper will help in understanding the growth of Mutual Fund Commission of the public sector and private sector banks.

VIII. LIMITATIONS OF THE STUDY

- The study is confined to Mutual funds commission of banks.
- The study is confined to three public sector and private sector banks.
- The study is limited to 11 year period from 2009-10 to 2019-2020.

IX. ANALYSIS AND INTERPRETATION OF THE STUDY**Table-1 Mutual fund commission earned by three public sector banks:**

(All figures in crore Rs.)

Year	Bank of Maharashtra	Bank of Baroda	Canara Bank	Average of Public sector bank
2009-10	0.15	1.13	3.23	1.50
2010-11	0.57	1.82	3.11	61.03
2011-12	0.23	1.73	3.32	45.98
2012-13	0.43	3.17	4.95	58.78
2013-14	0.05	3.18	5.9	60.79
2014-15	0.04	3.65	10.9	75.23
2015-16	0.03	3.36	10.07	98.47
2016-17	0.08	5.79	14.03	126.95
2017-18	0.08	15.98	26.93	186.55
2018-19	0.02	15.47	35.41	236.91
2019-20	0.04	19.6	24.43	279.95
Average	0.16	6.81	12.93	

(Source: Secondary data collected from annual report of Banks.)

Table-2 Mutual funds Commission earned by three private sector banks:

(All figures in crore Rs.)

Year	ICICI	Kotak	Axis	Average private sector bank
2009-10	NA	41.74	NA	41.74
2010-11	325.6	50.46	44.34	140.13
2011-12	369.1	50.84	57.66	159.20
2012-13	466	94.21	79.99	213.40

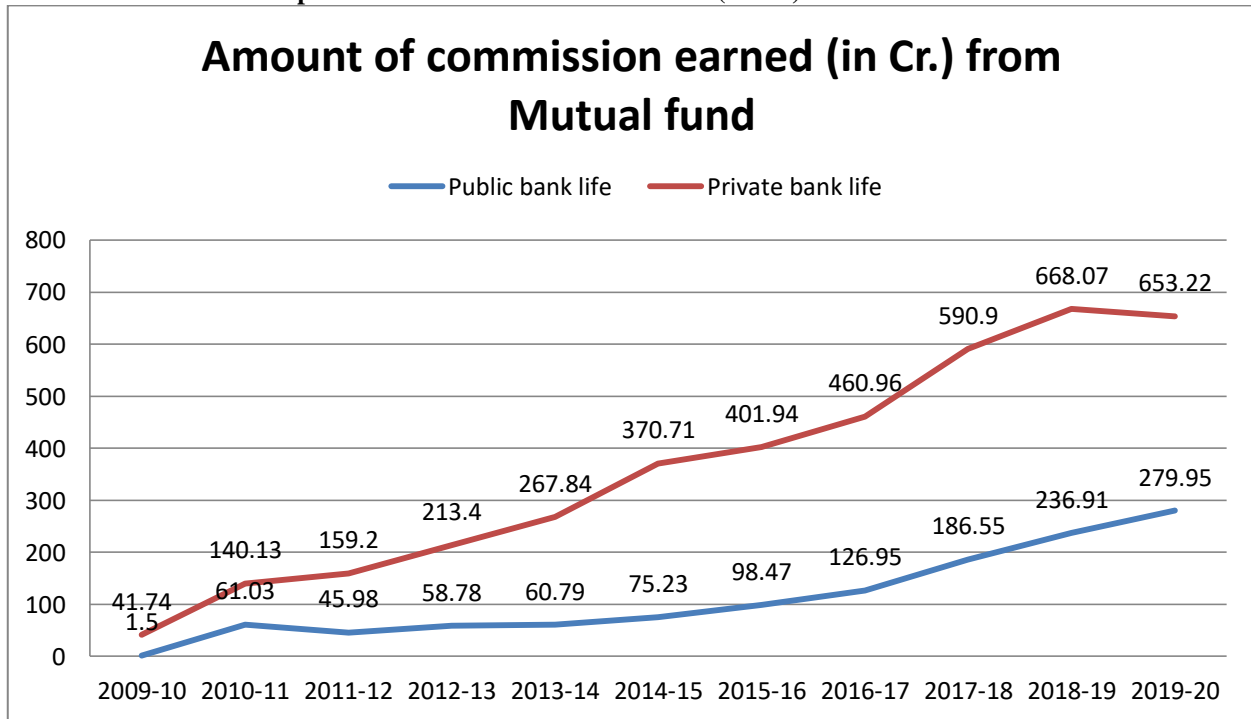
2013-14	539.5	114.58	149.43	267.84
2014-15	539.5	258.2	314.44	370.71
2015-16	735.1	159.29	311.44	401.94
2016-17	888.9	176.54	317.44	460.96
2017-18	1,133.50	250.75	388.46	590.90
2018-19	1,382.80	205.32	416.09	668.07
2019-20	1,772.50	130.09	57.07	653.22
Average	815.25	139.27	213.63	

(Source: Secondary data collected from annual report of Banks.)

Table-3 Comparison of commission earned from Mutual fund between public sector bank and private sector bank
Following table indicate average performance of three public sector banks and three private sector banks about commission earned from mutual funds.

Year	Public bank life	Private bank life
2009-10	1.50	41.74
2010-11	61.03	140.13
2011-12	45.98	159.20
2012-13	58.78	213.40
2013-14	60.79	267.84
2014-15	75.23	370.71
2015-16	98.47	401.94
2016-17	126.95	460.96
2017-18	186.55	590.90
2018-19	236.91	668.07
2019-20	279.95	653.22

Graph 1: Amount of commission earned (in Cr.) from Mutual fund



Null Hypothesis H_0 : There is no significant difference in commission earned from mutual fund between public bank and private bank.

Alternate Hypothesis H_1 : There is significant difference in commission earned from mutual funds between public bank and private bank.

To test above null hypothesis paired T-test is applied. Results are as follows.

Hypothesis Test: Paired Observations	
hypothesized value	0.00000
mean Public bank life	112.01273
mean Private bank life	360.73727
mean difference (Public bank life - Private bank life)	-248.72455
std. dev.	136.62449
std. error	41.19383
n	11
df	10
t	-6.04
p-value (two-tailed)	.0001

Interpretation: The above table indicates that average commission earned from sale of mutual funds for public sector banks is Rs. 112.01273 Cr. and corresponding figure for private sector bank is Rs. 360.73727 Cr. This indicates that commission received by private sector banks for mutual fund is significantly greater than commission received by public sector banks.

The above table also indicates that, calculated p-value is 0.001. It is less than 0.05. Therefore paired T-test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is significant difference in commission earned from mutual funds between public sector banks and private sector banks.

Findings: To understand findings of study the mean score of commission earned from mutual funds for public and private sector banks is obtained and presented in the following table.

Graph 2: Commission earned from Mutual Funds

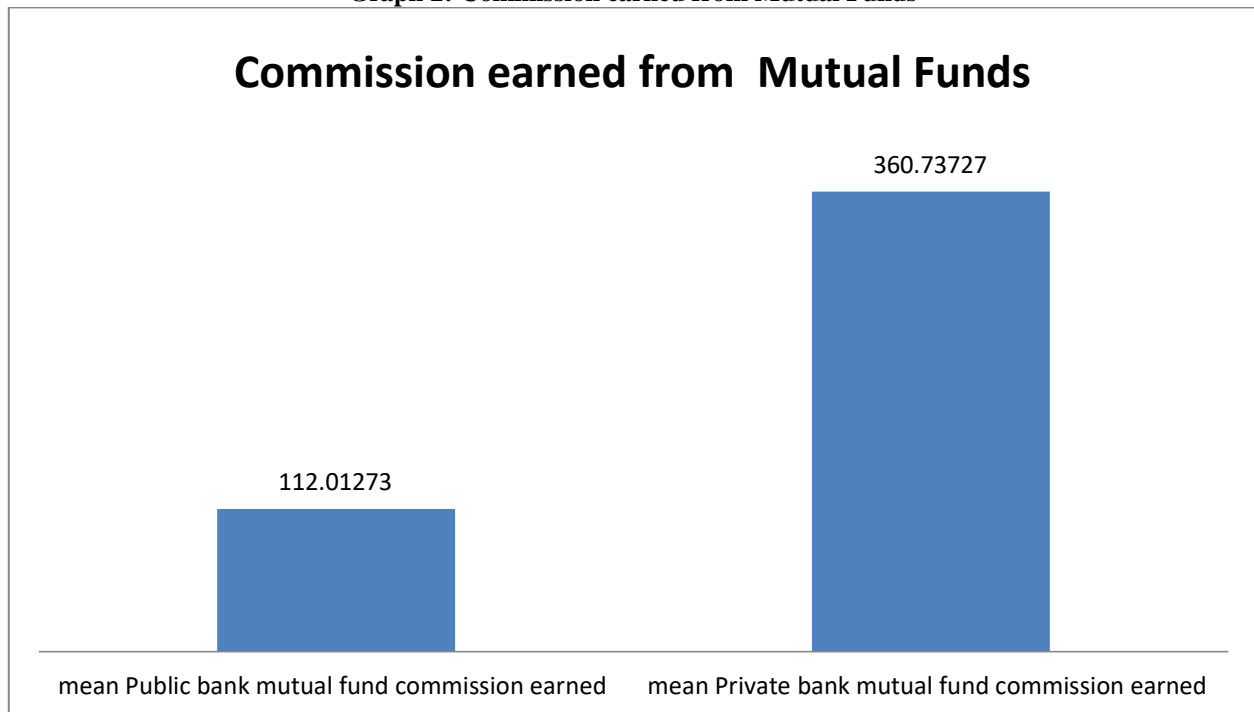
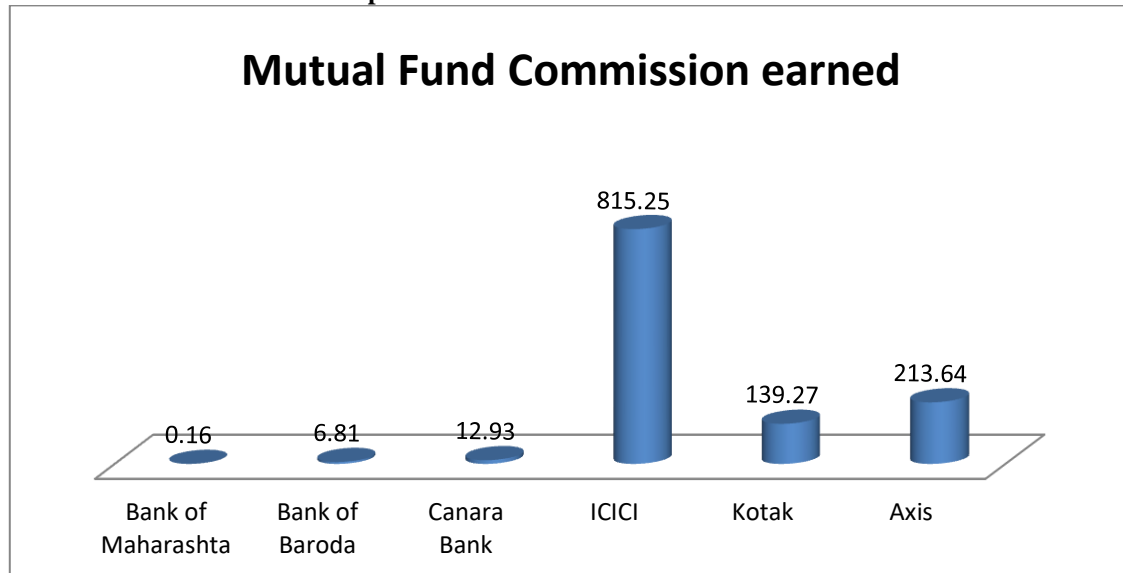


Table 3 Average commission of 11 years (2009-10 to 2019-20) for Public and Private sector banks
(All figures in corers Rs.)

Public Sector Bank	Mutual Fund Commission earned	Private Sector Bank	Mutual Fund Commission earned
Bank of Maharashtra	0.16	ICICI	815.25
Bank of Baroda	6.81	Kotak	139.27
Canara Bank	12.93	Axis	213.636

Highest and average commission comparison can be done for the above table

Graph 3: Mutual Fund Commission earned



As per the bar graph it is clear that private sector banks are earning more commission than public sector banks.

X. CONCLUSION

Financial institutions are facing severe competition. The products may be same but the quality of services providing by banks is remembered by customers. Use of technology is growing extensively in many banks. It is concluded from the study that there is significant difference in commission earned from mutual funds between public sector banks and private sector banks. The private sector banks are performing much better in comparison to public sector bank. The banks have a huge potential to earn more commission from mutual fund products as they have a base of customers. The customer base is still untapped by banks vis a vis sale of mutual fund products.

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The Role of IT in Agricultural Sector in India

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Abstract: Agriculture is considered as main backbone of Indian economy. As Information Technology is playing a pioneer role in every field, that's why the main purpose of this paper is to introduce the modern technology adoption its importance, usage and role in improvement of farmers in India. In the last century, the basic agriculture technology like machines has changed a life of various stakeholders of agricultural field like farmers, merchants, consumers etc. Though the modern technology, farmers and harvesters has started using various IT Technologies. It is observed and experienced that approximate 90 percentage of farmers are cultivating vegetables, Grains, Fruits, and Various Cereals etc. and brought it to the market for selling purpose. Unfortunately the real scenario is merchants are act as intermediate between farmers and consumers, it is observed merchants are earning more revenue than farmers. However, the modern technology is changing the way that humans operate the machines, GPS locators, use of IOT, as computer monitoring systems and self-steer programs allow the most advanced tractors and implements to be more precise and less wasteful in the use of fuel, fertilizer or seed. In future, there may be mass production of driverless tractors and other agriculture machinery which use electronic sensors and GPS maps. This paper has more focus to come up with the various solutions and use IT applications to change life of farmers, to gain more supernormal profit, to construct direct link between farmers and consumers for trading.

Keyword: Agribusiness, Information Technology, IOT, GPS, etc.

I. INTRODUCTION

The challenges before Indian Agriculture are immense. This sector needs to grow at a faster rate than in the past to allow for higher per capita income and consumption. It is an accepted fact that the sound agricultural development is essential for the overall economic progress. About two thirds of workforce directly or indirectly dependent on agriculture. This sector generates about 28 percent of its GDP and over 15 percent of exports. Rising consumer prosperity and the search by farmers for higher incomes will simultaneously drive crop diversification. Export opportunities for agricultural products are also expected to continue to grow, provided India could meet the stability, quality and presentation standards demanded by foreign trade and consumers and maintain its comparative advantage as a relatively low cost producer. Given its range of agro-ecological setting and producers, Indian Agriculture is faced with a great diversity of needs, opportunities and prospects. The well-endowed irrigated areas which account for 37 percent of the country's cultivated land currently contribute about 55 percent of agricultural production, whereas, rainfed agriculture which covers 63 percent accounts for only 45 percent of agricultural production. In

these less favorable areas, yields are not only low but also highly unstable and technology transfer gaps are much wider as compared to those in irrigated areas.

If it is to respond successfully to these challenges, greater attention will have to be paid to information-based technologies. Strengthened means of dissemination will be needed to transmit this information to farmers. Both technology generation and transfer will have to focus more strongly than ever before on the themes of optimization in the management of their available resources by producers, sustainability, coping with diversity by adapting technology more specifically to agro-ecological or social circumstances and raising the economic efficiency of agriculture. To make information transfer more effective, greater use will need to be made of modern information technology and communication among researchers, extensionists and farmers. Public extension system requires a paradigm shift from top-down, blanket dissemination of technological packages, towards providing producers with the knowledge and understanding with which they solve their own location - specific problems. Continuous two-way interaction among the farmers and agricultural scientists is the most critical component of Agricultural Extension.

II. AGRO TECHNOLOGY AND INDIAN ECONOMY

At present, the issues have been addressed by the Extension Systems of State Departments of Agriculture, State Agricultural Universities (SAUs), KVKs, NGOs, Private Extension Services through various extension approaches in transfer of technology. A limitation in Transfer of Technology (TOT) model continues to remain a challenge for the public and private extension systems. With the availability of telephone and Internet, web applications, it is now possible to bridge this gap to quite a large extent by using an appropriate mix of technologies.

The Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India has launched Kisan Call Centres with a view to leverage the extensive telecom infrastructure in the country to deliver extension services to the farming community. The purpose of these Call Centers is mainly to respond to issues raised by farmers instantly in the local language, on continuous basis.

III. BENEFITS/PROS OF FARMING APPLICATION OF FARMER

- The modern technology has proved to be the boon to the farmers. The increased numbers of humans require more productivity from the farm and agriculture business. To feed the total number we need more production in the upcoming years. The farming app would help the farmers to grow the product to balance the ratio.
- The farmers are skeptical to adopt new technology at first, as farming is an old trade. They prefer to follow the old fashion ways, the easier methods. But in this era of technology, no one could ignore the influences and advantages of technology. With the advancement of technology, they could grow more crops or maintain farm animals more accurately. They don't need to run between the territories the farming app would do that for them with the GPS tracking facility.
- With the farming app, the farmers could instantly contact the farming experts if they needed it. They could talk via chats or use the video calling facility through the app. They could get immediate solutions to their problems. That way they could be able to resolve their issues faster and would keep the productivity unaffected.
- Farm animals get diseases sometimes. But there are several times that the farmers notice the diseased animal sometimes later. If the disease is contagious then other animals would also get affected by it. The affected animals should be moved as fast as possible. With the farming app, you could keep track of your farm animals. So, if any of them get any disease then you could identify it sooner and take majors to prevent it from spreading.

- The farming app would inform in advance if the weather is going to be a cloudy one or a radiant one. Because of the weather forecast, they could determine their line of work for the day. They also could take important preventive methods to save their products from the climate.
- In your farming app, you could show your products to your viewers. That way they would have a clear idea of the goods you are offering. Your potential customers could take their decision easily.
- With this feature, you could get every information about any incident that is happening in your farm. If there would occur anything in the farm you would get pop-up notifications on your registered device at once.
- The farming app would also help you to maintain the schedule of farming. Because of the app, there would be less chance of missing or being late for a task on your farm.
- There is direct link between farmers and consumers.
- Farmers are in position to sell their products from their farms itself.
- Farmers can utilize saved amount of transportation as a capital to cultivate their crops.

IV. THE NEGATIVE EFFECTS OF FARMING ON VARIOUS STOCKHOLDERS OF AGRICULTURE

- Use of excessive machineries in agricultural sector leads to unemployment of rural population.
- As Marginal Productivity is Zero in agricultural sectors many peoples are migrating from rural area to urban areas and it leads to urbanization.
- As there is no need of transportation various loaders and unloaders have no work for their hands.
- As the role of merchants/traders has reduced, Government receives less or no taxes from merchants/traders.
- The excessive use of chemicals by the help of machines reduces the fertility of the land.
- Lack of practical knowledge the farmers can't handle the machines properly.
- While the cost of maintenance is very high.
- Overuse of machines may lead to environmental damage.
- It is efficient but has many side effects and drawbacks.
- Furthermore, Driverless agriculture machine is a liability to access the technology.
- Improve the scouting programmes.
- The robotic machine could not change their culture, we have to set their programme manually.
- Most of the farmers are illiterates so they are unable to use the modern machines.

V. RESULT AND DISCUSSION

As we have discussed the role of IT in Agricultural sector we have come up with following outcomes-

- Due to advancement in technology standard of living of farmers has been improved.
- As many works done through technology, Children's from rural area has started taking education.

- Technology becomes responsible factor increase in productivity and therefor export of agricultural products is possible through ECGC (Export credit Guarantee Corporation of India).
- Farmers can devote full focus on agricultural activities.
- The traditional market is out of fashion and it replaces modern that is E-Commerce.
- The agricultural products which was kept on the street for commerce is now placed it in the malls.
- IT applications is the reason for increase in annual income of farmers.
- Various co-operative societies are started approaching directly to farmers for place orders in bulk.
- Online auctions are done for farmers products through IT applications.
- Using IOT (Internet of Things), farmers can operate their water pump sets from any place in the world.

VI. CONCLUSION

- Due to Initiatives taken by Indian Government and State Governments in the field of agricultural sector, it has observed that it is very helpful and fruitful for creating conducive environment for farmers in India.
- Farmers have become more techno savvy to use various IT applications for their agricultural activities.
- Due intervention of Information technology in agricultural sector middle mans are partially wiped out.
- It is observed that there is a substantial growth in the quantity as well as quality of agricultural product.
- As farmers are able to sell their products from their farm only, hence they do not require to bear transportation cost.
- Apart from all these things it is also important to pay attention that farmers are able to jump to allied activities such as animal husbandry, fish farm etc.
- Last but not lest we can think Information Technology act as a backbone for Agricultural sector.

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The Effect of Atmanirbhar Bharat on Indian Economy

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Abstract: *The concept of self-reliant is more crucial when any economy is in the list of developing countries. India's lockdown to maintain social distancing to minimize the transmission of the COVID -19 pandemic has brought the challenges caused by global supply chain disruptions into sharp focus. The world also experienced the danger of relying on one country. The government has responded to this by launching the 'Atmanirbhar' (self-reliant) programme to make India a nerve center of global supply chain. Atmanirbhar Bharat is the vision of the Prime Minister of making India a self-reliant nation. The present paper discusses key highlights of Atmanirbhar Bharat Packages and their implementation. The detailed announcements were made in five days relief package by the Finance Minister Nirmala Sitaraman to mitigate the negative effects of the COVID-19 pandemic. She clarified that it doesn't aim to adopt protectionism against other countries. Those sectors which requires FDI and foreign technology are always welcomed. In the critical situation of pandemic when international movements of goods and services prohibited, India showed the independent skill of manufacturing PPE by growth of this sector from zero to 1,50,000 pieces a day by the beginning of May, indicating the capacity of Self-reliance. The paper focuses on the effect of Atmanirbhar Bharat on Indian Economy. It tries to analyses the outputs of this programme and its future journey.*

Keyword: *Atmanirbhar Bharat (Self-Reliant India), Indian Economy, Development, etc.*

I. INTRODUCTION

As we have observed and experienced that there is an increased push for self-reliance globally these days, the idea of being self-reliant is old one. The latest invocation of self-reliance by governments in India and elsewhere is primarily about economic self-reliance but like in the Indian case it is more specifically about self-reliance in manufacturing. The aim of this campaign is to make the country and its citizens independent and self-reliant in all senses. The Prime Minister of India is divided this programme into five pillars i.e. Economy, Infrastructure, System, Vibrant Demography and Demand. The Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan for smoother functioning of announced campaign.

India have adopted the policy of Liberalisation, Privatisation and Globalisation (LPG) since 1991 in the form of New Economy Policy, 1991 but this policy was discontinued undesirably during the pandemic of COVID-19 occurred in the

beginning of year 2020. As a result international trade was totally collapsed and stopped. For satisfying the need of self-consumption, The Government of India have given birth to new concept that is “Atmanirbhar Bharat” (Self-Reliant India) which might be reason behind the “V” shape recovery of an economy in recent period of time. As Government of India have already claimed that through this campaign they didn’t mean to adopt protectionism policy rather than they aimed to make domestic industries more stronger including 12 industries which are auto components, textiles, industrial machinery and furniture, food processing, organic farming, iron, aluminium and copper, agro - chemicals, electronics, leather and shoes, Masks, sanitizers and ventilators.

Former Reserve Bank of India (RBI) Governor Raghuram Rajan has said that he is not quite sure about government's 'Atmanirbhar Bharat' initiative. Raghuram Rajan said he is not clear what government means by 'Atmanirbhar Bharat', adding that if it is about creating an environment for production then it is a rebranding of the 'Make in India' initiative. On the basis of his view on Atmanirbhar Bharat, India require strong and better quality of raw material import liberalization policy for strong export activities.

II. OBJECTIVES OF THE STUDY

1. To study the effects of Atmanirbhar Bharat on Indian Economy.
2. To analyses the overall performance of economy after Atmanirbhar Bharat Campaign.
3. To study the outcomes of Atmanirbhar Bharat Campaign.

III. RESEARCH METHODOLOGY

The Research approach used in this project is a ‘Secondary Data Analysis’. It involves synthesizing existing data that can be sourced from the internet, peer-reviewed journals, textbooks, government archives, and libraries.

IV. ATMANIRBHAR BHARAT AND THE “V” SHAPE RECOVERY OF AN ECONOMY

Over the past several months, the government has attempted to support the economy by a mix of monetary and fiscal packages, with the Reserve Bank of India also contributing in a big way to ease liquidity concerns. These are significant measures that may have a positive economic impact in the medium and long term. It is also important to see that the policies must strive towards reviving the demand in the short term. The idea was to give direct financial support to the most vulnerable sections, but also focus on self-reliance and create a stronger structural base for the economy for the longer term. This is where its Atmanirbhar Bharat initiative fits in. Despite criticism from various quarters on its unwillingness to pump in large sums of money through a direct stimulus programme, the government stayed away from this big-bang route. The fundamentals of the economy remained strong as gradual scaling back of lockdowns, along with the astute support of Atmanirbhar Bharat Mission has placed the economy firmly on the path of recovery.

The advance estimates for FY2020-21 released by NSO manifest that the economy is expected to stage a resilient V-shaped recovery in 2020-21. As per quarterly estimates released by NSO, the economy has shown a decline of 15.7% by FY 2020-21. A decline of real GDP by 7.7% for the whole FY: 2020-21 indicates a modest decline of 0.1% in GDP growth in second half of the year. “It also indicates a 23.9% growth in H2: FY2020-21 over FY2020-21. Faster normalisation of business activities amid gradual lifting of restrictions, higher festive and pent-up demand and policy support is expected to translate into a faster-than-anticipated economic recovery over the second half. This is supported by a strong rebound seen in several high frequency indicators in Q3: FY 2020-21,” it is citing examples of the rebound. The industrial production growth ran parallel to the festive season of October and rose to an eight-month high, led by manufacturing and electricity sector. Continuous surge in commercial and industrial activity has been further corroborated by continued growth in PMI manufacturing, power demand,

persistent improvement in E-way bills generated and highway toll collection rising above pre-COVID levels. Monthly GST collections attained their record levels in December, 2020. The growth momentum in rail freight traffic remains upbeat, as passenger earnings begin to recover, port cargo traffic grows, and domestic aviation picks up further.

The roll-out of the Covid-19 vaccines in India is also expected to provide a further boost to this economic momentum. The Survey reckons that after the estimated 7.7% pandemic-driven contraction in 2020-21, India's real GDP is projected to record a growth of 11% in 2021-22 and nominal GDP by 15.4%. "These conservative estimates reflect upside potential that can manifest due to the continued normalisation in economic activities as the rollout of COVID-19 vaccines gathers traction. This will further be supported by supply-side push from reforms and easing of regulations, push to infrastructural investments, boost to manufacturing sector through the Productivity Linked Incentive Schemes, recovery of pent-up demand for services sector, increase in discretionary consumption subsequent to roll-out of the vaccine and pick-up in credit given adequate liquidity and low interest rates."

A sector wise breakup of allocation under the Aatma Nirbhar scheme is given in give Table below.

Table 1.1 Sector wise allocation under Aatma Nirbhar Bharat Scheme

Sector	Banking (RBI measure)	State Borrowing	Business and MSME	Agriculture	Social Sector (including PMGKY)	Power	Housing	Taxation	Health	Total
Allocation (Rs. lakh crore)	5.22	4.28	3.675	3.48	2.08	0.9	0.7	0.5	0.15	20.986
Allocation as % of total package	24.4 %	20 %	17.2 %	16.3 %	9.7 %	4.2 %	3.3 %	2.3 %	1.8 %	100%

Source- PRS Legislative Research, India.

The structural reforms and the policy push under the Atmanirbhar Bharat Mission is aimed at strengthening the fundamentals of the economy-which should put the economy on a strong growth path once the economy recovers from the pandemic shock. As per the Doing Business Report (DBR), 2020, the rank of India in the Ease of Doing Business Index for 2019 has moved upwards to the 63rd position amongst 190 countries from a rank of 77th in 2018. India has improved its position in 7 out of 10 indicators, inching up to the international best practices. The DBR, 2020 acknowledges India as one of the top 10 improvers, third time in a row, with an improvement of 67 ranks in three years. It is also the highest jump by any large country since 2011.

"The Pradhan Mantri Garib Kalyan Yojana (PMGKY) for ensuring food security through the public distribution system, direct benefit transfers to widows, pensioners and women, additional funds for MGNREGS, and debt moratoria and liquidity support for businesses. Furthermore, the government introduced more policy measures under the 'Atmanirbhar Bharat' mission in a calibrated fashion as the pandemic restrictions eased to maximize effectiveness and economic recovery.

V. ATMANIRBHAR BHARAT- THE DIFFERENT FACET

There is no sure way of knowing how much the government will spend at the end of this financial year (2020-21), but most calculations suggest that far from the promised 10% of GDP, the actual government expenditure in the Atmanirbhar package is just 1%. Many have openly questioned the ability of this economic package to either provide adequate immediate relief to the most distressed sections of the economy, or indeed stem the rapid decline in India's Gross Domestic Product (GDP) growth.

In the lump, the package announced by our prime minister is seems to be insufficient and lacking in multiple perspective. Now obvious question is why? An answer for this question speaks bitter facts. With a nationwide lockdown for the better part of April and May, the total quantum of economic activity in the country measured by the monetary value of all goods and services

produced has sharply curtailed. Given an uncertain future for the rest of the year, most observers estimate that the Indian economy will contract. That is, it will produce less in 2020-21 than it did in 2019-20. This means the Gross Value Added (GVA is a proxy for the income earned) across sectors agriculture, industry and services will fall.

As incomes fall, three things will happen. One, individuals (like you and me) will cut down their expenditure. In particular, all discretionary expenditure be it an additional pack of cigarettes or a new car or a house will come down sharply. Two, seeing overall demand fall, businesses, which were already not investing, will likely postpone their investments further. Three, the government revenues will take a massive hit. This means that if the government wants to maintain its level of fiscal deficit (the gap between what it earns as revenues and what it spends), it will have to cut its overall expenditure this year. These three types of “expenditures” by individuals, businesses and government essentially make up the GDP of India. There is a fourth component called net exports (that is, the net of exports and imports), but with the global demand plummeting as well, this too is unlikely to help matters.

According to an assessment by Prof N R Bhanumurthy of the National Institute of Public Finance and Policy (NIPFP) and published by National Council of Applied Economic Research (NCAER), the way things are going, India’s GVA will contract by a whopping 13% this year under the Base case scenario (see Table 1.2). The Base case scenario refers to a scenario where governments (both Centre and states) bring down their expenditure in line with their falling revenues to maintain their fiscal deficit target.

Table 1.2- GVA Growth by Sectors under the Base Case scenario

GVA Growth by Sectors under the Base case scenario	Year on year in Growth in 2019-20 (%)	Year on year in Growth in 2020-21 (%)
Agriculture	2	2
Industry	1	-27
Services	6	-08
Total	4	-13

Source- NCAER and NIPFP

To lift growth, the governments would have to spend more and counteract the natural downward spiral of the economy. As we can see the table in which GVA by sectors under the base case scenario is given, where in the year of 2019-20, Agricultural sector shows 2 % Growth which was not changed in the year of 2020-21. On the contrary, industrial sector growth was by 1 % and it was unexpectedly -27 % in 2020-21. In case of Services sector, in 2019-20 growth rate was 6 % and was negative (-08) in 2020-21.

In the lump, Total growth rate becomes -13 % in 2020-21 which was 4 % in the year 2019-20. Only announcing policies are not giving any security to economy rather it requires properly managed mechanism, appropriate tools and effective implementation.

Scenarios (Public Expenditure Increase, % of GDP)	GDP Growth Rate (Year on year) (%)	Fiscal Deficit (As % of GDP)	Inflation (%)
No Stimulus Base Case	-12.5	6.4	4.5
Scenario 1 (Budget 2020-21)	-4.1	7.4	6.6
Scenario 2 (1%)	-1.9	7.7	7.4
Scenario 3 (3%)	1.2	8.8	8.9
Scenario 4 (5%)	3.6	9.4	10.1

Source: Estimates using model from Bhanumurthy N. R., Bose, S. and Satija, S. 2019. “Fiscal Policy, Devolution, and the Indian Economy”. NIPFP Working Paper No. 287, <https://nipfp.org.in/publications/working-papers/1883/>. New Delhi, December 2019

It shows that only if the government spends 3% of the GDP over and above what it promised to do in the Union Budget 2020-21, will the economic growth stay in the positive territory. Short of that, the Indian economy will contract. Of course, higher public spend will come at the cost of higher levels of fiscal deficits and higher inflation, but a growth contraction will come at the cost of widespread economic ruin, job losses and even deaths.

At present, there is no sure-shot way of knowing what will be the final level of government spending at the end of this financial year. Most calculations suggest that far from the promised level of 10% of the GDP the actual government expenditure in the Atmanirbhar Bharat Abhiyan is just 1% of GDP. And we still don't know if this 1% (of GDP) expenditure is over and above the Budgeted expenditure or will it be funded by expenditure cuts elsewhere. It is clear that Atmanirbhar Bharat Abhiyan economic package is likely to do little for India's economic growth in this financial year, and that is why it is being criticised. It is essential for the people to start using the products which are made in India. The people should be encouraged to not only use the products that are made in India but also to export those products to other countries.

VI. RESULTS AND DISCUSSION

It is clear then that Atmanirbhar Bharat Abhiyan economic package has initially helped to economy to revive from damage occurred due to pandemic. Government has targeted backward sectors which actually required financial support and in action total 260 activities have been conducted till now where 10,80,948 participants were benefited in which 285 ministries and organizations were involved. The package proved to be a failure as it was unable to boost confidence and bring optimism among the corporates because the focus is more on indirect benefits than direct benefits. The packages should be designed to provide cash rather than loans. Yes, definitely this abhiyan will help little for India's economic growth in upcoming few financial years, and that is why it is being criticized. The collateral-free or unsecured loans that are announced for MSMEs may lead to greater default by the companies. Due to the unsecured loans the banking sector especially the PSUs which are already reeling under the bad loans may see further deterioration in their asset quality. An Economy, Infrastructure, System, Demography, and Demand were core targeted components by the government but it is not enough to survive an economy which has more population compare to other economies. The reforms has covered agriculture, MSMEs, the housing sector, the social sector, Government reforms, migrant workers, civil aviation, defense, etc.

VII. CONCLUSION

Due to this step taken by employment opportunities has been created, till September hiring trend has gone up to 57 %, Especially in IT (software) sector (138 %), Hospitality (82 %), Retail (70 %) and Education (57 %). Government have focused more on development of women entrepreneur, teenagers who has ability to innovate something new in technology, farmers for more innovation, tribal entrepreneur, daily wage workers, scientist, etc. At the same time government has to announce and implement stronger policies to bring economy in stability state because still many segments are deprived of even basic needs. Aatmanirbhar Bharat Abhiyan promises to provide benefits to everyone from every sector. It aims to be self-resilient to face the competition with the global supply chain. The package will support the poor, laborers and migrant workers from both organized as well as unorganized sectors for sure. Hopefully this package will further help the economy for increase in GDP.

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Review and Analysis of Real Estate sector with Reference to RERA Bill

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Abstract: *In India, real estate is the second major sector after agriculture and is scheduled to rise with great proportion in the coming future. The intention of this study is to focus on Movement in the real estate market as well as highlight the initiative of RERA Bill. This paper majorly studies the development tendency of the real estate sector. The real estate industry was functioning in a more hazardous way where the developer was not able to stick to their commitment of quality and delivery of the project. Due to this the customer used to face many problems. Due to such behavior of the developer it leads to a trust gap observed between the stakeholders. As many other industries are dependent on the real estate industry, it was of utmost necessity to resolve the issue. For this, the Government of India came up with a RERA bill which put some restrictions and supervision on all the stakeholders of the industry. This study is done to analyze the act and suggest some of the changes that can be implemented in order to make the system more business effectively and efficient.. This study is anticipated to present various tribulations and challenges those buyers, developer, Promoter and stakeholders of the realty sector are facing today.*

Keyword: *RERA Act, REIT, NRI Investment, Developers, Investors; Realty Market.*

I. INTRODUCTION

The real estate sector in India implicit superior importance with the liberalization of the economy, as the resulting augment in business opportunities and labor immigration led to mounting demand for commercial and housing space. There was no mechanism to check the credibility of the developer and have to rely on the market image of the developer. There was no specific redressal mechanism for the sector for delay in delivering and other related project. In other ways RERA was also needed from the side of developer as it can keep the check on inventory and will filter out the non-capable developer in the sector so that there remain companies which see larger stake in the business and indulge more professionalism.

A regulation like RERA was needed in order to revive confidence in our country's real estate sector. It is one of the leading revenue generators in our country and it is needed some transparent government authority to keep a check on developers. RERA will provide a common ground for both buyers and developers and will reduce the risks which were faced by the people before. RERA is of extreme significance as it will be applicable to most of the Real estate companies.

This act mandates a number of things like registration of projects and real estate agents which have become mandatory now. A buyer will have all the rights to know each and every detail about a real estate project and will also have the right to get all the necessary documents related to the project. RERA establishes a state authority which will govern and control both residential and commercial real estate transactions. RERA will ensure timely delivery of the project which is a big sigh of relief to home buyers or allottees. RERA will guarantee more precision between the developers as well as buyers thereby ensuring transparency in the deal.

One of the greater challenge was a trust gap between the developer and the buyer. Real estate sector as and when seen the recession, one of the major factors had been trust. Buyers were always in the fear that the developer will not give possession on time or he will not provide the required documents or he will not give the said quality of property. There was a fear that developers would fly-by-night. India's real estate sector has been one of the world's largest markets.

II. OBJECTIVES

- To study the progressions in real estate market
- To understand RERA Bill and Key Features
- To understand Impact of RERA Act on NRI and REIT in real estate sector
- To study the diverse impacts of real estate regulatory bill

III. RESEARCH METHODOLOGY

The Data used for this paper is derived research. Secondary data from assorted sources like RERA website, Reports, websites of government, conglomerates, trade unions, newspapers, realty magazines etc. have been referred.

IV. LITERATURE REVIEW

To curb all these RERA act 2016 was introduced in parliament. However, the prices are not stabilized even after the implementation of the RERA act. Our study is done to recognize the loopholes that still the developers are using to use the law in favor of them. Our study is done to know what can be done to make this law more effective in terms of both developer and buyers. And can this act be implemented on a wider base and more transparency.

As per Indian Express (Dec 26th, 2012) Dr. Reena Vasishta – additional secretary to the Govt. of India (26th March 2016) in her studies shed titled that this was indeed to make a call in favor of customers, buyers, promoters and agents. The reform of the act implemented due to the economic crisis, fraudulent activities happened in the Indian real estate sector this step was taken and implemented in favor of customers to stop unnecessary incidents. It has been facing a lot of problems since 2012. This could lead to decrease demand for property further. This reduced demand is causing a slowdown in recovery of investment for builders. The RERA act is initiated by the central as well as state government to spread awareness and bring transparency to maintain the real estate field safe and secure.

Drake Mac Donald (2011) in his studies titled, In India construction industry is emerging rapidly. In India faulty construction is a major problem recognized through different segments. People construct buildings due to the hefty greed. Builders use cheap product and quick ways to build while providing lesser wages to the workers.

V. MOMENT OF INDIAN REAL ESTATE SECTOR

The Real Estate Sector plays a catalytic role in fulfilling the demand for housing and infrastructure in the country. While it has expanded over the years, it has been highly unregulated coupled with lack of standardization and adequate measures for

protection of consumers interest. The major problems faced by the consumers was the unavailability of complete and authentic information in respect of the property they were dealing into, lack of accountability on the part of developers and builders and absence of effective regulation. The irregularities affecting the sector were delay in project completion, diversion of funds collected from buyers; reneging on contractual commitments by both the developers and the buyers; and constraints in financing and investment opportunities available to the sector, thereby affecting its long-term growth. Thus, the need for regulation of the real-estate market was never more than it was now: to ensure transparency and fix accountability.

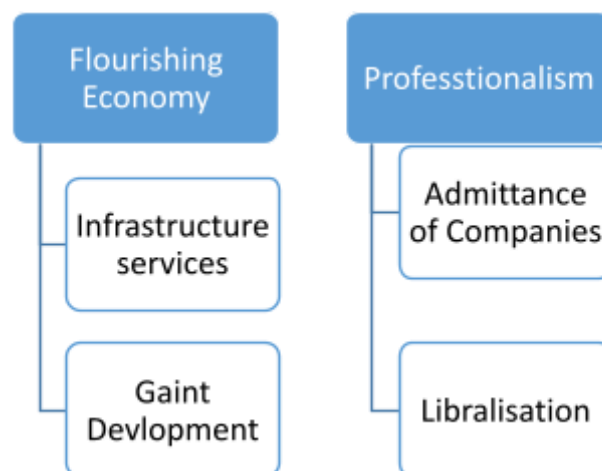
RERA was necessary to streamline the developer and to boost up the sentiment of the buyer so that the real estate sector can revive and can be capable of facing the tough times in the economy. RERA is implemented in order to look after the issues like quality of construction, price, delays etc. RERA will forced the developer to do the business in a disciplined manner and deliver the project on time with the said qualities. If this ACT is implemented successfully than it can bring revolution the real estate sector and this sector can be the driver for Indian economy

Real estate is a quality class that stipulates expert skills. The intricacy adjoining this sector is increasing in the Indian context. Compared to the full-grown real estate markets in the urbanized nations, buyers in India must have a higher level of conscientiousness before inflowing into property contracts (Christopher Crowe et al, 2011). India has its own distinctive and vital complexities and business is not an exemption to it. Real estate is an essential component in the configuration and development of all businesses and gradually growing into an immense business itself. As such the performance of the realty sector depends mainly on the performance of the market and the commerce in particular.

VI. REAL ESTATE ADVANCEMENT AND BOOM ERA

The Initiated act of Foreign Direct Investment (FDI) was allowed, the realty market is at a great peak and there were many fluctuations in the sector before and after FDI initiative. Below are the key reasons for the boom and downfall of Indian real estate sector.

According to JLL India, the Indian economy grew at 7.3% during the financial year (FY) 2014-15, which is higher than the predicted GDP rate of 6.8%, and is scheduled to make a growth rate in the range of 7-7.5% in the next financial year i.e. 2015-16. If this propulsion continues, supported by a promotive business environment and government policies, the country will balance to achieve a two digit growth rate in the upcoming years.



- Flourishing economy; improved GDP (Gross Domestic Product) up to 7.8% per annum.
- India's materialization as a striking off shore place and accessibility of team of wellcapable engineers and managers.

- Development of giant confined units of key companies including TCS, ICICI, Google, HDFC, KPMG, EY and American Express.
- Enhancement in the demand for eminent residential housing and property as an investment option.
- Admittance of proficient companies outfitted with capability in real estate development.
- Professionalism in Real estate sector
- Liberalization of legal verdicts and processes by the leading bodies, promoting investments in real estate.
- Advances in infrastructure services.

VII. RUINATION OF INDIAN REAL ESTATE SECTOR

The three policies that were introduced together were Demonetization, GST and RERA which had multiple effects on the Indian economy at that time and now from past two years the Covid Pandemic hits Real estate sector very badly in many ways to major cities specifically in case of Small Developers, Promoters and Authorized Dealers as well. Demonetization hit the middle class and the lower class the most. After six months of demonetization, RERA was put into effect which again affected the real estate market detrimentally. Implementation of RERA with the aim of regulating the real estate market turned out to be an impediment to its growth since its inception. RERA directly affected the small-scale developers and contractors badly in the metropolitan areas due to the lack of employment opportunities for the laborers as a lot of proposed development of real-estate projects were either closed or adjourned until it were registered with the RERA. The shift of liability and increased accountability of the builders in terms of delivery of the properties and other regulatory policies.

Affirmed below are the causes that have led to real estate downfall in India:

- Loan interests on houses are exceptionally high.
- Timely possessions of projects are not given by a large number of developers.
- Agreement and approval processes after completing several obstacles prove to be awfully lengthy.
- A largely throttled supply line and of scheduled lack of appropriate organizational funding are some of the chief looming factors.
- Record deflation of Indian rupee against dollar and political impasses.
- Due to extreme competition in prime cities, quality of construction is also getting poor.
- Housing demand is increasing day by day due to extensive migration of people from rural to urban areas (Urban Sprawl) and supply is restricted.
- Illegal practices by several real estate players regarding promotion of projects.
- Absence of national real estate policy or regulatory bill.

VIII. REAL ESTATE (REGULATION AND DEVELOPMENT) BILL 2016

The Bill, which was initiated in the Union Cabinet in August, 2013, got granted by the Parliament in June 2016.

Real Estate Bill

A bill to set up the real estate regulatory authority for ruling and endorsement of the real estate sector and to make sure sale of houses, apartment or building in a competent and apparent manner and to defend the interest of consumers in the real

estate sector and establish the jurisdiction to hear petitions from the verdicts, directions or commands of the authority and for issues connected therewith or subsidiary thereto.

Highlights of Real Estate Bill

The bill offers a consistent regulatory atmosphere, to protect buyer interests, help quick arbitration of disputes and ensure methodical growth of the real estate sector. It aspires at reinstating buoyancy of the common public in the real estate sector by instituting lucidity and liability in real estate and housing businesses.

Comprehensive key features:

- **Pertinence of the bill**

The planned original bill was valid for residential real estate. It is now anticipated to enclose both residential and commercial real estate.

- **Formation of real estate dictatorial authority**

The bill provides for the founding of one or more real estate regulatory authority in each state for supervision of real estate operations. It also recommends employing one or more arbitrating officers to settle quarrels and oblige reimbursement and interest.

- **Listing of real estate projects and mediators**

Developers have to compulsorily register all projects with the concerned real estate regulatory authority of the state. Real estate mediators who plan to sell any plot, apartment house or building also have to get themselves listed with the authority.

- **Mandatory public revelation of all project information**

The bill intends obligatory public revelation norms for all recorded projects such as details of advertisers, project, outline plan, plan of progress works, property status, status of legal approvals and disclosure of performed concords, names and official addresses of real estatemediators, freelancers, contractors, designers, structural engineer, consultants etc.

- **Responsibility of promoter**

The bill brings out the jobs of developers including confession of all appropriate information of project, devotion to official plans and project designs, responsibilities regarding reality of the classified ad for sale or catalog, refinement of structural faults and repayment of capital in cases of evasion.

- **Obligatory security deposit of 70 per cent**

Constructors will now have to put down at least 70% of the sale progresses, counting land cost, in a separate bond account to meet building cost. As per the former proposal, it was 50 per cent or less of sale progresses. This is intended at avoiding developers from averting money raised from allottees.

- **Obedience to declared plans**

Under this bill, developers are debarred from changing plans, structural blueprints and condition of the plot, dwelling or building without the approval of two-third allottees after revelation. However, small additions or variations are permissible on architectural and engineering basis.

- **Roles of real estate mediators**

The bill makes it compulsory for real estate mediators to sell assets registered with the governing real estate authority. They are also requisite to maintain account books, evidences and certificates and are banned from getting implicated in any iniquitous trade practices.

- **Rights and jobs of allotters**

The bill brings out the right of the allotter to attain phase-wise time agenda of project and claim ownership as per promoter assertion. Allotter is also permitted to compensation with interest and reimbursement for default by the promoter. On their part, allotters must make imbursements and perform responsibilities as per contract.

- **Role of real estate dictatorial authority**

According to the bill, the authority must act as the central agency to organize attempts concerning development of the real estate sector and give essential guidance to the suitable government to make certain the development and encouragement of a transparent, competent and spirited real estate sector.

- **Fast track quarrel resolution system**

The bill also sets up a fast-track quarrel settlement mechanism through arbitration and institution of a specialized real estate matter court. The courts will now have to pass judgment of cases in 60 days as against 90 days planned before and regulatory authorities to arrange complaints within 60 days only.

- **Penalizing measures in case of disobedience**

The punitive stipulations under the planned law comprise a fee of 10% of project cost for non- registration and imbursement of additional 10% of project cost or three-year custody or both if still not obeyed with. For incorrect revelation of information or for not obeying with the confessions and requirements, payment of 5% of venture cost will be requisite. The bill provides dictatorial authorities the control to abandon project registration in case of constant breaches and settle on further strategy regarding conclusion of such projects.

IX. CHALLENGES

- With many ventures in the higher stages of construction, or at the stage of possession, more lucidity is needed on the relevancy of the vital phrases of the bill on current projects.
- Apparent procedures are necessary on whether projects newly approved, but not officially commenced, would be directed by the bill or not.
- The fiscal penalty for any breach of the stipulations of the law is 5 to 10% of the projected project cost/construction cost. Thus, clearness on the explanation of the project cost/construction cost could help shun uncertainty at a later stage.
- There is still a call for an apparent definition of the term 'structural faults' to avoid any vagueness or delusion in the future.
- Structural defect is the responsibility of the developer, developer has to ensure that there are no such defects before the handling of project, and even after handling the project any such defects occur than he has to rectify it. Structural defects and workmanship are two different things, but in the act, it is mention under same section. The start date for both the thing is same, whereas the start date for structural defects should be on the date of completion certificate,

whereas the start date for workmanship should be the date of the possession and should be only for one year, unlike the structural defects which the developer has to maintain for five years.

- RERA specifically draws attention about the rights and duties of the developer but does not mention much about the rights and duties of the real estate agent who is an equally important link in this industry. Clauses must include defining roles and duties of the real estate project very clearly.
- As RERA is a central law, it requires the cooperation of the states. Every state and UT needs to establish their own real estate regulatory authority and have to frame the rules. So, every state has fabricated the rules according to their convenience and therefore the act to much extent is diluted. Due to change in the system by the states many developer and agents have to wait for the registration number.
- This is the current status of the projects registered under RERA and the states or UT which are yet to notified RERA or yet to launch the website. After the act became the law in 2016, all the states and UT were asked to notified the law in their assembly within six months and establish a regulatory body by May 2017. However, many states have failed to meet both the deadlines.
- Real estate industry is a very capital-intensive industry, RERA ask the developer to block 70% of the money into escrow account and can only be withdrawn in accordance with work done. This rule restricts the developer from expanding his business as he will not have as many funds as he may require to expand the business.
- After the implementation of RERA the number of launches of real estate project in the country has decreased, because of clearance that are the developer need to get and also their money is block in escrow account, they thus does not have enough liquidity to purchase new land for new projects and have to wait until their ongoing projects get the clearance certificate and they can withdraw the money from escrow account, this has hamper the real estate sector in many ways.
- The price which were expected to become stable or go down, after the implementation of RERA has actually gone up, because now the developer has to sell the property at carpet area and so they have increased the per square f price of the property. Also, the broker and real estate agent have to register under RERA and have to pay respective fees, their brokerage fees have also gone up.
- The developer has to take care of all the structural defects for 5 years, so developer will also try to cover that cost from the cost of the property and so the price of the property has gone up.
- Due to higher penalties on missing the deadline of completing the project, developer tends to write a completion date much longer than the actual in order to be safe. This also give time to developer to perform the construction activity slowly when they do not have enough money to continue with the projects. Buyers may get misguided due to the completion date given by the developer.

X. RECOMMENDATION AND SUGGESTIONS

- Provision for punishment should be intact in all states, according to central RERA imprisonment upto 3 years or fine to the amount of total estimated cost of the project or both is applicable to developer, buyer, and real estate agent, whosoever does not comply to rules and regulation. But except kerala all other states and UT have added a clause to compound the offence to avoid imprisonment.
- Currently the law states that 10% advance is taken when signing a sale agreement, but no further clarification is made

on payment of the rest 90% of the payment. Gujarat and Maharashtra have linked all the payment instalments with the stages of construction. Similar model should follow in central RERA law and all the states should be notified to link the payment schedules with the stages of construction.

- The percentage of the amount that should be deposit in escrow account should be reduce to 40% - 60%, this will give more cash to developer on hand to invest in different project and the growth of the market will not be sluggish. If the demand exceeds the supply than the rates of the real estate property will increase and may go out of the reach of the middle class people. And also, states should not allow to dilute this clause.
- Structural defects should be clearly defined in the central law. Some states have diluted the clause by removing the DEFECT LIABILITY word from the clause, and hence make developers less vulnerable to the trouble from the members after they hand over the project.
- According to RERA Act that any change to the plan, design or anything should be done after getting the permission of the 2/3rd allottees. But this same law does not specify the time by which the allottees should collectively come to a conclusion on allowing the developer to do any alteration. This may lead to the delay in the construction of the project. Any such delay which is out of control of the developer should be noted at correspondence time and should be extended for the completion of the project.
- The RERA Bill should act as a support to the real estate industry, the biggest issue in this industry is always about Liquidity, RERA should provide incentive to REIT and pension funds to invest in the real estate projects. By this way industry will always be available with the cash and thus developers will be encouraged to expand their business. All the legal complications or barriers should be abolished through this act.
- Set up the IT network to monitor all the projects register under RERA and for quick redressal of the complaints. as far as possible.
- Land title insurance should be available to the developers, the primary issue in this sector is land dispute. By providing land title insurance the developers can be assured about the ownership of the land which plays a vital role in documentation procedure.

XI. CONCLUSION

The following are the conclusions of this study:

- The year 2021 was slated to be a year of recovery, and the confidence was seconded by the vaccination drive rolled out by the Union Government. However, the recent upsurge in various pockets of India (especially Maharashtra) has compelled the investor community to remain in a cautious mode.
- The availability of credit for the real estate sector has emerged as one of the key factors hampering the expansion. The already uncertain environs fueled by the recent resurgence of the pandemic have compelled the financial institutions to avoid risky investments. This could add to the woes of the already cash-strapped real estate sector.
- The problem is that the real estate sector in India has a massive information irregularity, the companies have all the information and there is no means to confirm if the information they are displaying out is correct. For example, the existing price inclination in any certain locality (Prashant Das et al, 2013).
- The real estate sector has been among the sectors nastiest hit by the universal economic recession, which together with high interest rates in the countenance of continual inflation and holdups in securing obligatory government approvals,

has kept suspicious home purchasers absent for the last couple of years (G.S. Popli et al, 2013).

- The immense disparity between the decelerate cycles of then and now is that, nowadays, its buyer's feelings issue. Developers have more admittance to diverse sources of assets now but consumers just don't desire to buy.
- After real state bill 2016, the small sets of optimistic developments gradually flowing into the economy have also started creating curiosity amongst customers. Some giant developer have recently observed an improving status in terms of demand of real estate in some selected cities.
- Now, the Indian real estate conglomerates are counseled to focus on customer contentment. The sector is no more controlled by a developer, putting purchaser anticipations at the offstage and carrying on business at his own engaging willpower.
- The government of India is also loyal to the real estate sector. The central ministry granted the 100 smart cities project in India; the government has also elevated foreign direct investment (FDI) frontiers to 100% for large integrated townships and other real estate projects together with special economic zones (SEZs).
- It was necessary that some type of discipline is injected in real estate sector so that they can help government in fulfilling the dream of giving house to every Indian. Even from the developer point of view this act was necessary so that they do complete projects timely and does not face any judicial difficulties and also become more agile before launching the projects.
- There is a benefit to the buyer as this new act has become the trust bridge between buyer and developer. But there are some issues which need to be addressed and also the scope of this act should be modified as it can become more business friendly to the sector. There are some challenges which are faced by various stakeholder due to implementation of this act. Buyers should be made aware about their rights; this can bring more transparency to the transaction. RERA add a greater accountability to the developer as they have to deliver project on time and with the said quality and size of the unit. Some changes to this act can make this act a transformation tool of real estate sector.

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Digital India: Moving From Cash to Cashless Economy

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India.

Abstract: *In today's world, due to hi-tech advancements and innovations, a very significant level of change is possible in the means of making and receiving payments. Digitalization has transferred and improved the lives of people in many ways and enhanced society to achieve its goal more transparently in economic transactions. The digital India program, an initiative of honourable Prime Minister Mr. Narendra Modi, is an attempt to connect the government and society which in turn helps the government and improve the lives of the whole society. The initiation will emerge new development in every sector by creating new opportunities by helping them to participate and build a more transparent and responsive system.*

Keyword: *Cashless, Digitalisation, Digital-India, Indian Government.*

I. INTRODUCTION

2016 is the year which will be always linked to demonetisation for the withdrawal high amount denomination Rs.500 and Rs.1000 of India's currency in circulation on November 8. Government is making every possible effort to make digitalisation possible through web portals or electronic transactions which would ensure transparency and smoothness. The Reserve Bank of India has reported an unprecedented rise in currency held by public. It has grown a whopping 57% — from Rs. 17.5 trillion on Nov 4, 2016 to Rs 28 trillion on Oct 8, 2021. The cash to GDP ratio in India is now at 14.5 %, the highest since independence. "Cashless Economy" refers to the physical stream of national exchange being replaced with the digital platforms such as online transactions, the introduction of plastic cards, Internet banking, etc. With this change, the currency is not restricted from use, whether it means to slow down the usage of cash currency by utilizing the appropriate procedure. The role of digital transactions becomes more prominent; hence it provides an alternative solution to the population for different perspectives.

With programmes like digital India, government of India to help and encourage the country to adopt digitalisation in every form. These initiatives which like Digital India which expected to root out the dependency on lengthy bureaucratic processes, weed out corruption and help cut down time in taking public services to the citizens of the country. Digitalisation of economy helps the government to reach out the touched and most venerable people of our country. Our decent Prime minister imagines changing our country and making data accessible for all the residents. His vision is to enable the resident with access to advanced and quick administration, learning and data. This will not be achievable without making our digital system more strong and up to date. Advanced India is the following enormous thing that India is seeing. It goes for significantly contracting the lives of residents with the change venturing to every part of the ways of both provincial and urban India. Various

programmes like E-health, Digital lockers, E- education making individuals more accessible and appreciate the advantage of the most of up to date data and mechanical advancement.

India needs to digitise at the speed of Aarogya Setu app. With Aarogya Setu, India has demonstrated its capability to conceptualise, build, deploy and distribute technology platforms to solve real world problems at an unprecedented pace. Corporate India is ready to embrace digitisation in managing its regulatory and compliance obligations. Programmes like Digital India has been propelled the nation into digitally engaged and learning economy. With increase in retail payments, along with fundamental reconstruction of cash economy, a steep growth observed in retail digital payments. Increasing acceptance and convenience for digital payments, average value per digital transaction has also decreased. More important and necessary steps like Taxation being made online and steps like demonetisation in which government is trying weed out corruption and black money.

Digitalisation has been playing a vital role in developing our economy. The best example would be more job creation for our youth population and giving them opportunities to expand our economy to next level. Digital payments not only make transactions flexible but it also follows the legal path which in turn help to flourish the economy. Moreover, Digital payment has global reach and leads to economic development. Since cash is the mode of transaction in terrorism and money laundering, a digital economy and society would discourage such activities. With the availability of better internet facilities and technological advancements, the services through Digitalisation has been delivered in an efficient manner. In addition to the above, initiatives like "Adhaar card" or digital identification for every citizen which give an unique identification to every citizen which will reduce corruption and better management

"Cashless economy" does not mean the complete absence of cash; it is just a medium of money supply in which goods and services are purchased and sold, and payment is made or received electronically.

II. METHODS OF DIGITAL PAYMENTS IN INDIA

Banking Cards: Banking Cards: These includes all types of plastic cards such as credit card, debit card, cash card, travel card etc. they provide factor authentications for a secure transaction.

USSD: Unstructured Supplementary Service Data is an innovative of making payments without the use of internet and smartphone. The payments can be made by a feature phone by dialling *99#.

AEPS: Aadhar Enabled Payment System is a means by which a person can make payments at the point of sale by Aadhar authentication.

UPI: Unified Payment Interface powers multiple bank accounts into a single mobile application, merging all or some of the banking services.

Mobile Wallets: It is a means of carrying cash in digital format. Credit card or debit card can be linked to the mobile wallet for making payments or some money can be loaded into the mobile wallet.

Internet Banking: It is a medium through which various banking services like NEFT, RTGS, ECS, and IMPS etc. can be availed over the institution's website.

Mobile Banking: It is a service provided by banks providing its customers a platform to conduct various banking services by use of their mobile phones or tablets through the apps provided by the bank.

III. LITERATURE REVIEW

Mr. Pradeep H. Tawade (2017), "Future and scope of cashless economy in India." This paper helps in assessing the future trends and the impact of going cashless in the Indian economic scenario. After the study was conducted it was seen that the Government of India should consider many more steps in digitalizing India. And payment methods should be made more secure and risk-free.

Dhanda and Arora (2017), Genesis of cashless society: A study on growing acceptability towards plastic money. This paper is aimed towards studying the factors responsible for the rapid increase in acceptability of plastic card in the recent years. After the study was conducted it was seen that use of plastic cards is a matter of great pride among teenagers and is considered safe and free from any frauds.

Dr. Asha Sharma (2017), Potential for cashless economy in India. The study was conducted to find the scope of India becoming a cashless economy, challenges and opportunities related to cashless economy. The study shows that there is a significant scope of Cashless India as we can abolish various problems we face today but we must be prepared for the challenges and problems which cashless economy will bring.

Thomas and Krishnamurthy (2017), Cashless rural economy- a dream or reality. The study is focussed towards understanding the impact of demonetisation on rural India and to keep a check on the government initiatives to make rural market a cashless economy. The studies show that the government of India should initiate various schemes to make the dream of cashless economy a reality.

Garg and Panchal (2017), Study on Introduction of cashless economy in India 2016: Benefits & challenges. The study focusses on finding benefits and challenges related to cashless economy in India. The study shows that there are various benefits related to cashless economy and various challenges related to the cashless economy.

Metri and Jindappa (2017), Impact of cashless economy on common man in India. The study focusses on effect of going cashless on a common man living in India and the challenges related to going cashless. The study shows that India can never turn into a fully cashless economy as cash has been the dominating factor and always will be. Going cashless will only be feasible for a very small section of the society but not the whole nation.

Felix, Rebecca and Igbino (2015), Appraisal of the impact of e-banking and cashless society in the Nigerian economy. The paper was aimed towards understanding the impact of e-banking and cashless society on the people of Nigeria. But after the study was conducted it was seen that most of Nigerian citizens were not at all aware of such concepts and those who were aware were not fully using such facilities and there was no infrastructure development before implementing such changes.

Thilagavathy and Santhi (2017), Impact and importance of Cashless Transaction in India. The paper focuses on impact and importance of cashless transactions in India. The study shows that if India becomes a cashless economy there will be both positive and negative impact, but negative impacts can be overlooked if the gain from positive impact is considered.

Shrikala K.K. (2017), Cashless Transaction: Opportunities and Challenges with special reference to Kodagu district of Karnataka. The paper is aimed to find the opportunities available in the rural part of India and the challenges which may be faced while moving towards a cashless economy. It was seen that there are many opportunities and every opportunity come with its own challenges, but they can be avoided with proper implementation.

IV. OBJECTIVES

1. To study the benefits of cashless economy.
2. To understand the future trends of cashless transactions.
3. To examine the impact of transaction related factors including convenience, security, costs, incentives and procedures on cashless transactions in India.
4. To study the impact of digitalisation on Indian society
5. To provide necessary suggestion

V. RESEARCH METHODOLOGY

This study reviews literature chosen with the primary as well as secondary data. The research is analytical and descriptive in nature. The researcher for the purpose here had made use of primary data and secondary data. The researcher has made use of close ended questionnaire where sample of 123 is used. Secondary sources were also used with respect to Review of Literature, Journals and articles. Descriptive Statistics was done by using Chi square and Kendall's Tau b: correlation.

HYPOTHESIS-1

H0: There is significant impact of consumer age in their cashless transactions.

H1: There is no significant impact of consumer age in their cashless transactions

Comparison of different parameters against Age: The comparison is carried out to find out whether response to different parameter is age specific or not.

Comparison of different parameters against Age: the comparison is carried out to find out whether response to different parameter is age specific or not.

		Age							
		20 to 30		31 to 40		41 to 50		Above 50	
		Count	%	Count	%	Count	%	Count	%
Frequency of Online transaction	Daily	42	42.0%	8	47.1%	2	50.0%	0	0.0%
	Weekly	44	44.0%	6	35.3%	1	25.0%	3	100.0%
	Monthly	14	14.0%	3	17.6%	1	25.0%	0	0.0%
Cashless will affect future trends	No	2	2.0%	2	11.8%	0	0.0%	0	0.0%
	Maybe	27	27.0%	2	11.8%	0	0.0%	0	0.0%
	Yes	71	71.0%	13	76.5%	4	100.0%	3	100.0%
Cashless are safe	No	6	6.0%	2	11.8%	0	0.0%	1	33.3%
	Maybe	22	22.0%	2	11.8%	1	25.0%	0	0.0%
	Yes	72	72.0%	13	76.5%	3	75.0%	2	66.7%
trust my bank for online transactions	No	3	3.0%	1	5.9%	0	0.0%	0	0.0%
	Maybe	11	11.0%	0	0.0%	1	25.0%	0	0.0%
	Yes	86	86.0%	16	94.1%	3	75.0%	3	100.0%
Do you think someone is eavesdropping on your online transactions?	No	36	36.4%	7	41.2%	1	33.3%	1	33.3%
	Maybe	49	49.5%	8	47.1%	1	33.3%	1	33.3%
	Yes	14	14.1%	2	11.8%	1	33.3%	1	33.3%

Data is secure in online transaction	No	14	14.0%	6	35.3%	0	0.0%	1	33.3%
	May be	39	39.0%	4	23.5%	2	50.0%	1	33.3%
	Yes	47	47.0%	7	41.2%	2	50.0%	1	33.3%

Pearson Chi-Square Tests:

Parameters of study	Chi-square value	d.f.	p-value	Interpretation
Frequency of Online transaction	5.08	6	0.534	NS
Cashless will affect future trends	8.486	6	0.205	NS
Cashless are safe	5.266	6	0.51	NS
trust my bank for online transactions	3.935	6	0.686	NS
think someone is eavesdropping	1.957	6	0.924	NS
Data is secure in online transaction	6.404	6	0.379	NS

Interpretation: p-value greater than that of 0.05 indicates no significance of association between parameters and age group. Therefore we conclude that the response to all the parameter is independent of age of the respondent.

HYPOTHESIS-2

H0: There is significant impact of gender in their cashless transactions.

H1: There is no significant impact of gender in their cashless transactions.

Comparison of different parameters against gender: the comparison is carried out to find out whether response to different parameter is gender specific or not.

		Gender			
		Male		Female	
		Count	%	Count	%
Frequency of Online transaction	Daily	35	48.6%	17	32.7%
	Weekly	27	37.5%	27	51.9%
	Monthly	10	13.9%	8	15.4%
Cashless will affect future trends	No	3	4.2%	1	1.9%
	May be	19	26.4%	10	19.2%
	Yes	50	69.4%	41	78.8%
Cashless are safe	No	4	5.6%	5	9.6%
	May be	14	19.4%	11	21.2%
	Yes	54	75.0%	36	69.2%
trust my bank for online transactions	No	2	2.8%	2	3.8%
	May be	5	6.9%	7	13.5%
	Yes	65	90.3%	43	82.7%
Do you think someone is eavesdropping on your online transactions?	No	26	37.1%	19	36.5%
	May be	33	47.1%	26	50.0%
	Yes	11	15.7%	7	13.5%
Data is secure in online transaction	No	12	16.7%	9	17.3%
	May be	29	40.3%	17	32.7%
	Yes	31	43.1%	26	50.0%

Pearson Chi-Square Tests:

Parameters of study	Chi-square value	d.f.	p-value	Interpretation
Frequency of Online transaction	3.313	2	0.191	NS
Cashless will affect future trends	1.496	2	0.473	NS
Cashless are safe	0.868	2	0.648	NS
trust my bank for online transactions	1.631	2	0.442	NS
think someone is eavesdropping	0.156	2	0.925	NS
Data is secure in online transaction	0.792	2	0.673	NS

Interpretation: p-value greater than that of 0.05 indicates no significance of association between parameters and gender.

Therefore we conclude that the response to all the parameter is independent of gender of the respondent.

HYPOTHESIS-3

H0: There is no significant impact of cashless transactions on future market trends.

H1: There is significant impact of cashless transactions on future market trends.

Comparison of different parameters against Frequency of Online transaction: the comparison is carried out to find out whether response to different parameter is Frequency of Online transaction specific or not.

		Frequency of Online transaction					
		Daily		Weekly		Monthly	
		Count	%	Count	%	Count	%
Cashless will affect future trends	No	1	1.9%	3	5.6%	0	0.0%
	May be	7	13.5%	13	24.1%	9	50.0%
	Yes	44	84.6%	38	70.4%	9	50.0%
Cashless are safe	No	1	1.9%	6	11.1%	2	11.1%
	May be	7	13.5%	8	14.8%	10	55.6%
	Yes	44	84.6%	40	74.1%	6	33.3%
trust my bank for online transactions	No	1	1.9%	2	3.7%	1	5.6%
	May be	5	9.6%	4	7.4%	3	16.7%
	Yes	46	88.5%	48	88.9%	14	77.8%
Do you think someone is eavesdropping on your online transactions?	No	21	41.2%	21	38.9%	3	17.6%
	May be	22	43.1%	25	46.3%	12	70.6%
	Yes	8	15.7%	8	14.8%	2	11.8%
Data is secure in online transaction	No	5	9.6%	11	20.4%	5	27.8%
	May be	21	40.4%	19	35.2%	6	33.3%
	Yes	26	50.0%	24	44.4%	7	38.9%

Pearson Chi-Square Tests:

Parameters of study	Chi-square value	d.f.	p-value	Interpretation
Cashless will affect future trends	11.717	4	.020*	Significant
Cashless are safe	21.494	4	.000*	Significant
trust my bank for online transactions	2.022	4	0.732	NS
think someone is eavesdropping	4.224	4	0.376	NS
Data is secure in online transaction	3.952	4	0.413	NS

Interpretation: p-value less than that of 0.05 indicates significance of association between parameters and frequency of online transactions for Cashless will affect future trends and Cashless is safe is significantly associated with frequency of online transactions. While as for other parameters it is nonsignificant.

We also used Kendall's tau b correlation coefficient to establish the type of association with frequency of use.

Kendall's Tau b: correlation against the frequency of use online transactions

Coding Frequency:

1- Daily, 2-weekly, 3-Monthly

Coding for the parameters below in the table:

1- No, 2-Maybe, 3-Yes

	Correlation Value	p-value	Interpretation
Cashless will affect future trends	-.233**	0.006	Significant negative correlation
Cashless are safe	-.296**	0.000	Significant negative correlation
trust my bank for online transactions	-0.07	0.412	No Correlation
Do you think someone is eavesdropping on your online transactions?	0.075	0.367	No Correlation
Data is secure in online transaction	-0.117	0.155	Non-Significant negative correlation

Interpretation:

1. p-value less than 0.05 with negative correlation coefficient value indicates Significant negative correlation.
2. p-value greater than 0.05 with negative correlation coefficient value indicates Non Significant negative correlation.

VI. FINDINGS AND CONCLUSION

Our country is moving towards a digital economy. Digitalization is a social reform brought by the adaptation of digital techniques to generate process, share and manage digital information. A well-equipped and digitally connected India can help in providing social and economic conditions of people through reducing corruption and overall development of the Indian economy. A cashless economy helps to trace each and every transaction in an economy and reduce the operating cost of printing currency. It reduces the risk of fake currency and makes data accessible globally. Our government is encouraging people to move towards a cashless economy. Our government is trying to achieve this through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

VII. KEY SUGGESTIONS

The government of India should provide proper education about cashless transactions.

- Government should tell about the benefits and opportunities which the public will get if they prefer cashless transactions.
- The government of India should provide proper and stable infrastructure to cope up with the policy change.
- People and government should work together to move towards a cashless economy.

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Challenges Faced by Small Scale Industry in India

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Abstract: *During previous decade Indian economy has witnessed a fabulous growth in the number of new start up's growth attributed to change in workplace, Improved technology, Ease of doing business and a strong economy, starting new business and moving forward has become popular in modern time. Small sector plays vital role for the development of nation as MSME's Contribute 30% of our total GDP. Indian industry has shown a remarkable progress in terms of output, employment, export. The present paper aims to study the opportunities which MSME's and small scale industries should grab in near future and problem faced by such industry. The researcher tried to understand the positive and the negative aspects while studying the Industry in General. An attempt has been made by the proposed paper to provide effective measures to tackle problem faced by particular sector.*

Keyword: *Growth, MSMEs, Schemes, Problems, Challenges, SSI.*

I. INTRODUCTION

Small scale Industry is life line of developing countries like India. Small scale industries (SSI) are those industries in which manufacturing, providing services, productions are done on a small scale or micro level. It play important role in development of nation contributes in various way to boost up economy. Investment in small scale Industries are probably one time investment in acquiring assets on Hire basis, on Lease basis or on Purchase basis. This type of industry consist of few employees employed with limited finance from social point of view such type of organization is needed to increase per capita income and to improved standard of living in the society. Most of the schemes are available for the growth of this sector and provided a boost to women empowerment especially, It promotes entrepreneurial skills among women as special incentives are provided by government to women entrepreneurs. The MSMED Act, 2006 has provided the legal framework for identifying the concept of 'enterprise' which includes entities both in manufacturing and service sectors and has categorized the enterprises into three tiers viz., Micro, Small and Medium. This sector also includes ancillary, export-oriented, and women's enterprises with an investment limits in each of 10million rupees and with a special condition for each, and business and services enterprises in specified lines with investment limits of 2.5millions rupees and 0.5millions rupees, respectively, without any condition. The Union cabinet headed by Prime Minister Narendra Modi officially revised the MSME definition. The recent changes in the definition of micro, small, and medium-sized enterprises made as a part of the Atmanirbhar Bharat Abhiyaan relief package were approved.

MSMEs DEFINITION

Classification	Manufacturing	Service Enterprises
Micro	Rs. 2.5 million/ Rs. 25 lakh	Rs. 1 million/ Rs. 10 lakh
Small	Rs. 50 million/ Rs. 5 crore	Rs. 20 million / Rs. 2 crore
Medium	Rs. 100 million / Rs. 10 crore	Rs. 50 million / Rs. 5 crore

Source MSME at a Glance, 2017

UPDATED MSMEs DEFINITION

Types	Investments	Turnovers
Micro	1Crore	5Crore
Small	10Crore	50Crore
Medium	50Crore	250Crore

II. ROLE OF SSI IN DEVELOPMENT

Industry is the segment of economy concerned with production of goods. Small scale industry (SSI) is a term which applies to the small entrepreneurs who are engaged in manufacture and production on a micro scale. Small scale industries is one of the major source of the employment Generation in India as most of the population resides in rural area the livelihood of the families depends mostly on Agriculture (about 58% of India's population) and Agro based Small Industries. The MSME sector also contributes in a significant way to the growth of the Indian economy with a vast network of about 63.38 million enterprises. The sector contributes about 45% to manufacturing output, more than 40% of exports, over 28% of the GDP while creating employment for about 111 million people, which in terms of volume stands next to agricultural sector. The MSME sector in India is exceedingly heterogeneous in terms of size of the enterprises and variety of products and services, and levels of technology employed. However, the sector has the potential to grow at a faster pace. To provide impetus to the manufacturing sector, the recent National Manufacturing Policy envisaged raising the share of manufacturing sector in GDP from 16% at present to 25% by the end of 2022.

Estimated Number of MSMEs (Activity Wise)

Activity Category	Estimated Number of Enterprises (in lakh)			Share (%)
	Rural	Urban	Total	
Manufacturing	114.14	82.50	196.65	31
Electricity*	0.03	0.01	0.03	0
Trade	108.71	121.64	230.35	36
Other Services	102.00	104.85	206.85	33
All	324.88	309.00	633.88	100

Sources- Annual Report of MSME 20-21 (Gov of India)

Distribution of Enterprises (Rural and Urban area wise) (Numbers in lakhs)

Sectors	Micro	Small	Medium	Total	Shares
Rural	324.09	0.78	0.01	324.88	51
Urban	306.43	2.53	0.04	309.00	49
All	630.52	3.31	0.05	633.88	100

III. SCOPE OF THE STUDY

The SSI sectors have recorded continuous growth towards economic development. This study aims at identifying and analysing the growth, in employment, production and exports of SSI, and Schemes framed by Government.

IV. OBJECTIVES OF THE STUDY

The main purpose of the study is to identify the role of SSI in economic development.

To examine the role of SSI in employment generation.

To study the challenges faced by SSI.

To study the effects of Government Measures to Promote MSMEs.

V. METHODOLOGY

Descriptive methodology has been used to collect the data, the data collected is mostly from secondary sources, various publication, books, government, published annual reports, Articles, manuscript, different government agencies.

VI. CHALLENGES FACED

Regardless of endless contribution to the nation, this sector is helpless as it does not gets support from concerned authority have to face tough competition from large units due to financial crunches and economic disparity. The major problems faced by SSI are discussed below:

Problem in adaption of new technology

Due to financial constrain a problem of outdated technology and unskilled employees the appetite on spending on updated technologies is very low as far as large units is concerned. Initial development cost is challenging, cost of training, Maintenance, downtown increase cost. Finding cost overwhelming and put off technology adoption leads to continue with traditional methods.

Credit assistance issue

Supply of credit is the major challenges faced by SSI. Scarcity of finance and low Credibility create barrier in upliftment as credit creation is very weak for this small industry they have to relay mostly on unorganised sources charges high rate of interest which ultimately increase the burden of credit and decrease profits. High competitions in market encourage SSI to provide goods and services for credit for a longer period of time and for the payment of the same to creditors is less. High working capital is to be maintained as the amount get blocked in the cycle.

Low Productivity

Productivity and quality is severely affected as worker employed in SSI are unskilled, lack of proper trainings, lack of motivation form higher authority traditional ways of work culture. low wages as it impact efficiency and productivity.

Competition from large units

Globalisation had a negative impact on average growth rate of production and employment major challenges faced by SSI are industrial sickness, non-availability of concessional loans.

Usually large units enjoy the benefit of prompt payment and received goods and service at cheap rate due to availability of finance brand value of such units also create psychological effect in the minds of ultimate consumer and gain benefit.

Problems in marketing and distribution

Lacks marketing as the budget does not allowed to do so. The production are less, the area which is covered by such industry is somewhere limited due to economic sphere and disparity manager are not very well reversed with the current market scenario unable to evaluate demand.

Measure by Government for MSME

Government has taken various steps to strengthen this sector as to promote equal distribution of income as India is one of the most unequal countries in the world, according to the World Inequality Report. The top 10 per cent own 64.6 per cent of the country's wealth, up from 63.9 per cent.

Prime minister's employment generation programme (pmegep)

Government of India has approved the introduction of a new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas. PMEGP will be a central sector scheme to be administered by the Ministry of Micro, Small and Medium Enterprises (MoMSME). The Scheme will be implemented by Khadi and Village Industries Commission (KVIC), a statutory organization under the administrative control of the Ministry of MSME as the single nodal agency at the National level. At the State level, the Scheme will be implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks.

Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE):

A promising scheme for micro and small enterprises, this CGTSMSE scheme provides credit-guaranteed funds to eligible beneficiaries from a Trust that is jointly established by the Ministry of MSME and Small Industries Development Bank of India (SIDBI).

Interest Subsidy Eligibility Certificate

To promote Khadi and Village Industry products, the government has shaped this effective scheme. With this scheme, any registered institution of KVIC or KVIB can avail loan from banks at a 4% p.a interest rate to develop their business. The lending bank gets the 4% interest from the beneficiary and the remaining part of the interest is remitted by the Central Government through KVI.

Coir vikas yojana

Coir industry is yet another rural business that profits around 7lakhs artisans by providing them employment and livelihood. In our country, coir and coir-related products are exported to 110 countries. Though benefiting towards the development of the country by making a huge profit in export, the coir industry needs attention and support for its survival and improvement. Hence several schemes are devised as action plans.

Coir Industry Technology Upgradation Scheme

A replacement of "Development of Production Infrastructure" of Coir Vikas Yojana, CITUS provides financial support for entrepreneurs for procurement of machinery in establishing new plants or for upgrading/modernizing existing plants.

Skill Upgradation and Mahila Coir Yojana

A scheme for providing self-employment opportunities to women in coconut producing states, this MCY scheme strives to educate rural women about coir processing and coir-products manufacturing. The National Coir Training and Design Centre (NCT&DC), Kalavoor, Alleppey and Research-cum-Extension Centre, Thanjavur, and Field Training Centres of Regional Officers/ Sub Regional Offices of the Board located at various parts of the country play an active role in training women entrepreneurs.

VII. CONCLUSION

Small Scale Industries is very important part of the developing economy development of this sector should be on Priority as unutilised labour force in rural as well as urban area can be utilised well and can generate Employment opportunities which is main concern of India due to population. It is necessary to promote this sector educate them regarding opportunities available in the market and make proper utilisation of the available resources. Self help group should be encouraged, Champaign should be organised by Government to guide them regarding schemes available as most of them are still unaware.

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Special Issue: National Conference on "Self Reliant India (Atmanirbhar Bharat) Opportunities & Challenges"
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Study of Consumers Awareness and Perception towards GST Rates on Health Insurance

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Abstract: *In today's Contemporary world there is a lot of uncertainty about emergence of new diseases. As we all know for last almost two years the whole world is suffering from Covid-19 disease. Many families lost their dear ones due to Covid-19. Advanced technology is available to overcome the problem of various critical diseases, but cost wise it is very expensive. Health insurance is the best solution to manage pre-admission and post-admission hospitalization charges. Before GST, 15 % Service tax was there which included 14% Basic Service Tax, Swachh Bharat Cess 0.5% and Krishi Kalyan Cess 5%. The Goods and Service Tax Act was passed in the parliament on 29th March 2017 and came into effect on 1st July 2017. At present GST Rate is 18% charged on health insurance. The objective of research study is to find out whether consumers are aware about the GST rate or not against health insurance and their perception towards GST rate. And also to see whether it has positive impact or negative as the insurance premium is increasing due to GST rate.*

Keyword: *Health Insurance, GST.*

I. INTRODUCTION

Health insurance in a narrow sense would be 'an individual or group purchase health care coverage in advance by paying a fee called premium. Today's market scenario showing that limited population is purchasing health coverage plan. About 10 % population covered by health insurance. The objective of research study is to find out whether consumers are aware about health insurance coverage or not and also to find out whether the people are aware about the GST rate or not against health insurance and their perception towards GST rate. And also to see whether it has positive impact or negative as the insurance premium is increasing due to GST rate.

Background: - As far India is concern, health insurance is growing segment of the Indian economy. According to World Health Organization (WHO), this is among the lowest of the BRICS (Brazil, Russia, India, China and South Africa) economies. Launched in 1986, the health insurance industry has grown significantly mainly due to liberalization of economy and general awareness.

Recently, to improve the awareness for buying health insurance, the General Insurance corporation of India and the Insurance Regulatory and Development Authority had launched an awareness campaign for all segments of the population. But still in India there is a need of creating awareness among the people about health insurance coverage plan especially among the less qualified and not qualified people.

Statement of the Problem:-

The growth of health insurance in India requires a better understanding of the perceptions of healthcare providers and the stakeholders. It is very necessary to educate the people that health insurance coverage is not an expenditure but it is an investment. And in today's life health insurance plan is one of the essential product which everyone should have. Therefore my research is based on the "Study of Consumers Awareness and Perception towards GST Rates on Health Insurance."

Scope of the study: -

The present study is concerned about awareness of health insurance plan among the people and also to find out positive and negative impact of GST rate while purchasing health insurance plan.

II. OBJECTIVES OF THE STUDY

1. To study about consumers awareness about GST applicable in case of health Insurance Policy.
2. To study about consumers perception towards GST Rates on Health Insurance.
3. To study the impact of GST rate on consumers while purchasing Health Insurance Policy.

Hypothesis:-

1. H0:- There is no significant impact of GST rate on consumer's perception while purchasing Health Insurance.
- H1:- There is significant impact of GST rate on consumer's perception while purchasing Health Insurance.
2. H0:- Consumers are not aware about GST rate applicable in case of Health Insurance.
- H1:- Consumers are aware about GST rate applicable in case of Health Insurance

III. METHODOLOGY OF THE STUDY

Sample and sample size: - The sample size of my research study was 51 respondents selected on the basis of convenience sampling method. Primary data was the main source in this research study.

Sources of Data: - With the help of structured questionnaire through google form data has been collected.

Analysis of data: - Tabular and graphical analysis has been done.

Limitation of the study:- This study is restricted only to find out the consumers awareness and their perception towards GST rates on Health Insurance Policy.

Table No. 1 : Table showing No. of respondents gender wise

Gender	No. of Respondents
Male	26
Female	25
Total	51

(Source:- Field work)

Gender

51 responses

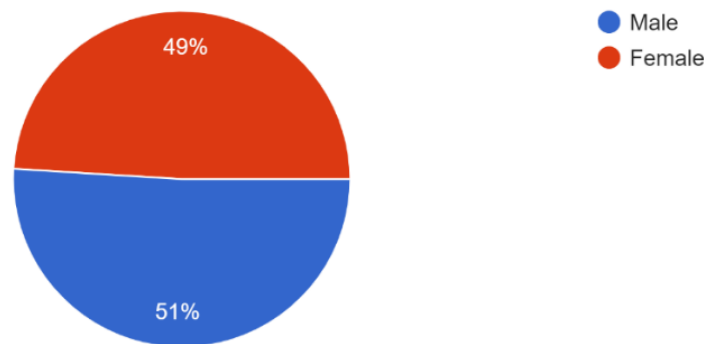


Diagram No. 1

Interpretation: - Out of 51 respondents, 26 respondents Male and 25 respondents are female.

Table No. 2: Table showing respondents age wise

Age Group	No. of Respondents
25 - 40	24
41 - 60	37
60 & above	Zero
Total	51

(Source:- Field work)

Age Group

51 responses

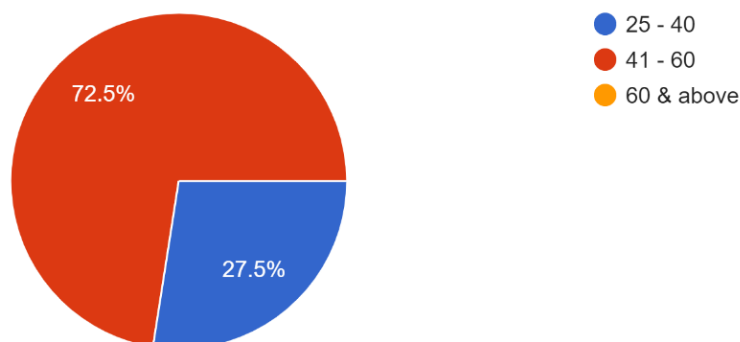


Diagram No. 2

Interpretation:- Out of 51 respondents, 24 respondents are in the age group of 25 to 40 years and 37 respondents are in the age group of 41-60 years.

Table No. 3 : Table showing respondents occupation

Occupation	No. of Respondents
Job / Service	44
Professional	07
Self employed / Entrepreneur	Zero
House wife	Zero
Total	51

(Source:- Field work)

Occupation

51 responses

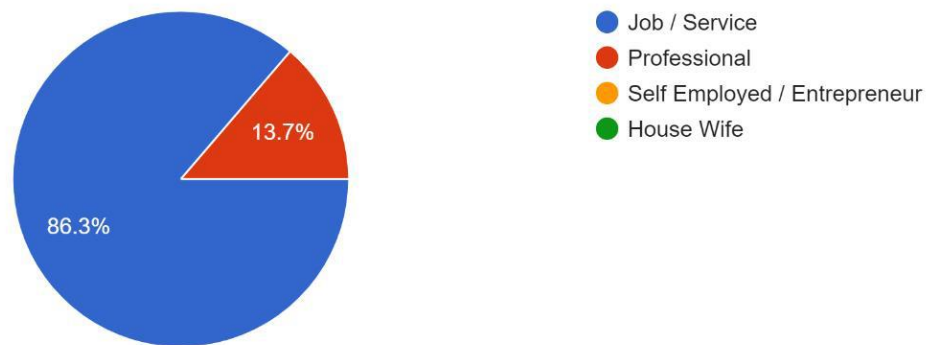


Diagram No. 3

Interpretation:- Out of 51 respondents, 44 respondents are doing job / service and 07 respondents are professional.

Table No. 4 : Table showing respondents qualification wise

Qualification	No. of Respondents
Less than SSC	Zero
HSC	Zero
Graduation	01
Post Graduation	50
Total	51

(Source:- Field work)

Educational Qualification

51 responses

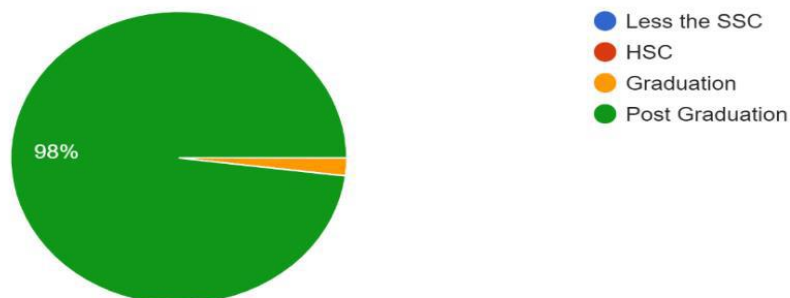


Diagram No. 4

Interpretation:- Out of 51 respondents, 50 are postgraduate and 01 respondent is graduate.

Do you have Health Insurance Policy?

51 responses

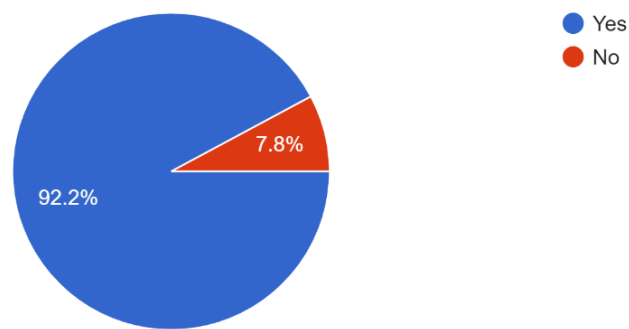
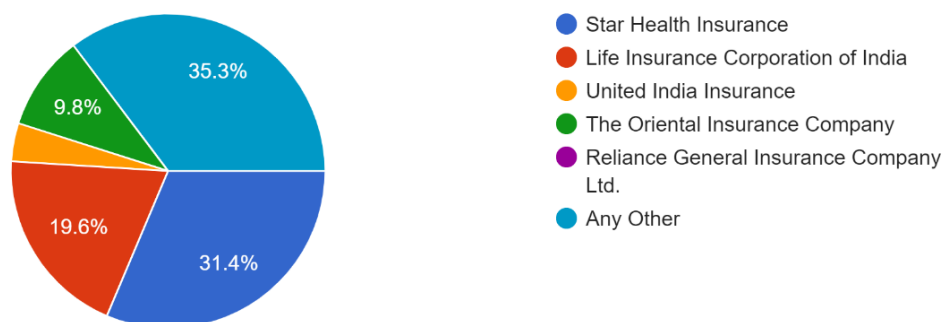


Diagram No. 5

Interpretation:- Out of 51 respondents, 92.20 % respondents i.e. 47 respondents are having health insurance policy.

Which company Health Insurance Policy you have purchased?

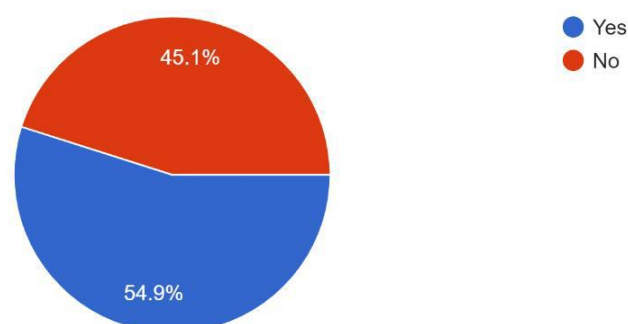
51 responses



Interpretation: Out of 51 respondents, 31.40 % i.e. 16 respondents are having Star Health Insurance, 19.60 % i.e. 10 respondents are having Life Insurance Corporation Of India Health Insurance, 02 respondents are having United India Insurance Policy, 9.8 % i.e. 05 respondents are having The Oriental Insurance Company Policy, 35.3 % i.e. 18 respondents are having other insurance company health insurance policy.

Are you aware about the service tax amount which is being added in your insurance premium?

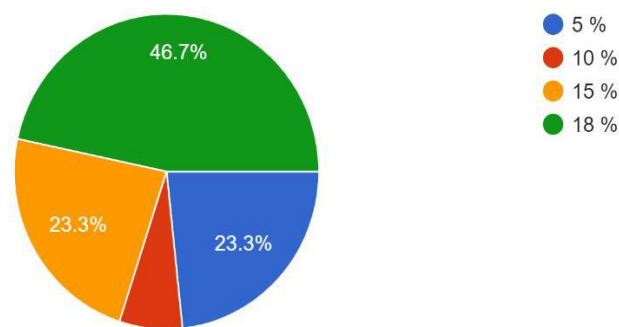
51 responses



Interpretation : Out of 51 respondents. 54.90 % i.e. 28 respondents are aware about service tax on insurance premium.

If Yes, that what is the percentage of service tax?

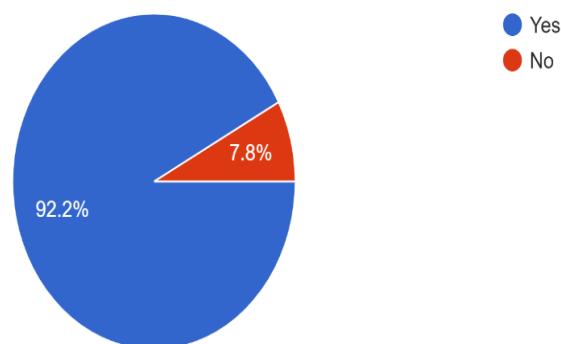
30 responses



Interpretation: Out of 51 respondents, 46.70 % i.e. 24 respondents are aware about charging 18 % of service tax on health insurance policy.

Since July 2017 service tax is being replaced by GST, are you aware about it?

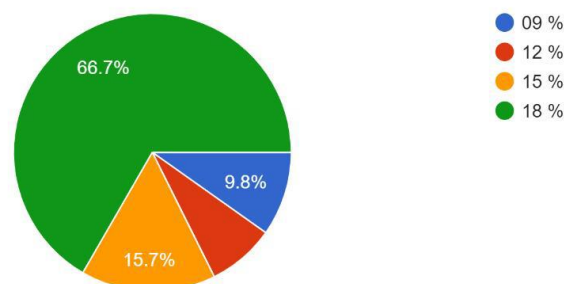
51 responses



Interpretation : Out of 51 respondents, 92.20 % i.e. 47 respondents are very much aware about replacing service tax by GST since July 2017.

What is the percentage of GST on Health Insurance Policy?

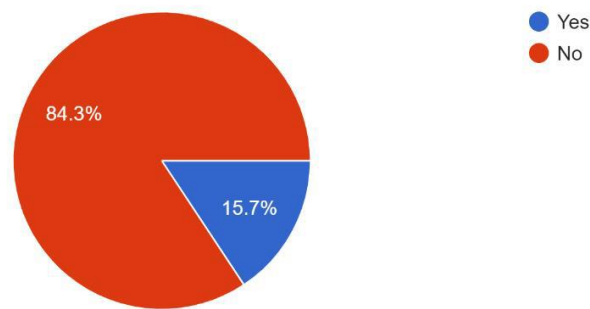
51 responses



Interpretation : Out of 51 respondents, 66.70 % i.e. 34 respondents confidently said that GST rate in Health Insurance policy is 18 %.

Are you satisfied with the increasing rate of tax from 15 % to 18 % ?

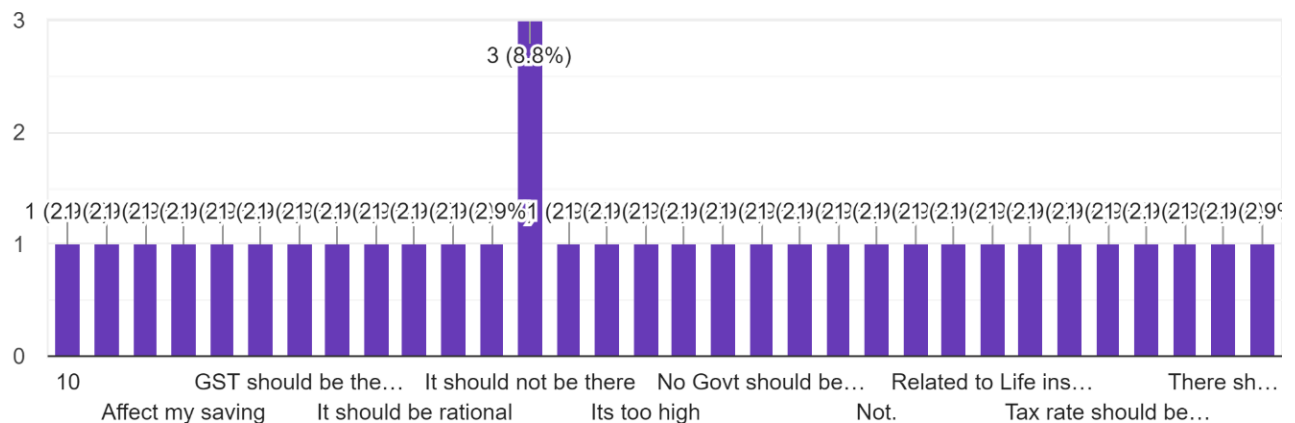
51 responses



Interpretation : Out of 51 respondents, 84.30 % i.e. 43 respondents are not satisfied with the increasing rate of tax from 15 % to 18 %.

If No, than what is your opinion whether it should be there or not?

34 responses



Interpretation : Out of 51 respondents, 34 respondents shared there opinion about GST rate against Health Insurance Policy in the following manner :-

According to 19 respondents GST rate should not be there on Health Insurance Policy because it is the necessity of every human being nowadays. 10 respondents are of the opinion that GSTY rate should be reduced to 6 %, 02 respondents said that GST rate should be revised and 03 respondents said that due to GST our saving is affecting.

Testing of Hypothesis :-

1. H0 :- There is no significant impact of GST rate on consumers perception while purchasing Health Insurance.

H1 :- There is significant impact of GST rate on consumers perception while purchasing

Health Insurance.

Comments :- As per the survey it is observed that out of 51 respondents, 92.20 % respondents i.e. 47 respondents are having health insurance policy. It means there is no negative impact on purchasing of Health Insurance policy due to 18 % GST rate. **So Null Hypothesis is accepted.**

H0 :- Consumers are not aware about GST rate applicable in case of Health Insurance.

H1 :- Consumers are aware about GST rate applicable in case of Health Insurance.

Comments :- As per the survey it is observed that out of 51 respondents, 92.20 % i.e. 47 respondents are very much aware about replacing service tax by GST since July 2017. **So Alternate Hypothesis is accepted.**

IV. FINDINGS

Following are the various findings based on the research study

1. 37.50 % respondents i.e. 19 respondents are of the opinion that GST rate should not be there on health Insurance Policy.
2. 19.60 % respondents i.e. 10 respondents said that GST rate should be reduced to 6 %.
3. 02 respondents are of the opinion that GST rate should be revised.
4. 03 respondents said that due to GST rate our savings are affected.
5. Some respondents stated that while GST generates revenue for the government, it places a financial burden on consumers.

V. SUGGESTIONS

1. The government should declare health insurance to be an essential product and cancel/remove the GST rate.
2. Since GST is a source of revenue for the government, at the very least the GST rate should be updated.

VI. CONCLUSION

According to the findings of the study, the government could either totally eliminate the GST rate or revise it up to 3 to 6% to encourage the greatest number of individuals to get health insurance policies. Consumers should not bear any additional financial burden as a result of this, and their savings should be unaffected.

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AatmaNirbhar Bharat: A Way Forward

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I. INTRODUCTION

A self-reliant India will be a country building on its existing skillsets and being 'Vocal for Local' in areas where it has a comparative advantage such as handicrafts and other labour-intensive industries i.e apparel, leather, food processing etc.

AatmaNirbhar Bharat Abhiyaan or **Self-reliant India** campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the AatmaNirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India.

The government took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear Laws, Capable Human Resource and Strong Financial System.

II. REVIEW OF LITERATURE

Van Praag and Versloot (2007) identified the impact of entrepreneurship on employment, innovation, and productivity growth. It was found that entrepreneurs do not spend more on R&D than their counterparts, although the quality and efficiency of their innovation is higher, and that their contribution to productivity growth is low. Entrepreneurship, based on innovation has immense growth potential. However, the number of local entrepreneurs emerging every year in India is meager. The Global Innovation Index 2014 ranks India 76 out of 143 countries (Soumitra Dutta et al. 2014). Debashish and Poonam, (Jan-2015), have discussed that the government's intention to boost domestic manufacturing and create new jobs, its proposal to introduce a new policy on micro, small and medium enterprises (MSMEs) deserve a closer look, while govt's invitation to international companies to make investments has been receiving a lot of attention.

Radhika Kapur (2014), in her research paper, tried to communicate information about the concept of skill development in India and the programs and policies that have been initiated for this purpose. The author opined that, in India, this concept was not very well developed and recognized, but in today's world, various programs, policies, educational and training centers have been established to implement this concept. According to, Sonali Kanchan et al. (2015), Skill development has emerged as a national priority for which several measures have been taken and in process for future. This paper attempted to analyze the status (during the research period) of skill development and the challenges India faces during the implementation of different

initiatives and strategies. Harpreet Kaur (2016), in her paper, attempted to study the future demand for skilled labor in the manufacturing sector of India and its corresponding supply. It was found that various obstacles in providing the requisite skills to the people of India and various initiatives taken by the government so far through “Skill India” and “Make in India” campaigns which were launched by Prime Minister Mr. Narendra Modi to make India a manufacturing hub and to accelerate the process of job creation.

III. INITIATIVES UNDER AATMANIRBHAR BHARAT

To complement the "Make in India" Campaign, another program "Skill India," was launched in July 2015 to train over 40 crore people in India in different skills by 2022 and to make them employable in millions of jobs to be created under "Make in India" initiative. On the occasion of the first-ever World Youth Skills Day, Prime Minister Shri Narendra Modi unveiled the Skill India logo and launched four landmark initiatives of the Ministry of Skill Development and Entrepreneurship: National Skill Development Mission, National Policy for Skill Development and Entrepreneurship 2015, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme and the Skill Loan Scheme. Likewise Digital India, Startup India Stand up India campaign has laid down the foundation for AatmaNirbhar Bharat a initiative towards Self Reliant India.

The aim of AatmaNirbhar Bharat is to make the country and its citizens independent and self-reliant in all senses. Five pillars of AatmaNirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand.

The Atmanirbhar Stimulus package announced by Government consist of five tranches-Business including -MSMEs, Poor including Farmers, agriculture, new horizons of growth and government reforms and enablers.

More financial support to MSMEs, Loans worth over 1 lakh crores disbursed under Credit Line Guarantee Scheme. One lakh crore platform for Infra Debt finance. Govt approved 6000 Crores in National Investment & Infrastructure Fund (NIIF) debt platform, Rs 20000 crore subordinate debt for stressed MSMEs.

Performance Linked Incentive Scheme (PLI scheme) is to make manufacturing in India globally competitive by removing sectoral disabilities, creating economies of scale, and ensuring efficiencies. It is designed to create complete component ecosystem in India and make India an integral part of the global supply chains. The scheme is expected to attract global investments, generate large scale employment opportunities, and enhance exports substantially.

IV. AATMANIRBHAR BHARAT-A WAY FORWARD

Prime Minister Narendra Modi while laying the foundation stone for the permanent campus of IIM-Sambalpur through video conference, said **innovation, integrity and inclusion** have emerged as the key mantras in the field of management which can help the country achieve the goal of a self-reliant India. (Economic times, 2nd January 2021).

Areas of Innovation-New product: New Services, New Production Techniques, New Way of Delivering the Product or Service to the Customer, New Operating Practices, New Means of Informing the Customer about the Product, New Means of Managing Relationship within the Organization, New Ways of Managing Relationships between Organization.

Integrity

Starting with the integrity pledge on October 26,2021, the Vigilance Awareness week concluded on November 1, with the presentation on various activities undertaken during the week. The theme for the Vigilance Awareness week, this year, was ‘Independent India@75: Self Reliance with Integrity’. In his speech at a online webinar as a part of Vigilance Awareness week organised by University of Hyderabad, Shri. V.V. Lakshmi Narayana strongly pointed out that corruption is eviler than terrorism. Referring to Dr. A. P. J Abdul Kalam’s philosophy he pointed out that Integrity is an integral part of functioning in all

walks of life, integrity is a personal choice, and integrity is a way of life, Highlighting the importance of integrity for every individual. He also opined that if we want to be self-reliant, we need to be courageous and there will be sacrificed to build a future. He also mentioned that if we want to be self-reliant, and be inclusive in a system, we need to demonstrate integrity. He made a mention of how deviation from integrity leads to irreversible losses such as the serial blasts that our country witnessed sometime back.

Inclusion of Informal sectors like:

- 1) Logistics and transportation – Automation through App based booking. Lot of scope to optimise the movement of Goods
- 2) Real estate workers
- 3) Artisans and handicraft workers
- 4) Fisheries (export) - Sardines, Prawns, crabs,
- 5) Agriculture (for export)- Soyabean, exotic vegetables, herbs, edible cactus, dates cultivation in Kutch (one of India's driest districts).
- 6) Local retailers (can be integrated through App for last mile delivery to reduce the transportation cost)-Grofers.
- 7) Hotels – OYO, Tourism.
- 8) Contractual outsourcing of IT enabled Jobs to individuals. e.g Coding, BPO, KPO etc.
- 9) Homemade food supply through apps like swiggy/ Zomato.
- 10) Housekeeping services for homes, Nursing services for elderly, Domestic Helps, Repair, and maintenance – like Urban clap.

As stated by Prime Minister Narendra Modi, “Today's start-ups in India are tomorrow's multi-national corporations, young managers should align their career goals to the aspirations of the country”. A self-reliant India would mean an India reducing its over-dependence on imports by focusing on ‘Make in India’. A ray of hope for making India self-reliant can be seen in the areas enlisted below:

1. Innovation and Incubation Centres- Universities and Schools.
2. Skill Development-Food Processing, handicrafts, Baking and Cooking
3. Make in India- Alternate medicine, pharmaceuticals, electronics
4. Startup India- Organic Food products, Cottage Industry.
5. Digital India- Developing Apps (Marginalized sectors- Domestic Helps, Daily wage workers, Caretakers, Nursing services etc.)
6. Education- Ethics and Moral Values.

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Special Issue: National Conference on "Self Reliant India (Atmanirbhar Bharat) Opportunities & Challenges"
Organised by: Department of Commerce in association with IQAC of Sheth T.J. Education Society's, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, (Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified: 9001:2015).
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A Study on Student's Opinion on Contribution towards National Development w.r.t. Degree College Students in Thane District

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Abstract: *Students are the backbone of any society and the nation. Their potentialities must not be spoiled in negative direction. Instead they must be utilized in some good cause. Nurturing human values like equality, justice, mutual help, sharing of experiences, shouldering of responsibility, taking leadership etc. is essential for the progress and development of a nation. Students who learn today, they will work for future of country as the pillar of public sector (government sector) and in private sector. A nation can make progress only when it gets the support from all its citizens. So it is also essential that students must know about their duties.*

The present study attempts to study the opinion of the students of Degree College about their rights, duties and responsibilities towards the national development, also to give some suggestions as per the findings.

Keywords: *students, national development, role, rights, duties.*

I. INTRODUCTION

Man is a social animal and cannot live alone. Society provides all comforts and amenities of life. Hence every individual has a responsibility towards the society. Students, in particular can do a lot in this regard.

India is a developing country. Students can prove themselves very useful in the country's development. In India most of our villages are illiterate. The students can help the rural people in many ways, by spreading education among them and by removing ignorance from their life.

Students are the backbone of any society and the nation. But unfortunately the youth power today has got diverted. Hence, it is important to direct these misguided young people by moving them to do something great to achieve something different.

The education system can make the students aware about fundamental rights, human values and their role towards the development of the nation.

II. REVIEW OF LITERATURE

- **Shepherd Zeldin; Annette Kusgen McDaniel; Dimitri Topitzes; Matt Calvert** in their study “Youth in Decision-making: A Study on the Impacts of Youth on Adults and Organizations” examined whether and how youth involvement in decision-making in organizations had broader impacts on adults and organizations.
- **Debra Hilken Bernat; Michael D. Resnick** - in their article on “Healthy Youth Development Science and Strategies” provided an overview of threats to healthy youth development and challenges faced in meeting the needs of all youth in the United States in the coming decades. They discussed the history of resiliency research that gave prominence to the dynamic interplay of the concepts “risk factors,” “protective factors,” and “healthy youth development,” and provided definitions for each of these concepts.
- **Noufal Hameed*, Seema Mehrotra** in their article on “Positive youth development programs for mental health promotion in Indian youth: an underutilized pathway” suggested that the hybrid approach of utilizing PYD (Positive Youth Development) programs in the country, by integrating mental health literacy components into them can be a relatively low cost public health intervention targeting Indian youth.

III. OBJECTIVES OF STUDY

- To study the awareness of students about fundamental rights of a citizen of India
- To analyze the opinion of students on contribution of human values on National Development
- To analyze the opinion of students on their role in contribution towards National Development

IV. NULL HYPOTHESIS

- **H₀:** There is no significant difference between Gender and student’s opinion on Human Values towards National Development
- **H₀:** There is no significant difference between Area of College and student’s opinion on Human Values towards National Development
- **H₀:** There is no significant difference between Stream and student’s opinion on Human Values towards National Development
- **H₀:** There is no significant difference between Gender and student’s opinion on their Role towards National Development
- **H₀:** There is no significant difference between Area of College and student’s opinion on their Role towards National Development
- **H₀:** There is no significant difference between Discipline/Program and student’s opinion on their Role towards National Development

V. RESEARCH METHODOLOGY

The Research is indicative and analytical in nature. For data collection, both Primary & Secondary data was collected. Primary data was collected by floating the structured questionnaire on Google form. The Secondary data was collected from books, articles in journals and websites. For survey purpose, convenient sampling method was employed to select a

representative sample. A sample of two hundred forty one students from Commerce, Science and Self- finance, Degree Colleges, aided and unaided sections have been collected with the help of well-structured questionnaire.

Normality test was applied and it was found that the data was non-normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

VI. DATA ANALYSIS

Normality testing

Normality of data was tested using Normality test.

H_0 : Distribution is Normal

H_1 : Distribution is non-Normal

Table 1 Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Overall opinion on Human Values towards National Development	.142	241	.000	.896	241	.000

a. Lilliefors Significance Correction
Source: Primary data

The table 1 indicated significant value for the variable was less than 0.05 which means the Null Hypothesis is rejected and Alternate Hypothesis is accepted that is distribution is not-normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

To analyze whether there is significant difference between demographic factors and student's opinion on human values and student's opinion on their role towards National Development, following hypotheses were tested:

H_0 : There is no significant difference between Gender and student's opinion on human values towards National Development

H_1 : There is significant difference between Gender and student's opinion on human values towards National Development

Table 2 Mann-Whitney U Test – Gender and student's opinion on human values towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Gender and student's opinion on human values towards National Development	Independent-Samples Mann-Whitney U Test	.501	Retain the null hypothesis.

Source: Primary data

Table number 2 indicated that significant value is 0.501 which is greater than 0.05 thereby indicating the Null Hypothesis is accepted that means there is no significant difference between Gender and student's opinion on human values towards National Development.

H_0 : There is no significant difference between Area of College and student's opinion on human values towards National Development

H_1 : There is significant difference between Area of College and student's opinion on human values towards National Development

Table 3

Mann-Whitney U Test – Area of College and student’s opinion on human values towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Area of College and student’s opinion on human values towards National Development	Independent-Samples Mann-Whitney U Test	.048	Reject the null hypothesis.

Source: Primary data

Table number 3 indicated that significant value is 0.048 which is less than 0.05 thereby indicating the null hypothesis is rejected that means there is significant difference between Area of College and student’s opinion on human values towards National Development.

H₀: There is no significant difference between Stream and student’s opinion on human values towards National Development

H₁: There is significant difference between Stream and student’s opinion on human values towards National Development

Table 4 Kruskal Wallis Test – Stream and student’s opinion on human values towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Stream and student’s opinion on human values towards National Development	Independent-Samples Kruskal Wallis Test	.136	Retain the null hypothesis.

Source: Primary data

Table number 4 indicated that significant value is 0.136 which is more than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Stream and student’s opinion on human values towards National Development.

H₀: There is no significant difference between Gender and student’s opinion on their Role towards National Development

H₁: There is significant difference between Gender and student’s opinion on their Role towards National Development

Table 5 Mann-Whitney U Test – Gender and student’s opinion on their Role towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Gender and student’s opinion on their Role towards National Development	Independent-Samples Mann-Whitney U Test	.898	Retain the null hypothesis.

Source: Primary data

Table number 5 indicated that significant value is 0.898 which is more than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Gender and student’s opinion on their Role towards National Development.

H₀: There is no significant difference between Area of College and student’s opinion on their Role towards National Development

H₁: There is significant difference between Area of College and student’s opinion on their Role towards National Development

Table 6 Mann-Whitney U Test – Area of College and duties towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Area of College and student's opinion on their Role towards National Development	Independent-Samples Mann-Whitney U Test	.007	Reject the null hypothesis.

Source: Primary data

Table number 6 indicated that significant value is 0.007 which is less than 0.05 thereby indicating the null hypothesis is rejected that means there is significant difference between Area of College and student's opinion on their Role towards National Development.

H₀: There is no significant difference between Stream and student's opinion on their Role towards National Development

H₁: There is significant difference between Stream and student's opinion on their Role towards National Development

Table 7 Kruskal Wallis Test – Discipline and student's opinion on their Role towards National Development

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Discipline and student's opinion on their Role towards National Development	Independent-Samples Kruskal Wallis Test	.047	Reject the null hypothesis.

Source: Primary data

Table number 7 indicated that significant value is 0.047 which is less than 0.05 thereby indicating the null hypothesis is rejected that means there is significant difference between Streams and student's opinion on their Role towards National Development.

VII. FINDINGS

- Regarding awareness towards Fundamental Right-**Equality**, it was found that 70.1 % were aware and 29.9% were not aware.
- Regarding awareness towards Fundamental Right- **Freedom**, it was found that 63.9 % were aware and 36.1% were not aware.
- Regarding awareness towards Fundamental Right-**Education**, it was found that 58.1 % were aware and 41.9 % were not aware.
- Regarding awareness towards Fundamental Right- **Exploitation**, it was found that 63.9 % were aware and 36.1% were not aware.
- Regarding awareness towards Fundamental Right- **Constitutional Remedies**, it was found that 59.3 % were aware and 40.7% were not aware.
- There is no significant difference between **Gender** and student's opinion on human values towards National Development
- There is significant difference between **Area of College** and student's opinion on human values towards National Development. Urban students opined more than Rural students.
- There is no significant difference between **Stream** and student's opinion on human values towards National Development.
- There is no significant difference between **Gender** and student's opinion on their Role towards National Development

10. There is significant difference between **Area of College** and student's opinion on their Role towards National Development. Urban students opined more than Rural students.
11. There is significant difference between **Streams** and student's opinion on their Role towards National Development. Self-finance Stream students opined highest, followed by Science Stream and then by Commerce Stream.

VIII. SUGGESTIONS

- More awareness regarding fundamental rights of a good citizen is to be created among the students through there syllabus, activities, programs.
- To inculcate human values in the students, especially rural students. Lessons on truth, honesty, appreciation, respect should be taught at College level.
- The College can promote environment-friendly activities like plant a tree, use eco-friendly materials in daily life, use public transport or carpool, get vehicles checked for pollution control.
- Through NSS unit, the students should take part in welfare activities to lift up the backward areas, educate the illiterate, and help in their growth and development.
- The Colleges especially of rural areas, can have tie-up with various organizations and start with skill based certificate courses in the premises, making convenient for the students to acquire it at low cost. Enhancing skill can help the students to be self employed.
- Webinars providing information on different National Skill Development Yojanas started by Ministry of Skill Development and Entrepreneurship should be arranged in Colleges and educational institutions. This can make the students self reliant.
- Some Guest lecturers should be arranged by Colleges for the students coming up with new ventures regarding funding for start ups, setting up of business etc.

IX. CONCLUSION

The role of the students in nation-building is very important. They are problem solvers, have a great influence on other young people and the nation, and are extremely determined. They can create an identity for themselves and move the nation forward. However, they will not be able to do this without the support of their Government and members of the society. So Educational Institutions have to come forward and bridge the gap between the students and the organisations providing skill based training by providing a platform in the premises and help for the students' personality development which will lead towards the national development.

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Social Entrepreneurship

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Abstract:

While people might be freely perceived as friendly business visionaries for their commitments to improve the government assistance of networks, the field of social business venture keeps on battling to acquire scholarly authenticity. Social entrepreneurship is a term looking for a decent definition. The current utilization of the term appears to be unclear and boundless; it needs limits to separate its capacity. The absence of a typical definition impedes examination and brings up issues about which social or benefit making exercises fall inside the range of social business. To turn into a significant stream in the business writing, social business should be appropriately characterized and it requires a hypothetical system that joins it to the hypothesis of business.

Social business is an engaging develop absolutely in light of the fact that it holds such high guarantee. In the event that guarantee isn't satisfied on the grounds that too much "non entrepreneurial" endeavors are remembered for the definition, at that point social business venture will fall into offensiveness, and the bit of genuine social business venture will be lost. Due to this threat, we accept that we need a lot keener meaning of social business venture, one that empowers us to decide the degree to which an action is constantly not "in the tent." Our objective isn't to make a harmful examination between the commitments made by customary social assistance associations and the consequences of social business, however essentially to feature what separates them.

Social business visionaries join trade and social issues in a manner that improves the existences of individuals associated with the reason. They don't quantify their accomplishment as far as benefit alone – accomplishment to social business visionaries implies that they have improved the world, anyway they characterize that.

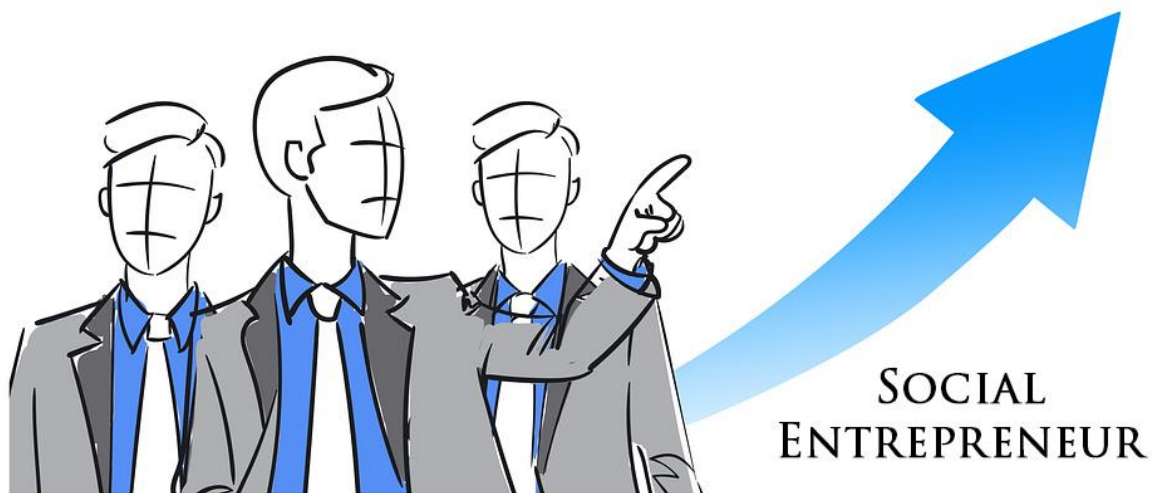
Past that, nonetheless, there are varying conclusions about what establishes social business. Some accept the definition applies just to organizations that bring in cash and work toward improving an assigned issue by offering something to customers. Others say entrepreneurs who work to take care of a social issue utilizing award or government cash are likewise friendly business visionaries. This article expands on the writing to characterize social business, talks about the limits of socially-situated pioneering exercises, and positions the social business visionary in the range of business venture.

LITERATURE REVIEW

Social entrepreneurship as a practice to integrate the economy creating social value has a long tradition and a global one in front of you. We, social entrepreneurship is closely associated with growth Interest in phenomena among the elite. Entrepreneurship Economic growth, innovation, and alleviate poverty. And awareness of entrepreneurship is required. Suspicious in many developing countries the least studied. Entrepreneurship can affect the economy it grows in different ways. They may introduce something important Innovation by entering the market with new products production process.

RESEARCH METHODOLOGY

The study is based on secondary data. Secondary data is collected mainly from the journals, articles, books and related websites.

I. INTRODUCTION

The emerging field of social entrepreneurship is developing rapidly and attracting more and more attention from many sectors. The term itself often appears in the media, is quoted by public officials, is common on university campuses, and provides information on the strategies of several well-known social sector organizations, including Ashoka and the Schwab and Skoll foundations.

Most economists and scientists support the idea that entrepreneurship is becoming a decisive factor in the development and well-being of society. Whether entrepreneurship is practiced in an economy based on factors, efficiency, or innovation (Porter et al., 2002), the end results continue to show: i) lower unemployment; ii) an increasing trend towards innovation; and iii) accelerated structural changes in the economy. Entrepreneurship offers new competition and as such contributes to increased productivity and healthy economic competitiveness (UNCTAD, 2004).

Social entrepreneurship is an area in which entrepreneurs customize their activities in such a way that they are directly related to the ultimate goal of creating social value. In doing so, they often act with little or no intention of gaining personal gain. A social businessperson “combines the fervour of a social mission with a picture of business-like discipline, innovation, and determination unremarkably related to, as an example, the sophisticated pioneers of semiconductor Valley” (Dees, 1998).

The meaning of the term social entrepreneur needs to be better defined. How is social entrepreneur different from other entrepreneurs? What is the difference between social entrepreneurs and social worker managers? What constitutes social entrepreneurship and what does not constitute?

According to our research, we first reviewed some of the literature discussing the definition of entrepreneurship, and then provided a clear and concise definition of social entrepreneurship. Next, we identify the unique characteristics of social entrepreneurs and suggest the boundaries of social entrepreneurs.

II. START FROM ENTREPRENEURSHIP

Any definition of the term "social entrepreneurship" must begin with the term "entrepreneurship". The word "society" only modifies the entrepreneurial spirit. If entrepreneurship does not have a clear meaning, then using social to modify it will not have much effect.

The term entrepreneurship is a mixed blessing. On the positive side, it means a special, innate ability to perceive opportunities and take actions, combining out-of-the-box thinking with unique brand determination to create or bring new things to the world thing. The negative side is that entrepreneurship is an afterthought, because entrepreneurial activities take a while to show real impact.

What's interesting is that we don't call those who exhibit all the personal characteristics of an entrepreneur—opportunity perception, out-of-the-box thinking, and determination—but those who fail miserably in his or her adventure as entrepreneurs; we call him or her a business loser. Even Red Hat software celebrities like Bob Young are called "serial entrepreneurs" only after his first success; in other words, all his previous failures are only called "serial entrepreneurs" after his first success. Work for serial entrepreneurs. The problem with ex post definitions is that they are often unclear. It's just harder to catch unproven things. Entrepreneurs can of course claim to be one of them, but without at least one level, it will be difficult for self-proclaimed entrepreneurs to convince investors to place bets. In turn, these investors must be willing to take greater risks because they assess the credibility of potential entrepreneurs.

Within the "earned earnings" version – wherein the social entrepreneur makes money by way of promoting a few factor – the company's customers understand that their buy will assist a said cause, whether or not it's imparting cleaning soap to children in want so hand washing can shield them from sicknesses or selling whistles to assist sell peace within the Congo.

Human beings are frequently attracted to agencies that use a social entrepreneurship version because they're helping to remedy a social hassle after they invest in something they want or want.

YOURSTORY

DIMENSIONS OF SOCIAL ENTREPRENEURSHIP

COMPONENTS	Social mission, innovative and sustainable solutions, entrepreneurial strategiesd
MINDSET: EFFECTUAL REASONING	Start with existing resources, risk management through affordable loss, collaborative relationships, open mindedness, act on what can be controlled
TYPES OF SOCIAL ENTREPRENEURS	Local changemakers, public goods providers, constructive opportunists, social transformers, ecosystem builders
BUSINESS MODELS	Cross-subsidisation, financed purchase, micro-finance, pay-per-use, no-frills offering, para-skilling, shared channels, aggregated market linkage, supply-demand matching, skilling
ORGANISATIONAL MODELS	Mission-driven NGO, revenue-generating social venture, hybrid venture, social enterprise, socially-responsible business
SCALE STRATEGIES	Scale up, scale out, scale deep, scale vertically

III. DEFINITION

The definition by our understanding towards the topic will reduce the persistently perceived uncertainty in this area, define the scope of related research, and accelerate the advancement of social entrepreneurship as a legitimate area of academic research.

A social entrepreneur is a mission-oriented individual who uses a series of entrepreneurial behaviors to provide social value to disadvantaged groups through an economically independent, self-sufficient or sustainable entrepreneur-oriented entity.

This definition combines four elements that distinguish social entrepreneurship from other forms of entrepreneurship. Social entrepreneur:

1. It is mission-led. They are dedicated to fulfilling their mission of providing social value to poorly serviced people.

2. Act as an entrepreneur through a combination of features that sets you apart from other types of entrepreneurs.
3. Act within an entrepreneurial organization with a culture of innovation and openness.
4. Act within an economically independent organization that plans and implements income strategies. The purpose is to provide the intended social value while maintaining financial self-sufficiency. This is achieved by combining social and profit-oriented activities to achieve self-sufficiency, reduce reliance on donations and government funding, and increase the likelihood of expanding the provision of proposed social value. (Bacq et al., 2011).

IV. CHARACTERISTICS OF PROFIT-ORIENTED ENTREPRENEURS AND SOCIAL ENTREPRENEURS

Unique characteristics of the profit-oriented entrepreneur	Characteristics common to both types	Unique characteristics of the social entrepreneur
<ul style="list-style-type: none"> • High achiever • Risk bearer • Organizer • Strategic thinker • Value creator • Holistic • Arbitrageur 	<ul style="list-style-type: none"> • Innovator • Dedicated • Initiative taker • Leader • Opportunity alert • Persistent • Committed 	<ul style="list-style-type: none"> • Mission leader • Emotionally charged • Change agent • Opinion leader • Social value creator • Socially alert • Manager • Visionary • Highly accountable

V. EXAMPLE OF SOCIAL ENTREPRENEUR IN INDIA

Some of the lesser-known social entrepreneurs of today are:

- **Madhav Chavan:** is a social activist and entrepreneur. He is the co-founder and CEO of the educational non-profit, Pratham. He also started the Read India campaign, which aims to teach basic reading, writing and arithmetic to underprivileged children across India. Pratham has been recognized by the Kravis Prize and the Skoll Award for its innovativeness and leadership as a social entrepreneurial organization in the area of education.



- **Shirish Apte:** Shirish Apte has successfully rejuvenated a traditional water system in Maharashtra that is caught between the Malguzars (the local zamindars, or landlords) and the state government; the Malguzari tanks were left to die many years ago. Apte decided to change the situation and, since 2008, he has been successfully rejuvenating these tanks. His efforts and hard work have made the district administration restore 21 more such tanks.



- **Jeroo Billimoria:** She is one of the accomplished and renowned social entrepreneur and the founder of several international NGOs who supervises for the betterment of society. She even initiated the Childline Program that aims to provide help in form of healthcare and police assistance, especially to the abandoned children.



- **Ria Sharma:** is a social activist who graduated from Leeds College of Art, UK. She is the founder of world's first rehabilitation center for acid attack survivors. Ria also founded Make Love Not Scars NGO in 2014, which is a rehabilitation center for acid attack survivors which are mostly women in India. It is the crowd-funded organization where it teams up to reach volunteers and funders through a social media platform. Ria was awarded the British Council's Social Impact Award in the year 2016.



- **Hanumappa Sudarshan:** He is one of the most admired tribal rights' activists. His dedication and pursuits towards assisting the poor section of the Indian society made him an honorable recipient of the prestigious Padma Shri and the Right Livelihood Awards. Hanumappa also founded the Vivekananda Girijana Kalyana Kendra in the year 1980 for the integrated development of the tribal population in the state of Karnataka. He is the Secretary and Founder of the Karuna Trust that is focused on promoting development in rural areas in Karnataka and Arunachal Pradesh.



At the most basic level, social entrepreneurship is doing business for social causes. It can also be called selfless entrepreneurship. They don't just measure their success by profit-the success of social entrepreneur's means that they have improved the world, no matter how they define it.

Top social entrepreneurs from India are driven by individuals and a strong desire to change people's lives and their necessities, rather than waiting for others to bring these reforms. As new social entrepreneurs follow their own path in their own way, India's future becomes brighter.

VI. NEED OF SOCIAL ENTREPRENEUR IN INDIA

As a growing economy, India today needs many social entrepreneurs. Creating and implementing effective, innovative and sustainable solutions to combat social and environmental challenges requires revolutions from people in different disciplines. These solutions include services and products as commercial or non-commercial initiatives. India has many social solutions to the most pressing social problems of society in the areas of hygiene, education, water conservation, gender bias, primary health, female pesticides, carbon emissions and other environmental issues. I need an entrepreneur. These issues are persistent in nature and require urgent resolution.

In India, social entrepreneurs face some key issues. For example, companies need a strong and solid business plan to help achieve milestones. The rigor of formulating and following plans based on market realities and customer insights is crucial. They need the support of lawyers, chartered accountants, and senior entrepreneurs to help them develop good business plans. We have all heard of a great social enterprise doing well, but only in a specific area. The main reason for their inability to expand is the lack of funds or the limited bandwidth of the founders. I call on the readers of this article to do all they can to strengthen the power of social entrepreneurs.

VII. OPPORTUNITIES

Social entrepreneurs have created organizations that complement and replace missing actions with national and international relief activities. India has many untapped natural resources. Human resources, agricultural products, forest products and rural market potential, capital accumulation are some of the resources that are heavily used. It is necessary to use the enormous untapped resources of our country and direct them to accelerate the overall human development. It is the purposeful activity of an individual and a group or group of related persons to carry out economic activities to expand economic opportunities. They are seen as an important element of the development strategy. Economic development in a country can play a social and political role in local job creation, balanced regional development, and increased income among the poor, thereby contributing to positive change among people.

As we have seen in the past decade, start-ups have emerged in large numbers to solve a series of problems of cross-industry innovation. Technology is the focus and continues to remain unchanged, creating a large and enthusiastic customer base, which attracts sufficient investor funds. Among them, one sector is still neglected, namely the social sector. Although healthcare and energy have played their role in attracting investor interest and raising funds, many other industries still struggle to gain attention and support.

First we will study India's problem areas, some of which are listed the following:

1. Employment of knowledgeable youth-many of us the way the curriculum is designed does not cater to the needs of the industry.
2. Healthcare-affordability
3. Urban and Rural Environmental Sanitation
4. Utilize renewable energy
5. Nutrition and food for the poor.
6. Affordable housing.
7. Agriculture

VIII. CHALLENGES

That is said, research shows that attitude towards Entrepreneurship and entrepreneurship are important factors determines the growth of national entrepreneurs, but talks as for Indian culture, we continue to maintain a risk-averse attitude.

As the government changes, policies sometimes change a lot. Social entrepreneurship, just like any other branch of society entrepreneurship also faces challenges. All the challenges are controllable or uncontrollable, but all challenges it is controllable.

When social; entrepreneurs strive to bring about social change and they face many obstacles. Social entrepreneurs face the following challenges:

- Support for businessmen
- Government approval
- Product maintenance
- Retaining employees

- Competition with others
- Improvement of awareness
- Business communication
- Ideas to attract donors
- Remote work
- Recruitment
- Find time
- Get funding
- Financing
- Support for family and friends
- Acquisition of skilled employees
- Policy issues

IX. CONCLUSION

Since the past few decades, India's economic growth has accelerated significantly. But what is frustrating is that social, economic and environmental problems are increasing year by year, which requires the widespread application of multidisciplinary methods and entrepreneurial energy in all sectors. As mentioned earlier, India allows increased social entrepreneurship and allows social entrepreneurs to try to find economic solutions for all sectors of society. The challenges faced by social entrepreneurs include communicating business ideas, working remotely, obtaining funding, government approvals, competition from others, acquiring technology, raising awareness, and acquiring skilled workers.

Changes in the technological and political environment will intensify competition. Social entrepreneurs must be more dynamic and creative. Here are some suggestions for Indian social entrepreneurs to achieve their goals:

- 1) Social entrepreneurs need to motivate educational institutions to develop curriculums. Teach students the habits of social entrepreneurship.
- 2) Social ventures need to educate and be aware of the market standards that have been set. Next network approach. This may increase the demand for their goods and services.
- 3) Regional disparities and imbalances should be reduced by social growth Entrepreneurship that can balance growth can solve social problems of a large population and national health.

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Students' Awareness on Government Schemes for Youths- A Case Study of Degree College Students Residing In KDMC Region

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Abstract: Indian Government, at all levels, announces Welfare Schemes for a cross section of the society from time to time. These schemes could be either Central, State specific or a joint collaboration between the Centre and the States. Government of India has come up with various government schemes for the youths like, Prime Minister's Financial Empowerment Scheme – Bank Account (PMJDY), Prime Minister's Personal Accident Protection Scheme (PMSBY), Prime Minister's Small & Micro Industries Development Scheme (PMMY), and so on. for skill development, entrepreneurship start-ups and various aspects associated with youths. All the schemes are available on websites, few are included in the syllabus some subjects/ courses. The I.T. revolution has brought abundance of information in few clicks to the youth of India. Though it has also brought in diversion, lack of attention and problem of plenty. The youths basically comprise of literate and illiterate; the literate being majorly student's category. The present paper is a case study of such students of degree colleges anywhere in and around Mumbai but residing in Kalyan-Dombivli Municipal Corporation region. The present generation of students need to be redirected and motivated to be focused. Measures and initiatives at ground level would lead to awareness and thereby implementation and use; only then these well formulated schemes will see the real light of the day. The study is based on secondary data. Secondary data is collected mainly from the journals, articles, books and related websites.

Keywords: Youth, Students' awareness, Government Schemes for youth

I. INTRODUCTION

Youth is one of the major contributors in nation building. The progress of any country depends upon its youth as they are the powerhouse of nation, if nurtured well they can become an asset for the country. Government of India has different set of committees which study the needs and requirements of youth so as to satisfy their needs and thereby converting them in to a productive asset for the country. The Government has created specific gateways in order to launch Schemes for youth. Government of India has introduced variety of schemes for youth so as to help them in monetary as well as non-monetary sense.

India will become a prosperous nation only when awareness is created among the youth about the schemes launched for them. This will lead to a revolution wherein we would have more hands to work than more hands to feed. The present study

focuses on Awareness of students about the Government Schemes for youth and its awareness among the degree college students residing in K.D.M.C. region.

II. REVIEW OF LITERATURE

Dr. Diwate, Shivankar and Naktode (2015) in their research contribution on “A Study on “The Perception of Management Students towards Entrepreneurship as a Career and Role of Education” stated Entrepreneurship education is critical in shaping perceptions of what it takes to become an entrepreneur, "particularly among management students." An entrepreneurship education should not only provide theoretical knowledge, but also help students develop an entrepreneurial mindset by developing entrepreneurial skills, behaviours, and attitudes, as well as train them in entrepreneurial abilities to help them start their own business or engage in entrepreneurship activities. At the same time Government of India has launched different set of schemes for budding entrepreneurs in order to help them in Monetary sense as well as to support them in non-monetary sense through different licensing and documentation formalities. Entrepreneurship knowledge and abilities are critical to the overall growth of Nation.

Dr. Chandra and Gautham (2017) in their join research on “Status of Awareness about Government Schemes among Special Educators of Persons with Intellectual Disability in Uttar Pradesh” opined all the developing country in the world are making strides toward becoming a developed nation. In India, the government has legislated a slew of programmes aimed at promoting equality and justice in all aspects of life for people with disabilities. The government has put in place special programmes to encourage people to work for themselves and launch different schemes for people with different level of educational qualifications so that irrespective of educational qualification persons can take benefit of said schemes and use for their betterment.

Sardar (2019) in his study on “A study on youth perception and awareness towards entrepreneurship and Start up scheme” stated with the economy growing, every country should concentrate on creating a robust eco-system that is conducive to the development of new firms. India has a vast population, which means there is a large potential market for any organisation that develops creative inventive systems. Entrepreneurs contributes to economic progress of a country. Government all over the world have taken steps to encourage Entrepreneurship among their youth. Since the commencement of the Start-up India campaign in 2016, a number of programmes have been launched in India. Such programmes have stimulated the start-up culture, with start-ups becoming more well-known across the country and by assisting them in taking use of such programmes.

III. OBJECTIVES OF STUDY

1. To know about Government schemes launched by Government of India for youth.
2. To study the sources of information about Government schemes launched for youth.
3. To analyse level of awareness among students towards the schemes launched by Government of India.

Hypotheses

H₀: There is no significant difference between Gender and Awareness towards Government Schemes.

H₁: There is significant difference between Gender and Awareness towards Government Schemes.

H₀: There is no significant difference between Age and Awareness towards Government Schemes.

H₁: There is significant difference between Age and Awareness towards Government Schemes.

H₀: There is no significant difference between Stream and Awareness towards Government Schemes.

H₁: There is significant difference between Stream and Awareness towards Government Schemes.

H₀: There is no significant difference between Year of Study and Awareness towards Government Schemes.

H₁: There is significant difference between Year of Study and Awareness towards Government Schemes.

Research Methodology

The research study is indicative as well as analytical in nature. Both primary and secondary data was collected for the Study. Primary data was collected by floating structured questionnaire through Google form among students of Degree Colleges residing in Kalyan Dombivili Municipal Corporation region. The questionnaire was framed with five-point Likert scale. The secondary data was collected from different books, articles in journals and websites. The sample size for the study was 165 students residing in K.D.M.C. region. Convenience Sampling Method was used for Data collection. The questionnaire was subject to field and office editing. Data was classified, tabulated and summarized in the flow of paper.

Limitations of Study

1. The study is restricted to Degree College students residing in K.D.M.C. region.
2. Time is a constraint to meet large number of Students.

IV. DATA ANALYSIS

The data analysis was done by using S.P.S.S. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The data was found to be non-normal hence null hypotheses were tested by using non-parametric tests i.e., Mann-Whitney U Test and Kruskal Wallis Test.

Normality testing

Normality of data was tested using Normality test.

H₀: Distribution is Normal

H₁: Distribution is non-Normal

Table 1 Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness about Government Schemes	.092	165	.002	.959	165	.000

a. Lilliefors Significance Correction

Source: Primary data

The table 1 indicated significant value for the variable was less than 0.05 which means the Null Hypothesis is rejected and alternate hypothesis is accepted that is distribution is non-Normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

Testing of Hypotheses

H₀: There is no significant difference between Gender and Awareness towards Government Schemes.

H₁: There is significant difference between Gender and Awareness towards Government Schemes.

Table 2 Mann-Whitney U Test – Gender and awareness towards Government Schemes

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Gender and Awareness towards Government Schemes.	Independent-Samples Mann-Whitney U Test	.177	Retain the null hypothesis.

Source: Primary data

Table number 2 indicated that significant value is 0.177 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means There is no significant difference between Gender and Awareness towards Government Schemes.

H_0 : There is no significant difference between Age and Awareness towards Government Schemes.

H_1 : There is significant difference between Age and Awareness towards Government Schemes.

Table 3 Kruskal Wallis Test – Age and awareness towards Government Schemes

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Age and Awareness towards Government Schemes.	Independent-Samples Kruskal Wallis Test	.431	Retain the null hypothesis.

Source: Primary data

Table number 3 indicated that significant value is 0.431 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means There is no significant difference between Age and Awareness towards Government Schemes.

H_0 : There is no significant difference between Stream and Awareness towards Government Schemes.

H_1 : There is significant difference between Stream and Awareness towards Government Schemes.

Table 4 Kruskal Wallis Test – Stream and awareness towards Government Schemes

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between stream and Awareness towards Government Schemes.	Independent-Samples Kruskal Wallis Test	.246	Retain the null hypothesis.

Source: Primary data

Table number 4 indicated that significant value is 0.246 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means There is no significant difference between stream and Awareness towards Government Schemes.

H_0 : There is no significant difference between Year of Study and Awareness towards Government Schemes.

H_1 : There is significant difference between Year of Study and Awareness towards Government Schemes.

Table 5 Kruskal Wallis Test – Year of Study and awareness towards Government Schemes

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Year of Study and Awareness towards Government Schemes.	Independent-Samples Kruskal Wallis Test	.038	Reject the null hypothesis.

Source: Primary data

Table number 5 indicated that significant value is 0.038 which is less than 0.05 thereby indicating the null hypothesis is rejected that means There is significant difference between Year of Study and Awareness towards Government Schemes.

H_0 : There is no significant difference between Area and Awareness towards Government Schemes.

H_1 : There is significant difference between Area and Awareness towards Government Schemes.

Table 6 Mann-Whitney U Test – Area and awareness towards Government Schemes

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Area and Awareness towards Government Schemes.	Independent-Samples Mann-Whitney U Test	.953	Retain the null hypothesis.

Source: Primary data

Table number 6 indicated that significant value is 0.953 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Area and Awareness towards Government Schemes.

V. FINDINGS OF THE STUDY

1. Out of the total respondents 55.8% were Female while 44.2% were Male. 37.6% were from the Age group of 18-20 years, 31.5% were below 18 while 30.9% were above 20 years. 57.6% were from Commerce stream, 28.5% were Science stream, while 13.9% were from Arts Stream. 37.0% were Third year students, 35.7% were from Second year while 27.3% were from First year. 58% were from Dombivili while 42% were from Kalyan.
2. 44.8% were Somewhat aware about Government Schemes, 34.6% were not at all aware while 20.6% were Fully aware about the Schemes launched by Government for Youth.
3. 45.5% of the respondents came to know about Government Schemes through Government Websites, 44.2 % through Newspapers, 40% through Magazines while 37.6 % came to know through Blogs.
4. 66.5% were aware about one or the other Government Schemes while 33.5% were not aware about any of the Government Schemes launched for Youth.
5. It was found that irrespective of Gender, Age, Stream awareness towards Government Schemes was same while for Year of Study there was a significant difference towards Government Schemes.

VI. SUGGESTIONS

1. Changes may be introduced in Syllabus framed for Degree College Students across all streams by introducing a subject on Government Schemes for Youth so as to make students aware about such Schemes.
2. Help desk may be set up across Degree Colleges where in students can be informed about Schemes launched by the Government and further students can be motivated to communicate the schemes across Society.
3. Government of India can take help of Public Private partnership through business tie up with corporate houses so as to ensure implementation of said Schemes in effective manner.

VII. SIGNIFICANCE OF STUDY

The study identified that level of awareness about Schemes launched by Government is quite low but slowly and gradually students are developing an awareness towards the Government Schemes. Keeping in mind the large population of a country like India where in more than 60%¹ of population is in age group of 15 to 60 years the level of awareness towards schemes launched by Government of India for youth is not that great. The study is Significant to Government as relevant suggestions towards improvising level of awareness among youth for the Schemes are given. It is significant to students and youth at large as better penetration of government schemes at ground level will be beneficial for them and they will be able to take benefits of the schemes over a large period of time.

¹ <https://www.statista.com/statistics/271315/age-distribution-in-india/>

VIII. CONCLUSION

“Schemes are like fruits, they require a certain ripening”, slowly and gradually government may try to ensure better penetration of schemes among youth. Government launches Schemes for the youth from time to time, previously one would require to go to some government office or get information from other sources to know about the Schemes. With the advent of I.C.T. and smartphone in hand of almost every youth, the level of awareness should have been much more but the study states otherwise and therefore the suggestions given may be useful for percolating the information and thereby satisfying the purpose of government schemes for youth. Until and unless the youth are aware and they take the benefits the core purpose will not be served.

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Analytical Study of the Perspective of Faculty at Degree College in Mumbai towards Online Teaching

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Abstract: Due to this advancement in the field of teaching learning, education of the students could progress during pandemic period. Most educational institutes have shifted to online learning platforms to keep the academic activities going. However, the questions about the preparedness, designing and effectiveness of e-learning is still not clearly understood, particularly for a developing country like India, where the technical constraints like suitability of devices and bandwidth availability poses a serious challenge

Though online teaching was encouraged since long period many difficulties are being faced. This has become true at all levels (college, secondary school, and elementary school) as students and teachers could not attend the institution in lockdown periods.

The present paper aims at studying the perspective of faculty at Degree College towards online teaching.

Keywords: Online Teaching, Technology, Faculty, Students.

I. INTRODUCTION

Covid pandemic emerged in the year 2019 and extended further has imposed many challenges before entire world. All sectors got highly affected due to long run lockdown situations in all most all parts of the world. Education sector also could not be an exception.

E-learning is primarily referred to as the use of technology and network communication for teaching and learning. It is also referred to as a technology-enabled transfer of skills and knowledge to a large number of recipients (Economic Times, 2020). In modern world it is proved to be one of the fastest growing trends in education sector. E-learning tools have played a crucial role during this pandemic, helping schools and universities facilitate student learning during the closure of universities and schools.

Due to this advancement in the field of teaching learning, education of the students could progress during pandemic period. Most educational institutes have shifted to online learning platforms to keep the academic activities going. However, the questions about the preparedness, designing and effectiveness of e-learning is still not clearly understood, particularly for a developing country like India, where the technical constraints like suitability of devices and bandwidth availability poses a serious challenge

The World Health Organization (WHO) declared a public health emergency of international concern on January 30, 2020 and named the disease COVID-19 in February 2020. In March, 2020, the Covid 19 was declared as Global Pandemic. Due to this spreading disease all face to face activities were suspended and concept of on line classroom started becoming popular in academic world.

Though online teaching was encouraged since long period, there is large scale promotion of on line education during COVID-19. This has become true at all levels (college, secondary school, and elementary school) as students and teachers could not attend the institution in lockdown periods.

The present paper aims at studying the perspective of faculty at Degree College towards online teaching.

II. RESEARCH METHODOLOGY

This study is carried out to know the perspective of teachers towards on line teaching For this various parameters have been used.

Data is collected from both primary and secondary sources. Primary data is collected through structured questionnaire.

Objectives of this research are

1. To understand the teachers perspective towards on line teaching
2. To study the possible and convenient form of teaching in future period.

Data is collected from teachers teaching in colleges under Mumbai University Data has been collected using cluster sampling and Random selection method.

Following parameters are used to understand the opinion of teacher's towards on line teaching

1. On line teaching Makes teaching more easier & Efficient
2. On line teaching adds technology to knowledge of teacher. This makes teaching more productive.
3. On line teaching develops computer skills among teachers.
4. Delivering lectures in Electronic mode brings best out of students skills.
5. Due to on line teaching teacher gets better attention from students.
6. On line teaching facilitates participatory teaching where teachers and students both are engrossed equally.
7. After Covid Pandemic is over there should be complete off line mode of teaching.
8. After Covid Pandemic is over there should be complete hybrid mode of teaching.

III. DATA ANALYSIS

The total number of respondents was 52, out of which only 47 responses proved to be useful for research.

Table 1.1-Analysis of observations on parameters

Parameter	Strongly Agree	Agree	No Opinion	Dis Agree	Strongly Disagree
On line teaching Makes teaching more easier & Efficient	15	04	02	16	10
On line teaching adds technology to knowledge of teacher. This makes teaching more productive.	21	04	02	13	07
On line teaching develops computer skills among teachers	28	16	01	01	01
Delivering lectures in Electronic mode brings best out of students skills	05	09	04	14	15
Due to on line teaching teacher gets better attention from students	12	04	02	14	15
On line teaching facilitates participatory teaching where teachers and students both are engrossed equally	07	05	05	10	10
After Covid Pandemic is Over there should be complete off line mode of teaching	21	11	03	05	07
After Covid Pandemic is Over there should be complete hybrid mode of teaching	25	15	01	04	02

Interpretation-

1. 40% of the total respondents feel that On line teaching Makes teaching more easier & Efficient.
2. 53% i.e. more than half of the total respondents are of the opinion that On line teaching adds technology to knowledge of teacher. This makes teaching more productive.
3. From the total respondents 94% feel that on line teaching develops computer skills among teachers, which is very significant.
4. Only 32% respondents are of the opinion that Delivering lectures in Electronic mode brings best out of students skills. This point has to be noted
5. 34% respondents feel that On line teaching Makes teaching more easier & Efficient. This is one more point to be noted keenly.
6. Out of total respondents 25% are of the opinion that On line teaching facilitates participatory teaching where teachers and students both are engrossed equally. This shows more than half of the total proportion.
7. 68% of the respondents feel that After Covid Pandemic is Over there should be complete off line of teaching.
8. 85 % respondents are of the opinion that After Covid Pandemic is Over there should be complete hybrid mode of teaching. This is significantly high.

IV. SUGGESTIONS AND RECOMMENDATIONS

Majority respondents do not feel that online platform is teaching friendly. It has definitely improved technological skills of faculty. The online mode cannot bring out best from student. Only small portion of faculty feel that that on line teaching facilitates participatory teaching where teachers and students both are engrossed equally. A large number of respondents feel that After Covid Pandemic is Over there should be complete hybrid mode of teaching.

V. CONCLUSION

Hence even after pandemic situation gets vanished, there should be hybrid mode which can combine advantages of both On Line & Off Line Teaching.

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Contribution of marginalized women to Atma Nirbhar Bharat

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Background:

Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, The PM declared the policy of Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of rs. 20 lakh crores - equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India.

The aim was to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand.

(Source : <https://www.investindia.gov.in/atmanirbhar-bharat-abhiyaan>)

The roots of Atma nirbhar Bharat lie in the concept of , 'Swayampurna Gram ' i.e. Independent Villages. It was the dream of Father of the Nation Mahatma Gandhiji. Majority population of India used to live in villages, rural development being the key to development of the country; Gandhiji gave the slogan of independent villages . In other words, every village should be a self-contained republic. To end the problem of poverty and starvation in the rural areas the surplus at village level may be distributed among the poor people. Only this can help eradicating poverty and thus people can be happy and self-reliant. Agricultural sector alone cannot solve the problem of rural poverty and unemployment. That's why Gandhiji gave stress on the growth of the rural industries like khadi, handlooms, sericulture and handicrafts, small industries, local market, local distribution, employment to local population.. He further said that it would lead to development of Rural areas and a world where no conflicts between the classes and no problem of over crowded cities.(Swayampurna Gram) India has a long history and a typical system which was based on 'Balutedari.'

Every Village was depending and running its own administration and economy through 12 Balutes. It consisted- Carpenter, farmer, gold smith, tailor and so on...

Slowly the systems vanished and the result is; many areas such as education, public health, sanitization in villages and rural economy including farming are at stake.

The marginal population in India is the low profile population having no significant status, position. Women are supposed to be marginalized as they are at secondary position having secondary status.

Further, some women are marginalized on account of no / insignificant source of income, lower social status, lack of education, lack of exposure. However when the marginalized women are trained, given specific task; they contribute to a great extent to the development of Society, Country. This research article is an attempt to search the role of few categories of marginal women working at grass root level in bringing transformation in rural India.

Objective of the paper: To find out the contribution of Anganwadi Workers, ASHA workers and SHG members in making rural India 'Atma Nibhar'—self-reliant.

Introduction

Marginal means which is small or not very important. Marginal people are those who are not involved in the main events or developments in society because they are poor or have no power.

(Source: Collins dictionary)

In precise marginalized people are those who have less control on their lives, have limited sources and are vulnerable in many respect. They lack respect/ status in Society and often have to lose their self esteem due to meager resources and earnings. It adversely affects their life style, health and various aspects.

Marginalized populations are groups and communities that experience discrimination and exclusion (social, political and economic) because of unequal power relationships across economic, political, social and cultural dimensions.

Marginalized communities are those excluded from mainstream social, economic, educational, and/or cultural life. Examples of marginalized populations include groups excluded due to race, gender identity, sexual orientation, age, physical ability, language, and/or immigration status. Marginalization occurs due to unequal power relationships between social groups

Marginalization, as we currently define it, is the act of pushing someone to an unimportant or powerless position. Creating a feeling that they are less important and negligible and very small.

The word , 'Economic Marginalization' is used to describe a group of people, or countries that are excluded from participating equally in the economic system. It is used today to refer to global capitalism, and free markets.

These definitions are applicable to women in Society. Women is one of the category that is called marginal population. However, there has been a category which is called marginal women those who are powerless, income less, unaware of their rights and vulnerable. Let us call them as Marginal Women.

Marginal women:

Women are called to be marginalized due to their secondary position in their personal and social/economic/ political life. Women are deprived of equal rights; including right to take birth.

Marginalized women are those who really are neglected, given least importance, paid a very meagre remuneration. Despite of all these constraints however the marginalized women can contribute to a great extent to make rural India physically, socially, financially self-sufficient.

The Anganwadi workers, ASHA workers, SHG members, who are low profile female folk found to be empowered on account of their unique position and status. Not only their personal status is improved however, they explore a golden opportunity to strengthen the economy and contribute to socio-economic development of the Country.

It is interesting to note the role of certain marginal female workers in India contributing to self-reliant India in social/ economic/ health respect. The Anganwadi workers, ASHA workers, and members of Self Help Groups enjoy a typical status in Indian Society particularly in rural India.

ANGANWADI WORKERS

The word Anganwadi means "courtyard shelter" in Indian languages. They were started by the Indian government in 1975 as part of the Integrated Child Development Services (ICDS) program to combat child hunger and malnutrition. Anganwadi worker is a brain child of health and Nutrition Department.

Anganwadis are the crucial point for implementation of all the health, nutrition and early learning initiatives under ICDS.

The Anganwadi center provides basic health care in a village. It is a part of the Indian public health care system. It includes:

- Contraceptive counseling
- Supply, nutrition education and supplementation,
- Pre-school activities.
- The centers may be used as storehouses for oral rehydration salts, basic medicines and contraceptives.

The Ministry of Women Development and Child Welfare has laid down guidelines for the responsibilities of Anganwadi workers. These guidelines include:

- Showing community support
- Active participation in executing this program,
- Conducting regular quick surveys of all families,
- Organizing pre-school activities,
- Providing health and nutrition education to families, especially pregnant women,
- Motivating families to adopt family planning,
- Educating parents about child growth and development,
- Assisting in the implementation and execution of Kishori Shakti Yojana,
- Educating teenage girls and parents by organizing social awareness programs,
- Identifying disabilities in children.

Mechanism of Anganwadi centers:

- A Mukhya Sevika is appointed as a supervisor/ co-ordinator
- She supervises between 40 and 65 Anganwadi workers, --her role is to provide them with on-the-job training.
- Mukhya Sevikas' other duties are: keeping track of people of lower economic status benefiting from the program, in particular the malnourished; guiding the Anganwadi workers in assessing children's age and weight and plotting their weight; demonstrating effective methods of providing health and nutrition education to mothers; and maintaining statistics on Anganwadis and their workers to determine what can be improved.

- The Mukhya Sevikas report to the Child Development Projects.
- Anganwadi workers receive training to deal with health care requirements.
- They are preferred as they are living in the same rural area, which gives them insight into the state of health in the locality and assists in identifying the cause of problems and in countering them. They also have better social skills and can therefore more easily interact with the local people. As locals, they know and are comfortable with the local language and ways, are acquainted with the people, and are trusted.
- Anganwadi workers are paid around Rs 5000 a month .
- According to government data, the country has 13.77 lakh Anganwadies.
- Anganwadi workers played a magnificent role during pandemic, Covid-19. They created awareness about disease and how to fight against it. The strong network of Anganwadies made it possible to reach to villages and Padas effectively.
- Not only during pandemic but the devoted services of the Anganwadi Workers have helped to bring transformation in Rural India. Quick evaluation study of ICDS Anganwadi Centres by NITI Aayog showed that 76% of children in the sample were not malnourished. Also, over 75% of Anganwadi Centres were maintaining their records properly.
- That's why Anganwadis are said to be the backbone of India's grassroots social services platform for women and children

(NITI Ayog three year Agenda 2017-20)

Despite of admirable performance and role played by Anganwadi workers they face much difficult challenges. Those are enlisted below.

Challenges for Anganwadi workers:

The child and maternal mortality remain high despite of such a huge cadre of Anganwadi workers..

These centers play a key role in rural India but they need to play a much larger role in anchoring community development.

Nearly a fourth of centers lack drinking water facilities and 36 % do not have toilets.

ICDS beneficiaries do register for them but because the Anganwadis lack adequate facilities.

Anganwadi workers do not have any comprehensive manual on managing their roles. They are taught broad principles and it is left to their native wisdom to flesh out the details.

An Anganwadi Worker (AWW) is entrusted with many tasks such as preparing voter identity cards, conducting a census, employment or Swachh Bharat Mission (Clean India Mission) surveys and helming election booths — none of which is paid work except for election duty.

Sometimes the Anganwadi-serviced children fall sick or die; it becomes a big legal and social issue.

There are periodic reports of corruption and crimes against women in some Anganwadi centers.

Worker protests (by the All India Anganwadi Workers Federation) and public debates on this topic are ongoing.

Following are the suggestions given to improve the efficiency of Anganwadi workers.

Suggestions:

Anganwadis universally available to all eligible children and mothers who want their children there. This would require significant increases in budgetary allocation and a rise in the number of Anganwadis to over 16 lakh.

The officers and their helpers who staff Anganwadis are typically women from poor families. The workers need to have permanent jobs with comprehensive retirement benefits like other government staff.

The administration of Anganwadi workers need to be more regulated, transparent.

A written manual will help to regulate the Anganwadies all over India.

The another important element that makes the public health of India stronger is Asha worker. Following discussion is an attempt to overview Asha workers in India.

ASHA WORKERS

An Accredited Social Health Activist is a community health worker instituted by the government of India's Ministry of Health and Family Welfare as a part of the National Rural Health Mission. The mission began in 2005; full implementation was targeted for 2012.

Health of rural population more specifically of the women and children has remained a serious issue despite of various efforts for rural public health including Anganwadi Workers.

Non accessibility of the health facilities at the villages, tribal areas, hilly and remote places make the issues more crucial. The Government of India decided to launch a National Rural Health Mission (NRHM) to address the health needs of rural population, especially the vulnerable sections of society. The Sub-center is the most peripheral level of contact with the community under the public health infrastructure. This caters to a population norm of 5000, but is effectively serving much larger population at the Sub-center level, especially in Empowered Action Group States.

ASHA is an initiative by the Central Government for assuring rural health. ASHA will be the first port of call for any health related demands of deprived sections of the population, especially women and children, who find it difficult to access health services.

ASHA is the grass root level worker promoting good health practices. It is the front level female force providing access to rural population mainly women and children.

The Government has set the guidelines for working ASHAs those are as follows.

The Guidelines for / role and responsibilities of ASHA:

- ASHA would take steps to create awareness and provide information to the community on determinants of health such as nutrition, basic sanitation & hygienic practices, healthy living and working conditions, information on existing health services and the need for timely utilization of health & family welfare services.
- She would counsel women on birth preparedness, importance of safe delivery, breastfeeding and complementary feeding, immunization, contraception and prevention of common infections including Reproductive Tract Infection/Sexually Transmitted Infection (RTIs/STIs) and care of the young child.

- ASHA is expected to mobilize the community and facilitate them in accessing health and health related services available at the village/sub-center/primary health centers, such as Immunization, Ante Natal Check-up (ANC), Post Natal Check-up (PNC), ICDS, sanitation and other services being provided by the government.
- She needs to work with the Village Health & Sanitation Committee of the Gram Panchayat to develop a comprehensive village health plan.
- She would arrange escort/accompany pregnant women & children requiring treatment/ admission to the nearest pre-identified health facility i.e. Primary Health Centre/ Community Health Centre/ First Referral Unit (PHC/CHC /FRU).
- ASHA will provide primary medical care for minor ailments such as diarrhoea, fevers, and first aid for minor injuries. She will be a provider of Directly Observed Treatment Short-course (DOTS) under Revised National Tuberculosis Control Programme.
- She will also act as a depot holder for essential provisions being made available to every habitation like Oral Rehydration Therapy (ORS), Iron Folic Acid Tablet (IFA), chloroquine, Disposable Delivery Kits (DDK), Oral Pills & Condoms, etc. A Drug Kit will be provided to each ASHA. Contents of the kit will be based on the recommendations of the expert/technical advisory group set up by the Government of India.
- Her role as a provider can be enhanced subsequently. States can explore the possibility of graded training to her for providing newborn care and management of a range of common ailments particularly childhood illnesses.
- She will inform about the births and deaths in her village and any unusual health problems/disease outbreaks in the community to the Sub-Centres/Primary Health Centre.
- She will promote construction of household toilets under Total Sanitation Campaign.
- Fulfillment of all these roles by ASHA is envisaged through continuous training and upgradation of her skills, spread over two years or more.

There are certain norms for selection of ASHA workers those are as follows:

SELECTION OF ASHA:

- The general norm will be 'One ASHA per 1000 population'. In tribal, hilly, desert areas the norm could be relaxed to one ASHA per habitation, dependant on workload etc.
- The States will also need to work out the district and block-wise coverage/phasing for selection of ASHAs.
- It is envisaged that the selection and training process of ASHA will be given due attention by the concerned State to ensure that at least 40 percent of the envisaged 3 ASHAs in the State are selected and given induction training in the first year as per the norms given in the guidelines. Rest of the ASHAs can subsequently be selected and trained during second and third year. Criteria for Selection
- ASHA must be primarily a woman resident of the village - 'Married/Widow/Divorced' and preferably in the age group of 25 to 45 yrs.
- ASHA should have effective communication skills, leadership qualities and be able to reach out to the community. She should be a literate woman with formal education up to Eighth Class. This may be relaxed only if no suitable person with this qualification is available.

- Adequate representation from disadvantaged population groups should be ensured to serve such groups better.

At present there are more than 9 lakh ASHA workers in the Country. They have played a key role in managing rural health and more specifically during Pandemic Covid 2019. A single ASHA worker looks after more than one thousand families in an administrative unit.

ASHAs are appointed from local and largely rural communities, They go door-to-door educating people about maternal and child health, contraception, immunisation, and sanitation, as well as enrolling them in health programmes and monitoring the results. They also ensure immunization, give first aid, and administer antimalarial and anti-tubercular drugs and oral rehydration solutions (ORS). They are semi literate females generally reached/ passed out 5th std.

An ASHA is the first port of call for any health-related demands of the deprived sections of the rural population, especially women and children. ASHAs also perform several other duties that make their role roving.

Challenges for ASHAs:

- ASHAS are neither paid regular salaries, nor given full time assignments.
- ASHAs earning is based on incentives; they receive Rs 75 for each full immunization, Rs 40 for reporting child death, Rs 300 for accompanying a woman to a hospital for childbirth, and Rs 1000 for administering TB treatment over 6-7 months. They are being paid an additional Rs1,000 for COVID-19 interventions.
- They are overburdened many times requiring to travel a long distance without much transport facilities.

Following steps would enhance the effectiveness of working of ASHAs:

Challenges during Pandemic To Ashas And Anganwadi Workers

- On March 1 2021, India launched the world's biggest vaccination drive to halt the surging virus. The Union health ministry has set the target of vaccinating 500 million people by July. The rural sector would be dependent entirely on ASHA workers and PHCs for this to happen. As frontline health workers, they were already part of the vaccination drive last month and were administered the first doses.
- ASHA workers take high risk e.g. during pandemic they worked for testing of people for to locate Corona patients however, they were not given PPE kits always, e.g. at Delhi
- ASHA workers with Anganwadi workers are performing additional duties **which included assisting deliveries, immunisation drives, sterilisation camps and staffing the PHCs during the pandemic situation.**
- Many of them died at various states however their dependents are not paid any compensation under any insurance plan.
- ASHA workers are not been vaccinated at many palces.
- The latest news as on 6th April 2021 is that the ASHA workers and Anganwadi workers refused to take jobs because of the scare of children getting infected, high BP, high sugar.

(Ref. Deccan Chronical, News Line published on 6th April 2021)

- As well at Delhi the ASHA workers protested as no payment done on time during the period of vaccination and no Insurance cover for them.

Suggestions:

- ASHAs are the backbone of rural India and need to be supported with sufficient remuneration for her working.
- She should be taken care of in respect of her working hours and stress of work.
- They need to be covered under group insurance when they bear high risk such as testing for Covid -19., or has to travel without any proper protection to save the patients under emergency.
- The third element that empowers rural women not only economically but also socially, personally and leads to foster the growth of Rural economy is Self help Group.

Self Help Groups :

Self Help Groups are groups of 10-20 people in a locality formed for any social or economic purpose. Most of the **SHGs** are formed for the purpose of better financial security among its members. **SHGs** can exist with or without registration.

The roots of SHGs in India can be traced in the past around 1950's of India such as;

In 1954, the Textile Labour Association (TLA) of Ahmedabad formed its women's wing in order to train the women belonging to families of mill workers in skills such as sewing, knitting, etc. As well as Establishment of the Self-Employed Women's Association (SEWA) in 1972 by Ela Bhatt

In 1972 however, NABARD, formed the SHG Bank Linkage Project, which is today the world's largest microfinance project. From 1993 onwards, NABARD, along with the Reserve Bank of India, allowed SHGs to open savings bank accounts in banks. The Swarn Jayanti Gram Swarozgar Yojana was introduced in 1999 by Government of India with the intention of promoting self-employment in rural areas through formation and skilling of such groups. This evolved into the National Rural Livelihoods Mission (NRLM) in 2011.

Micro Finance is provided through SHG is a model that has become extremely successful in India. It has led to developing habit of savings among rural poor women enabling her to be financially self sufficient through SHG. It has led to alleviate poverty and empower rural people, particularly rural women SHGs.

SHGs have not only made rural women self sufficient but proved her to be an agent of Rural transformation the small enterprises run by the SHGs have made a considerable contribution in the socio-economic and cultural development of rural poor in the society. It has definitely help to improve std. of living of rural poor particularly of poor females. It has created employment opportunities , source of Income for rural poor population and proved to be a magic wand for them. The objectives of Five Year plans of Inclusive growth are not attainable without counting SHGs and Micro Finance.

During pandemic situation arouse due to Covid -19 ; SHGs found out the means of their survival by marketing of masks, sanitizer and phenol and other disinfectants.

As on 31 March 2018, the total number of WSHGs promoted and credit linked are 2.05 Lakh and 1.20 Lakh respectively- all over the country.

(NABARD official website)

Despite of a grand success the SHG movement in India faces many challenges those are as follows.

Challenges to SHGs:

- SHGs do not sustain for a long time. Very few SHGs run their activities for more than 10 years.
- Due to its flexible nature its contribution can not be ascertained exactly.
- The poorest of the poor need to participate in SHGs.
- Very few SHGs run business activities.

The SHG movement in India can be strengthened with some improvements. The recommendations are discussed below.

- Recommendations;
- Different types of SHGs are required for different types of people, depending on their particular socioeconomic backgrounds.
- More focused programmes are needed with a target of specific needs of poor people.
- The rural women should be empowered with the help of specific esteem building, confidence building programmes.

Conclusion

Recently the Internationally renowned magazine, 'Forbes' has included the name of a ASHA worker Ms. Matilda Kulu from Odisha in the list of most influential women in world. Last 15 years she has been creating awareness against the black magic in the region.

Thus, Anganwadi Workers, ASHA workers and SHG members are from the category of marginalized population in rural India.

All the three elements are women. Catering to the needs of different aspects of rural India.

Anganwadi workers cater to the need of rural health, hygiene, pre school education.

They have played a fabulous role during Pandemic when the medical care giver could not attend the patients other than affected by 'Corona' at villages.

ASHA workers mainly deal with health issues and emergencies at the remote and difficult geographical areas. They have a very appreciable role of conducting tests to locate Corona patients. Their role in reducing MMR has always remained significant.

The SHGs of women are most trusted Unit for empowering rural women through savings, creating a source of income for themselves and also run small enterprises; either jointly or individually and thereby transforming the villages in India.

All the three are unique, flexible to adapt to the local situations, working at the Grass root level and proved magical under difficult situations like Pandemic due to Covid -19 virus; when medium and big businesses are found to get collapsed.

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Human Engineering for technology integrated IT/ITES work spaces amidst pandemic; an expedition

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Abstract: *The transformational challenges enforced by Covid 19 pandemic into the organizational ecosystem created a platform of perfect uncertainties for HR managers to experiment human capital with technology. It has prompted a need to explore the implications of industrial talent especially as regards relationships between people and machines. Human engineering is found to have a decisive role if facilitated properly in resource levelling with technology with or without AI, among knowledge workers ensuring success. The paper aims to discuss the practical implications and impediments faced by HR practitioners of corporate India to propose an ideal preposition for virtually productive and sustainable future:*

Keywords: *Human engineering, Technology integration, resource levelling.*

PURPOSE

This paper examines the operational nitty-gritty of AI and technology integration while initiating human engineering to combat impediments posed by the pandemic in organizations while dealing with resource levelling. Four HR practitioners from Indian IT majors were the focus point to extract and disseminate exposure based sharing's on the experience worth learning.

I. INTRODUCTION

The management of industrial labour or knowledge workers, especially while dealing with relationships between people and machines became inevitable during the pandemic. Human engineering is the study of the mental and physical capacities of human beings in relation to the demands made upon them by their job and by the equipment/ technology they have to use to carry out their jobs. The human resource managers dealing with operations of an enterprise amidst dealing with a large pool of engineers evolved a facilitative mechanism to integrate technology ensuring productivity, especially while confronting the pandemic gave direction to the study. The researcher is inquiring into the dynamics of relationships between workforce and technology enabled resource leveling. HR practitioners who thought about human engineering as the panacea to deal with a complicated organizational ecosystem caused by the pandemic, gave direction to this study. Four top level HR practitioners have been approached through semi-structured interviews, considering four different medium sized IT organizations as in-depth case studies, to infer commonalities. Present organizational eco-system across the organizations studied found to be affected by the

moderator variable pandemic. The general objective of the study is to explore into approaches and systems that may reduce the potential for human error, by enhancing human interface virtually to increase system agility, lower lifecycle costs, improve safety, and enhance overall organisational performance where men and machines sync without resistance. Though only 22% of firms globally found to have adopted AI enabled technology in managing human resources till 2019, the trend has changed drastically to 67% since covid19 imposed restrictions at places of work (Vaio, et.al.2020). This study may throw light on how Human Engineering was initiated by the HR and how it was accomplished in the context of real world constraints. From the very beginning of imposed restrictions to curtail the spread of the pandemic, companies started to experiment integration of technology at various levels and reported hiccups affecting functional efficacy of HR decisions in the management of virtual work. Performance started to face impediments of different sorts since the inception of the work from home regime. Organizations initiated ERP-based technology integration as an immediate remedy due to the ease and experience for the past few decades. While some of the seasoned human decision-makers could sense and monitor adverse employee behavior, psychological problems and maladjustments, those managerial remedies initiated by them didn't reach the scholarly. Even state-of-the-art algorithms or artificial intelligence enabled systems or technology find this to be a challenging problem. Tambe, et.al (2019). This realization prompted HR practitioners to initiate about half a century old Human Engineering (R.Coburn, 1973) to tackle the situation and it has been found working well beyond expectations.

II. REVIEW OF RELEVANT LITERATURE

The traceable origins of human engineering dates back to the second industrial revolution, though the realistic application of it is found in the Naval Electronics Laboratory centre, California in 1973 as specified in the technical document No.278, where it is found to be comprehensively used in developing systems to involve human capital in promising ways especially within project organizations and frameworks. (R.Coburn, 1973). As a measure of problem solving when complex organizational systems contradict in a given platform, initiating human engineering can work like a panacea, as it engulfs the spirit decors in a natural way of relationship building leading to success.

In their study on artificial intelligence (AI) as technology integration mode for HR, Premnath, S., Arun, A., & R, D. A(2020) explains that such technology integration advanced by leaps and bounds in recent years, making it a crucial tool for enterprises all over the world. This study looks specifically at the application of AI in HRM in India, as well as the benefits and problems of integration and the limitations of AI in HRM. In industry 4.0, artificial intelligence (AI) will be the driving force. Artificial intelligence (AI)-based machines will make up the bulk of the workforce. The purpose of this study is to introduce the AISHRM conceptual model, which stands for "Artificial Intelligence-based Strategic Human Resource Management for Industry 4.0, Rangana Samarasinghe, Dr. Ajith Medis, K. (2020)

AI's development potential is related to the UN 2030 agenda for Sustainable Development, there found a research that looks at the connections between AI, machine learning, and long-term development in a futuristic perspective covering almost all published work in this domain through a meta-analysis covering a database containing 73 English-language publications published between 1990 and 2019, which predicts the predominant position technology may hold in the years to come in managing men. Vaio, A.D., Palladino, R., Hassan, R., & Escobar, O.R. (2020). Almost every company is using AI in their functional areas right now to boost employee productivity. The role of AI in the HR area begins with employee recruitment and ends with employee performance evaluation. G. Bhardwaj, S. V. Singh, and V. Kumar(2020).

Mathur, Shipra. (2019) states that Artificial Intelligence (AI) is redefining human resource management by programming logic to be carried out in the digital age. The tremendous expansion and current trend of big data is the most powerful driving force behind the rise of artificial intelligence. AI aids and simplifies the job of HR managers by automating repetitive work and

assisting in decision-making without cognitive biases. Artificial intelligence is being used by almost all firms in the IT sector to improve human resource efficiency, Verma, Richa, and Bandi, Srinivas (2019).

III. DESIGN / METHODOLOGY / APPROACH

The paper achieves these objectives through semi-structured interviews in four in-depth case studies.

Research questions:

Rationale of the present study was discussed, which led to the development of three research questions.

- How human engineering works as an initiative in the resource leveling and management of knowledge workforce during the pandemic?
- To understand technology integration in HR for resource leveling experienced by HR practitioners
- What are the problems and concerns faced by HR practitioners with technology integration in managing people?

The criteria for interpreting the findings:

- The central premise of the study is to critically consider the managerial facilitation of human engineering during a pandemic where task functions are taking place virtually.
- The researcher used the narrative case analysis method to get a clear idea regarding technology integration initiated or experienced by the management.

Case Study Protocol:

Case-study protocol had been adhered to and includes;

1. Stage Description: The research expedition was initiated in a stage-by-stage procedure to rule out likely doubts on the grey areas to arrange it in an organized manner, and the role played by HR practitioners in really facilitating human engineering.
2. Field procedures: The researcher collected first-hand data from the General Manager (Above middle-level executives) through telephonic interviews. The second-hand data are collected through journals, websites, and articles.
3. Design of Case Study Questions: The researcher followed a semi-structured interview schedule. The questions are identified based on the assumptions and observations of the researcher and recent approaches to deal with pandemics shared through blogs and LinkedIn by HR management practitioners.

IV. RESEARCH LIMITATIONS / IMPLICATIONS

The paper reports on sector-specific research (IT/ITES). However, the paper does illustrate the lack of engagement between Technology management literature and personnel/HR literatures on the role of HR practitioners in human engineering for organizations.

V. PRACTICAL IMPLICATIONS

The paper draws out the effect of human engineering on the management of talent where technology is integrated for resource leveling, and the role played by HR practitioners.

VI. ORIGINALITY / VALUE

The value of this paper for the academic community is that it emphasizes a lack of engagement between Technology management literatures and HR/personnel management literatures on the role of HR practitioners in human engineering for organizations in the context of a pandemic by integrating technology. When collated data is analyzed, likely, such a core managerial mechanism for the deployment of staff and productivity emerges.

VII. ANALYSIS OF HR FACILITATION AND PRACTICES FOR HUMAN ENGINEERING LEADING TO EFFICIENT RESOURCE LEVELING

The qualitative data analysis modality has been designed in using the constant comparison method. Practicing HR managers have sought considerable support from project managers or operations executives as specialists focusing on efficient resource-leveling.

Technology integration in Managerial Practices

Recruitment	Selection	Placement	Inference
<p>Available pool of manpower is ascertained almost every quarter</p> <p>Through an intense manpower planning exercise. The ERP-based system enabled process (Use of SAP module etc.)</p> <p>This enables identification of overall resource requirements considering all the projects presently run and expected to roll out within the next 30 days. Could spot upcoming internal as well as external recruitments.</p> <p>People hired before a decade also rarely exist and are found to have confrontations with HR for the significant dependence on program-based measures.</p> <p>It is likely that only after ascertaining the resources on benches (Programmers/developers/tester or any help kept idle due to lack of work</p>	<p>Verify with the next level project managers on hire / redeployment based on KSA analysis</p> <p>Would issue circular on selection to the interested in representing for the opportunity.</p> <p>Before the process begins, HP will conduct a Planning meeting on selection criteria</p> <p>Previous performance appraisal summary is used to align KSA with KRAs</p> <p>Campus selection/ Headhunting based on</p>	<p>If the pool of ideal persons/ resource is found to be as per the competency requirements, will be posted to the project identified based on KRA</p> <p>Interested people from the selected but considered for higher-end track record would get placement based on KPIs.</p> <p>Each of the project in progress and about to commence will get suitable members spotted by the DSS (Thump rule-based algorithm written on if, else... logic based on KPIs, KRAs, and KSAs)</p> <p>Would be placed in various projects based on their experience, interest, and ability to perform tasks.</p>	<p>Technology integration through ERP</p> <p>Use of internet communication technology, including the formation of an official WhatsApp group</p> <p>HRIS integration</p> <p>Use of Decision support systems & algorithm centric thump rules</p>

etc. for a short span of time) An algorithm/ program based on the attributes of employees and the relationship between those attributes and job performance-based review is in place. Virtual recruitment drives through LinkedIn, online portals, etc.	KSA requirements. Generated by the system (HRIS) Administration of Virtual aptitude tests, psychometrics, skype interviews, etc.	The newly selected have no other criteria virtual Offer and appointment orders	HRIS and virtual recruitment selection and placement systems Virtual assistive technology
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1. All the four HR practitioner respondents have shared almost the same opinion on the specific questions pertaining to recruitment, selection, and placement for resource-leveling. All of them mentioned that as the pandemic-related restrictions changed the scenario, whenever they shifted their focus from physical coordination HR to virtual systems, technology was getting integrated.

(* Details of the specific technology used in their organizations mentioned by respondents has been kept anonymous as requested)
2. All the interviewees shared that an information system or ERP won't generate cues without a proper reason; nevertheless, performing employees rarely suffered emotional decisions, which the system could not trace. Certainly, avoidable laxity on the part of HR or project managers was spotted in the end.
3. All the respondents shared that the employee allocations for each project are chosen based on their experiences, interest, and ability, as entered in the ERP by the project management team/ people who are in lead roles.
4. AI applications, such as pattern recognition and language translation, and deep learning using neural networks are finding a nominal place, or it holds an evolving space; at present senior executives who participated say that they are closer to the real AI.
5. Whenever data science analyses are practically attempted in decision making involving employees, it is generating grave disagreement with team leads or project managers and workers alike as they characteristically see it as an imperative threat for making substantial decisions about human beings.

Managerial Functions

Onboarding	Training	Allotting	Appraising	Rewarding	Retention	Separating
It is believed that the Coordination of fresh hires and their entry to the organization had to be virtually managed. During the meeting of HR each	In this stage, the project manager approves a summary of periodic work-related flaws spotted on the specific team members (qualifiers) that make them eligible to be recommended for training. HR will identify the previous year's drawbacks based on the evaluation report of prior training and performance. They will find out the necessary list of key resource people available in-house or outsourced. They allocate to different projects or	There will be an algorithm run by the HRIS to plan resource allocation for effective leveling based on KPIs and KRAs, as mentioned in the guidelines. so that, after allocating eligible people based on KSAs, the HR will co-opt members from the bench; It is purely based on the recommendations of project heads/ team leads (though AI-based review summary pertaining to each employee on the bench is with the HR)	Each project will have an appraisal team or committee; they will arrange meetings with performing employees due for appraisal. During the meeting, they will evaluate the previous year's (project) deficiency/deviations from standards/ mistakes at the project level, work team level, and client level and accordingly plan things and make necessary arrangements (Eg: Project team start booking programs for appraisal summary based on KRAs)	WFH and associated savings enabled companies to manage rewards. During a pandemic, reduced pay, partial payment proportionate pay, etc., were suggested by the oracle financials module but decided to arrive at board-level decisions. A very negligible amount of appraisal based increments could be processed based on the reported savings due to very senior personnel ousted/quit the company	Pandemic gave less compulsion on retention. Technology integration was not used for this purpose. Certain crucial personnel expressed disgrace or put up their papers while announcing restrictions and cost cut decisions. Such inevitable cases were managed at the individual level by the HR	On the planning day itself, expenses and current cost of final settlement/ situation where the need for more money to function than allocated budget, the ERP people module will generate such details including calculation. Initiation of a discussion with the employee getting relieved and getting approval from the higher-ups in the only manual task remaining

	<p>teams for on-the-job training based on their interest, experience, and ability. (Captured beforehand at varying levels of self-appraisal or feedback in the HRIS will be considered; while finalizing the list, the HR will seek project members' interest).</p> <p>Then all the project teams/ members undergo training separately as their training schedule and activities will be designed and communicated by the HR team.</p>					
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1. All the respondents shared that, during the selection of existing employees or fresh hires for placements, dilemmas aroused many times due to the use of higher-end technology. When data science is used, numerous central outcomes in HR, such as the issue of pink slips or termination, though they are relatively exceptional events, create unrest among the exiting pool of

employees, especially when it turns up to be objectively sharp with zero humane consideration in it.

2. One of the four respondents revealed, “Machine learning and other data science techniques during the pandemic was initially attempted as a measure to reduce cost and functional efficiency as virtual work became the order of organizational existence, by the end of 90 days required human intervention has been initiated, regardless of large numbers on our rolls”.
3. All the respondents shared that before the project meeting held by HR, project managers will make the list of Co-opting members based on past appraisal data generated by ERP.
4. All the respondents shared that only with the approval of HR could be required to implement the data generated by the ERP-based pan organizational and pan-continental project appraisal data and its KRA-based review.
5. The majority of the respondents shared that an ethical audit would be ideal to ensure a humane approach to knowledge workers. Though their duty to perform to the tune of standards or expectations is a fact, algorithm-based estimates mostly reflect the income and expenditure statements prior to submission leading to penultimate decisions.

VIII. FINDINGS

The paper examines specific human engineering practices, such as staff bench period determination with algorithms where technology integration happens through appraisal and efforts at work re-structuring in the resource leveling front. The paper finds that in IT/ITES organizations, such as software development, testing, embedded system development, etc., distinctiveness such as scrum project models, focus group training, and ERP-based decision-making limit the capacity of HR practitioners. It is also found that human engineering enables organizational members to appreciate HR practitioners and results in active collaboration with change. As employees' orientation gets redirected to participative performance enhancement due to human engineering interventions, employee development becomes the likely outcome of HR strategy. An ethical audit would be ideal in the future to ensure a humane approach to knowledge workers by reinventing the hi-tech to hi-touch approach through concrete human engineering oriented indirect communication for greater results.

IX. DISCUSSION

Software development service operations took a virtual back seat during the pandemic period where a solution is still evolving. Destined to learn as well as reflect on how HR leaders present human engineering at their companies to overcome hassles of the pandemic, various findings need to be discussed critically. As need to respond to people personally declines the reality of functional coordination and management of work has been modified by AI algorithms. Most of the senior HR managers strongly conveyed their concerns of tech integration; nevertheless, the demands of cost-cutting and downsizing complement cost as one of the major considerations. Recommendations across the stages of the process life cycle are labeled as output of causal reasoning due to the virtual communication systems in place instead of the direct physical interface and performance monitoring. Randomization of respondents and experiments carried out by the selected managers reiterate the fact that, human engineering may be developed as a means of virtual work performance strategy as it accommodates employee morale and contribution, while managers happens to manage knowledge workers online.

X. CONCLUSION

There is a substantial gap between the promise and reality of artificial intelligence in human resource (HR) management. This article identifies four challenges in using data science techniques for HR tasks: the complexity of HR phenomena, constraints imposed by small data sets, accountability questions associated with fairness and other ethical and legal constraints, and possible adverse employee reactions to management decisions via data-based algorithms. It then proposes practical

responses to these challenges based on principles of human engineering as an approach integrating participative integration of functions and employees, Repair of performance deviations by matching or surpassing a personal performance assessment related disagreement found while AI or algorithm is in place. or achievement of standard performance through human engineering experiments, and ensuring both economically efficient and organisationally appropriate employee contribution as a proof for effective employee management during pandemic.

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Social Entrepreneurship: Opportunities and Challenges in Indian Context

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Abstract: Entrepreneurial quality builds from Innovations. Not only do businessperson have an idea that they must implement, but they know how to implement it and are realistic in the vision of instrumentality it. Besides this, entrepreneurs are not happy with the status quo; they want healthy change. This change making process has been described as the creation of market in the disequilibria through the conversion of antagonistic assets into complementarities.

Social entrepreneurship is all about recognizing the social problems and achieving a social change by employing entrepreneurial principles, processes and operations. It is all about making a research to completely define a particular social problem and then organizing, creating and managing a social venture to attain the desired change. The change may or may not include a thorough elimination of a social problem. It may be a lifetime process focusing on the improvement of the existing circumstances.

Social Entrepreneurs play a big role in changing the way people live their lives. Whether it is the people they work with or the causes they espouse, social enterprises are game changers and very welcome in today's complex world:

Keywords: Social, Entrepreneurship, Change, Society, Innovator.

Objectives of the Study:

- 1) To ascertain the role and importance of social entrepreneurship in India.
- 2) To know the challenges faced by social entrepreneurs, to know the scope and opportunities of social entrepreneurship.
- 3) To understand 'Social Capital & it's Applications.

Research Methodology Used:

- 1) **Primary Research:** I spoke with several leading social entrepreneurs, all of whom are incredibly enthusiastic about what they do for a living because it allows them to live their passion, embracing a career with meaning. In addition to this I myself on a panel of trustees of the NGO called 'Sahyog Pratishthan'; so I tried to contribute through my experiences in this field while writing this paper.

- 2) **Secondary Research:** The study is based on secondary data. Secondary data is collected mainly from the articles and related websites.

Background:

I am on the panel of a Non-Governmental Organization named 'Sahyog Pratishthan' which works majorly on higher education of the youth and especially skill based programs. I personally know the challenges which our organization is facing. So a thought came to my mind to choose the topic like this **"Social Entrepreneurship: Opportunities and Challenges in Indian Context"**

When we think of Social Entrepreneurship, first thing that comes to our conscience is social responsibility towards society. Yes social Entrepreneurship is nothing but developing social platform and implement solutions to social, cultural and environmental issues. The concept of Social control emerged in late 80s, and then it has gained more momentum in the society. It generates employment and creates social innovators. Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits of society.

According to the World Population Prospects Report, the world population stands at 7.3 billion (UN 2017). With the growth in population, the demand to address for social needs is also increasing – particularly the problems such as inadequate education and healthcare systems, environmental threats, poverty, homelessness, unemployment, hunger and high crime rates. Approximately 1.2 billion people live in extreme poverty (which forces them to live in environments without access to decent shelter, clean water or sanitation), 101 million children under the age of five are underweight, and more than a million people die from AIDS-related causes each year (Kickul & Lyons, 2016; Singh, 2016).

I. INTRODUCTION

What exactly is Social Entrepreneurship???

Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value. Social entrepreneurs are innovative, resourceful, and results oriented. They draw upon the best thinking in both the business and nonprofit worlds to develop strategies that maximize their social impact. Against this backdrop, social enterprise has taken off as a new formula for success, combining capitalism with a do-gooder mentality. These self-funding, for-profit businesses also have a mission to tackle global issues such as alleviating hunger, improving education, and combatting climate change. To achieve their high-minded goals, the companies might fund specific programs, partner with governments or existing philanthropic entities, or follow a one-for-one donation model, and work on either the local or international level.

Social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making profit. After all entrepreneurs need capital to carry on with the process and bring a positive change in the society.

Along with social problems, social entrepreneurship also focuses on environmental problems. Child Rights foundations, plants for treatment of waste products and women empowerment foundations are few examples of social ventures. Social entrepreneurs can be those individuals who are associated with non-profit and non-government organizations that raise funds through community events and activities.

Social enterprises tend to operate with a purpose of creating value for the society and also generate income (if not wealth). As a thumb rule, the solutions they offer are supposed to be innovative, unique, people and environment friendly; Cost effectiveness is also a huge consideration. All of these are challenges to the sustainability of social enterprises, but the ones that

are able to scale these are the ones that are able to create a huge impact! They are the enterprises that are advantageous to the society, people and the environment.

Since social enterprises typically deal with people who live at the bottom of the pyramid, therefore they are the ones who are benefited to benefit hugely from the former. In other words social enterprises are beneficial to the poor, generally by providing them with a means of livelihood.

Since social enterprises do not work typically the way corporate setups or private firms work, they offer flexible working environment which is as per the liking of many people groups. This employment may be both short term and long term in nature or it may specially targeted to a specific workgroup or a geographic community or to people with disabilities. Self Employed Women's Association (SEWA), for example, offers various kinds of assistance to self-employed poor women.

II. CHARACTERISTICS OF SOCIAL ENTREPRENEURS

- 1) **Curiosity:** Social entrepreneurs must nurture a sense of curiosity about people and the problems they face. The best social entrepreneurs seek to truly understand the needs and desires of the people they serve. Great social ventures often start through immersive market research, an empathy-centric process through which social entrepreneurs gain knowledge in the field.

Example: The founders of Shakti Apparel launched their venture after working with villagers in rural India and learning about their lifestyles.

- 2) **Inspiration:** In order to design effective solutions, social entrepreneurs must be inspired by the people and problems they encounter. Inspiration motivates action and helps social entrepreneurs tackle challenges that others shy away from addressing.

Example: When he learned that his blind friend had no way to tell time, the founder of Eone set out on a mission to design an effective solution to his friend's problem.

- 3) **Resourcefulness:** In the world of social entrepreneurship, key resources, such as human and financial capital, can often be scarce. Successful social entrepreneurs know how to leverage the resources at their disposal and develop innovative methods to overcome obstacles.

Example: When he needed capital, the founder of Paka Apparel held an Alpaca petting zoo at a well-known restaurant/bar to raise early-stage funds for his venture.

- 4) **Pragmatism:** Changing the world takes time, effort, and experimentation. While visions for massive social change may provide their inspiration, experienced social entrepreneurs know that they need to take small steps in pursuit of their goals. Great social ventures are not born overnight!

Example: The founder of 'Be As You Wear' is working to reform systems that put youth at risk by taking small steps, such as performing small-group education interventions and selling hoodies to fund her work.

- 5) **Adaptability:** Social entrepreneurs must remain open to solutions. This includes knowing when to pivot and change their strategies if their initial methods do not succeed. Adaptability and flexibility are integral in the development of early-stage social enterprises.

Example: 'Salty Girl' initially was going to create a platform linking fisheries to chefs, but they pivoted to selling sustainable, traceable fish directly to consumers.

- 6) **Openness to Collaboration:** While embarking on a quest to change the world may feel lonely, it is important to remember that social entrepreneurship is a team sport, and other people are willing to help. Social entrepreneurs need to stay open and attentive to potential partnership and collaboration opportunities. In many cases, collaborative initiatives and joint-ventures can achieve social/business goals much more effectively than solo endeavors.

Example: Refugee Investment Network partnered with Village Capital to offer an investment-readiness tool designed for refugee entrepreneurs.

- 7) **Persistence:** Social entrepreneurs take on some of the most daunting challenges our society has to offer. This often creates a recipe for early-stage failures. However, the successful social entrepreneurs are the ones who persist past initial setbacks and persevere to deliver effective solutions. Experienced social entrepreneurs know how to learn from failures, adjust their methods, and make continual strategic improvements. Don't give up if at first you don't succeed!

III. WELL KNOWN SOCIAL ENTREPRENEURS

In the modern India, there are several well-known social entrepreneurs who have contributed a lot towards the society.

Harish Hande: is an Indian social entrepreneur, who co-founded SELCO India in 1995. He was awarded the Ramon Magsaysay Award for 2011 for "his pragmatic efforts to put solar power technology in the hands of the poor, through his social enterprise SELCO India.

Having installed the first 1,000 home lighting systems on his own and over 2,10,000 households now through his company SELCO India, Harish is known as a pioneer of rural energy service across the globe. He and his company have received many national and international awards, including the Ashden award (2005 and 2007), The Tech Museum award (2005), Khemka Social Entrepreneur of the Year (2007), and the Financial Times–ArcelorMittal Boldness in Business Award (2009).

Ria Sharma: When Ria came back to India as a part of her final year project at Leeds College of Arts, UK, little did she know that the trip would become more than a just a project for her. Ria came here to film a documentary on the acid victims of the country. She could have forgotten about those victims like the rest of her group did, but chose not to, and thus founded Make love not scars. This crowd funded organization supports victims of acid attacks in all ways possible. They also help these victims portray their talents and urges organization to hire them. In 2015, MLNS started a campaign called End acid sale, with the aim of putting a ban on the retail sale of acids. It became the first Indian campaign in 7 years to win the Cannes Gold Lion in film. Ria's work in the social sector has made a such a huge impact that it has been recognized on the international level. In 2016, Ria was awarded with the British Council's social impact award. In 2017, she became the first ever Indian to be awarded the United Nations Goalkeeper Global Award.

Dr. Mahesh B. Patil: Professor of Commerce in one of the top colleges in Thane; who himself came from a very poor family background recognized the need of the education founded Sahyog Pratishthan & now is one more nationally recognized social enterprise. The Organization works for Higher Education in skilled based program so that it can cater to the need of the Industry. The team Sahyog Pratishthan runs fund raising campaigns for the contribution of the fees of the students for those skill based program. It has recently launched Fund Raising Campaign is 'Many for One' Donation model for the needy students where 1-10 people can contribute to the fees of the students. Various Charitable Trusts pay funds for the scholarship of the needy students.

IV. OPPORTUNITIES IN INDIA

- Waste Management
- Deep Cleaning Services
- Green Infrastructure
- Water Management
- Making the educated youths employable
- Healthcare-affordability
- Urban and Rural Sanitation
- Making use of renewable sources of power
- Nutrition and Food for the poor
- Affordable housing
- Agriculture and many more

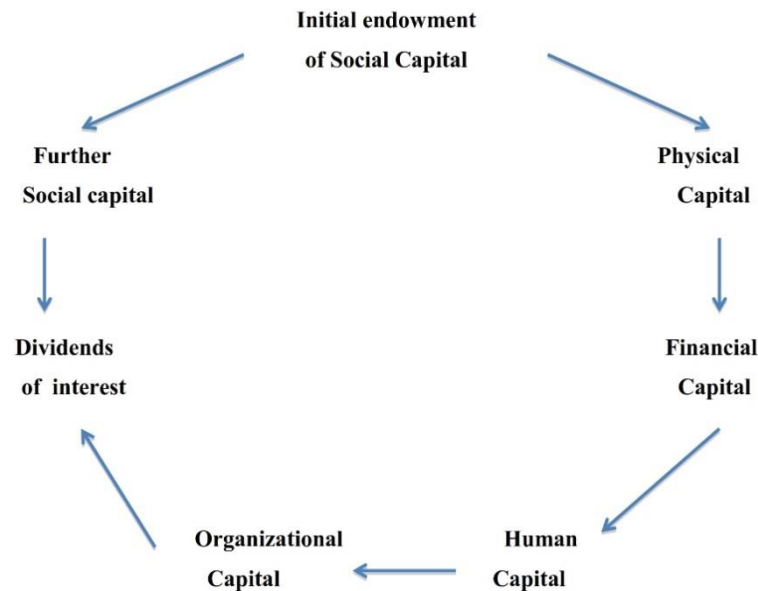
V. SOCIAL CAPITAL

Social Capital is a concept that aims at emphasizing the importance of social contacts between groups and within groups. It primarily means that social networks have a value associated and that they are not always detrimental in nature as previously thought of.

The term social capital has been used in varied forms in various disciplines. World Bank, for example, uses it to define societal and economic development. Corporate pundits similarly use it to mean an approach of organization development. Judson Hanifan championed the use of social capital. He used it in his discussions of rural school community centers. He promoted the importance of social intercourse among people for building goodwill and sympathy among fellow members and to promote cooperation.

Later on Jane Jacobs, Pierre Bourdieu and James S. Coleman contributed from time to time in the development of the concept. Robert D. Putnam worked extensively later and it was his work that extended the idea of social capital to research and policy making discussions.

The concept of social capital also stresses that social networks lead to increased productivity in individuals, teams and organizations. This increased productivity can be both financial and otherwise.



Source: www.simplynotes.in

Application of Social Capital

The concept of social capital has gained significant ground as a means of enhancing overall quality and effectiveness especially those that involve large scale community action. Many organizations have designed practical constructs to make the idea feasible. World Bank, for example, developed Social Capital Implementation framework (SCIF). This was designed to access how social capital could be made use of in operations.

For social capital to be practically feasible it can be broken down into 5 elements both at practical and operational level. They are

1. Groups and Networks
2. Trust and Solidarity
3. Collective action and Cooperation
4. Social Cohesion and Inclusion
5. Information and Communication

These elements are important to the development of social capital and provide guidelines in the area at various levels of operation. By effectively breaking down into these 5 layers, each one can be administered separately and incorporated into operations.

Advantages and Various Schemes of Social Enterprise:

Here are the advantages of a social enterprise that are entrepreneur specific which I personally recognized while talking with few of the Social Entrepreneur:

- 1) Social entrepreneurs find it easier to raise capital. There are huge incentives and schemes from the government for the same. Since the investment industry here is ethical, it is easier to raise capital at below market rates.

- 2) Marketing and promotion for these organizations is also very easy. Since a social problem is being tackled with a solution, it is easier to attract attention of the people and media. The degree of publicity often depends on the degree of uniqueness of the solution.
- 3) It is easier to garner support from likeminded individuals since there is a social side to the enterprise. It is also easier to get people onboard at lower salaries than compared to other industry.
- 4) **It connects you to your life purpose:** Having social impact built into your business model allows you to live your life on purpose. It's about connecting your brand's *why* with *how* it can be used authentically to serve the world. It's not a gimmick or a marketing tool.
- 5) **It keeps you motivated:** Most of the companies donates supplies such as colored pencils, staplers, and notebooks to schools in disadvantaged neighborhoods.
- 6) Helps in creating more job opportunities.
- 7) Innovative ideas to make the world a better place.
- 8) Connecting with customers beyond economical purposes.

Advantages that are specific to the environment, society and the people concerned:

- 1) Services in whichever section they may be offered are customized better to suit the needs of the individual or the problem. This is also designed in harmony with all other systems like the environment, society or the people.
- 2) Cost effectiveness is another advantage of a social enterprise. The solutions offered by these organizations in the form of either products or services are reasonable than compared to the same service provided by a profit making organization. No wonder basic amenities like healthcare, education etc. have become very affordable to people world over with the help of these institutions. Micro finance, for example, today caters not to the poor but to the poorest!
- 3) Social contacts can lead to increase in confidence, fulfillment by fostering positive relationships. The essence being that just like any other capital form (human, physical, financial) social capital is also important and beneficial to the sustenance of society.

Challenges of Social Entrepreneurship:

- 1) Certain studies have shown that our Indian business men want to invest less in our country because of regulatory environment and are ready to invest abroad.
- 2) The entrepreneurs here face challenges like limited access to finance, bureaucratic procedure, and poor infrastructure etc. (Gunjan Sharma & Kushagra Kulshreshtha, 2014).
- 3) When social; entrepreneurs endeavor to bring about a social change, they confront with numerous obstacles. Social entrepreneurship is facing following challenges; 1) Business People support, 2) Government Approval, 3) Maintaining product , 4) Sustaining employees, 5) Competition from others, 6) Promoting Awareness, 7) Conveying the Business, 8) Idea attracting Donors, 9) Working remotely, 10) Finding Time, 11) Raising Money, 12) Family and Friend Support, 13) Getting Skilled Employees , 14) Policy Challenges and Many More such...

VI. FINDINGS

- 1) Although lots of organizations have also made corporate social responsibility an integral part of their business functioning but not many actually mean to create a difference. It is just a means to achieve more profits; there is an increasing need to watch out for the same and help and advocate those who really aim to add value.
- 2) Social impact measures whether the idea itself will be able to cause change after the original founder is gone. If associate idea has intrinsic worth, once implemented it will cause change even without the charismatic leadership of the first entrepreneur. One reason that these entrepreneurs are unreasonable is that they are unqualified for the task they take on. Most entrepreneurs have not studied the skills needed to implement their ideas. Instead, they bring a team of qualified people around themselves.
- 3) Social Capital when utilized properly can enhance the efficacy and sustainability of projects. And can be achieved through a collaboration of communities' efforts and its ability to work together. It also promotes greater transparency in the overall system, fosters a better bonding and increases the overall accountability.
- 4) **Barriers to Creation of Social Capital:** There can be a multitude of reasons that can act as barriers to social capital creation or development. These factors vary across geographies and cultures. For example in developing or third world countries social networks remain nucleated around family and identity. There is little or no social capital creation across families and castes. This is on account of the mistrust between two families or strata that is detrimental to the very idea of social capital.
- 5) There is a strong body of evidence that goes to suggest that social capital leads societies and individuals to prosperity economically and allows the development to be stable. World Bank believes that social capital when utilized properly can enhance the efficacy and sustainability of projects. This they believe can be achieved through a collaboration of communities' efforts and its ability to work together. It also promotes greater transparency in the overall system, fosters a better bonding and increases the overall accountability.
- 6) I have met several brilliant people who have set up firms for the greater good. Whether they are spin offs from well-funded foundations or a personal dream, all of them have a great vision, dedicated core team, and amazing product/s or services. However, in spite of all this positive energy, some are unable to scale up. As a result, the society doesn't get the full benefit of these powerful ideas.
- 7) Often, social enterprises work in areas where the gestation period for new product development or behavior change is high. In this situation, investor/donor focus on short term - higher yield situations makes fund raising difficult. As a result, several social entrepreneurs end up vying for a slice of the same pie, and end up going to family and friends for money or crowdsourcing.
- 8) They are also able to stay connected with the ecosystem using digital communication interspersed with one-on-one interactions in key events. Moreover, their communication mirrors the needs of donors / investors in an explicit manner with easy-to-relate metrics of performance. In other words, there is a science to fund raising, and needs to be a key focus area for the founders.
- 9) Founders also find themselves more in tune with the market and their end customer requirements as they chase well-defined business targets and part of the scaling up process. Plus, an action-oriented team with a strong business plan instills confidence in the investor community, as eventually the social enterprise will need to become profitable.

- 10) Expensive resources don't perform in the short run (as they don't know the category) and leave because they don't meet targets. This leads to churn and re-hiring. So, founders prefer to do both operations and fund raising by themselves. Eventually, this company, which has great products, ended up stagnating and becoming limited to specific geographies.

VII. CONCLUSION

Social enterprises play a key role for the development of our country. They help alleviate poverty, bring about hope, and provide people access to a brighter future.

Since social enterprises typically deal with people who live at the bottom of the pyramid, therefore they are the ones who are benefited to benefit hugely from the former. In other words social enterprises are beneficial to the poor, generally by providing them with a means of livelihood.

But at the same time; it is important for social entrepreneurs to have a mission statement, which they review on a regular basis and stay true to the same.

However, like all organizations, social enterprises face challenges while scaling up. Most of them are related to funding, people, process, and technology. In order to grow, the founders need to acknowledge the issues and work towards addressing the same.

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A Study on Women Empowerment through Social Media Marketing

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Abstract: *Pandemic has posed a challenge to sustainable living of individuals. Unemployment and financial crunch has forced people to innovate. Viewing this as an opportunity to be self-employed, women have moved to social media to commence their journey towards being financially independent. The research aims at studying the role of social media in self-employment during pandemic and how women have adopted it as a tool to promote their business. The findings observed after surveying of 107 respondents was that women have found social media helpful in promoting their start-up through better communication with intermediaries and customer and have secured customer satisfaction and loyalty. Social media has been crucial in expanding the target market as well.*

Keywords: *social media marketing, women empowerment, self-employment, customer satisfaction.*

I. INTRODUCTION

With the growing usage of internet, smart phones and social media application like Facebook, Telegram, Instagram, etc. small entrepreneurs are now trying to connect to the market virtually, rather than having a physical infrastructure in place. This has led to invention of a new market opportunity for the small women entrepreneurs in the form of social media marketing. Social media marketing refers to the term where products and services can be marketed by a seller through social media platforms. Process involves sharing the details of the products and services through the social media platforms through activities like posting images, videos, description of the products and services virtually. Social media statistical tools further help entrepreneurs to get in depth information about performance of their business with the help of information like views and reactions received for the post, number of times post being shared, number of likes and dislikes and people engagement tools. The recent time has witnessed a rise in the usage of social media marketing specifically by the women entrepreneurs as it offers a lot of flexibility, almost Rs.0 investment and easy availability of smart phones and internet connection.

II. RESEARCH QUESTION

How social media marketing has assisted women entrepreneurs in empowering themselves?

III. RESEARCH OBJECTIVES

- To understand how social media has eased the process of reaching the target customers.
- To understand how social media has helped in expanding the customer base of the women entrepreneurs.
- To understand the helpfulness of social media statistical tools in tracking and enhancing the performance of the business.
- To understand how social media has assisted the women entrepreneurs in promotion of their business.
- To understand how social media has assisted in creating customer loyalty.

IV. REVIEW OF LITERATURE

Madhu Kumari in her research “**Social media and women empowerment,**” has discussed how social media has proven useful in empowering women and encouraged the women entrepreneurs all over India. The qualitative research undertaken by the author has shown how digital literacy has empowered them in making them independent entrepreneurs and focused on how social media has given a platform to discuss issues and challenges faced by women in the path of their entrepreneurship.

Abu Bashar in his study “**Effectiveness of Social media as a marketing tool,**” has carried out an empirical research to understand the effectiveness of social media as a marketing tool and has analyzed the extent to which social media has changed the buying patterns of the consumers. He has also suggested various strategies for aspiring entrepreneurs for maximizing the effectiveness of social media marketing.

V. SIGNIFICANCE OF THE STUDY

The research is undertaken with an aim to understand how social media platforms have assisted women in being financially independent through self-employment during the pandemic. The findings of the study will further assist sections of society to exploit social media marketing as a tool to promote and expand the business.

VI. SCOPE OF THE STUDY

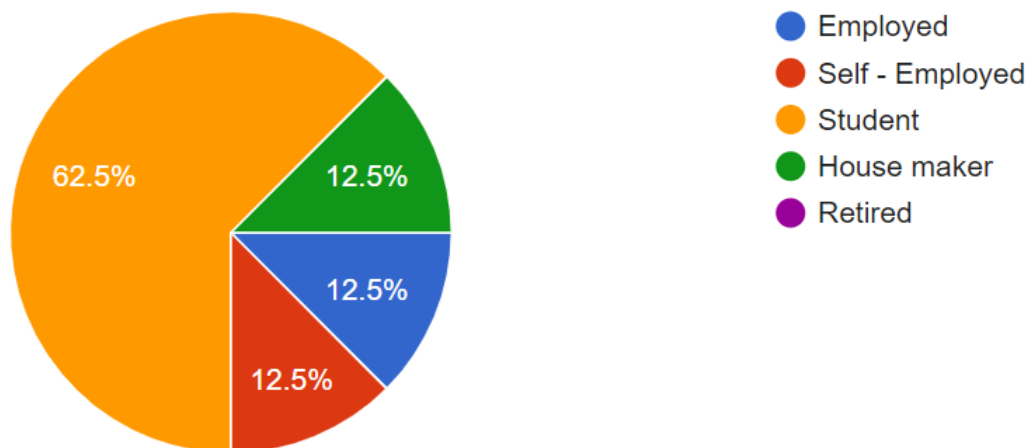
The study is conducted by collecting data from Mumbai and Thane.

VII. LIMITATION OF THE STUDY

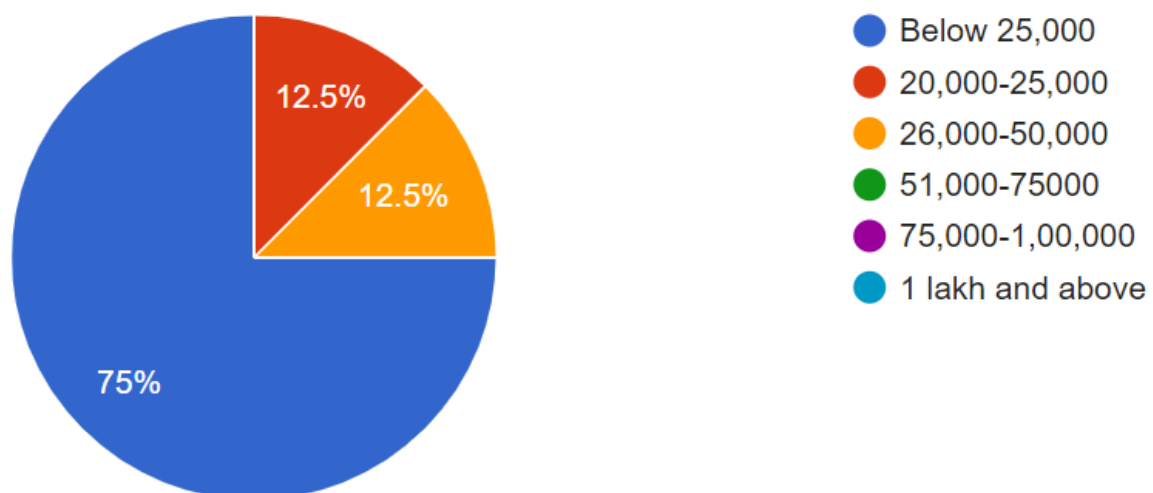
As the research is undertaken only in Mumbai and Thane the findings of the study may not be applicable elsewhere.

VIII. RESEARCH METHODOLOGY

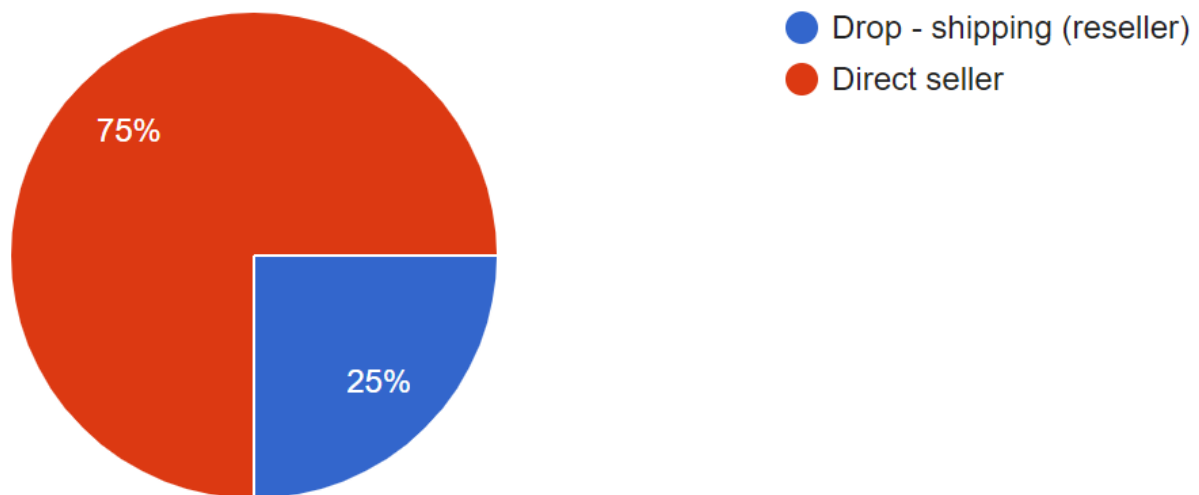
Primary data was collected by surveying women who have started their business over various social media platforms and use the same actively to promote their business. The questionnaire was prepared to conduct the survey focused on collecting demographic details of the women entrepreneurs, details of business model and perception towards the role of social media in developing and promoting their start-up. In total, 136 women were surveyed out of which 107 responses were found complete and suitable for further analysis.

IX. FREQUENCY ANALYSIS**Occupation****Findings and interpretation**

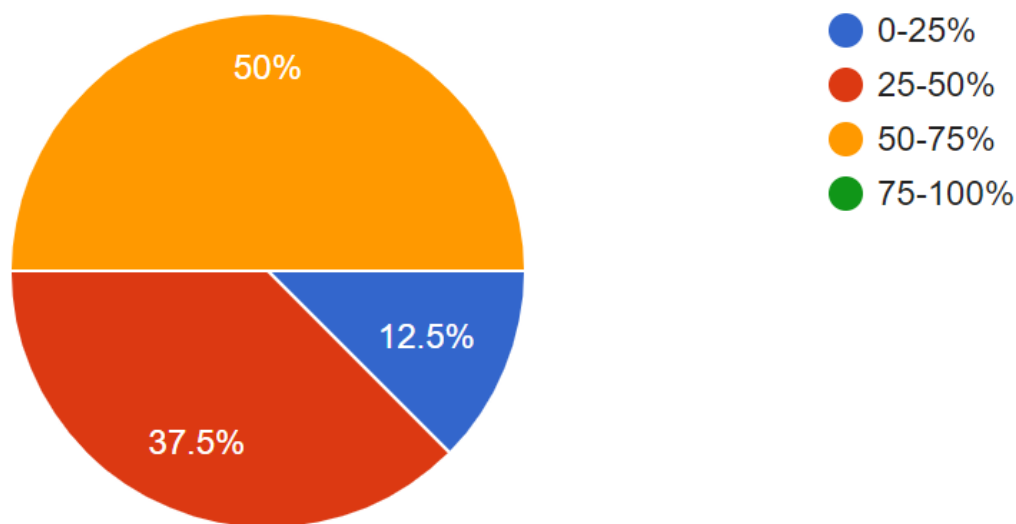
It can be observed from the above graph that 62.5% respondents belong to student category and 12.5% belong to self employed, employed and home home-makers category respectively.

Monthly income**Findings and interpretation**

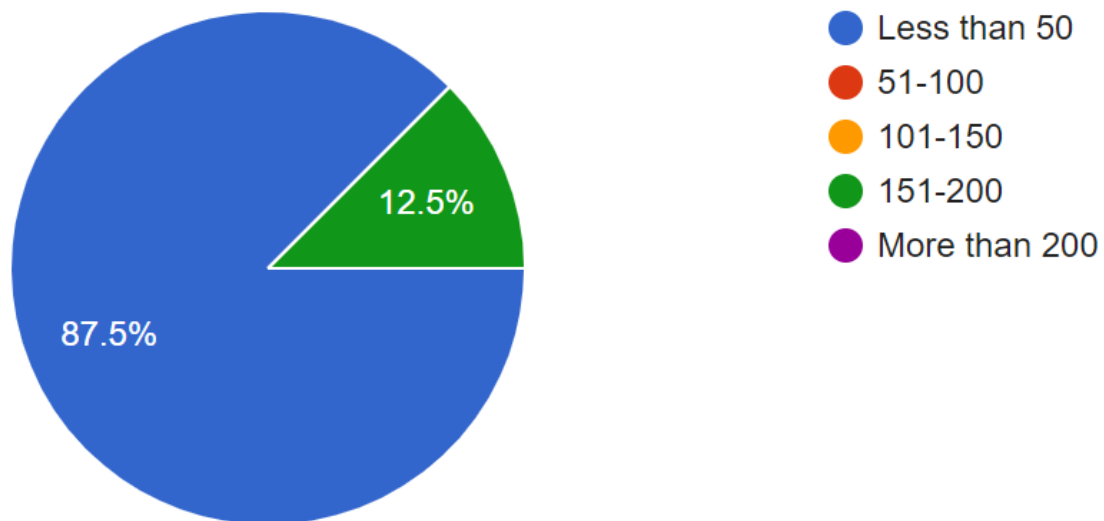
The above graphically represents the monthly income categorization. It can be observed that 75% of the respondents belong to the income category of below rupees 25,000. Well 12.5% belong to the monthly income category of Rupees 20,000 to 25,000 and rupees 26,000 to 50,000 respectively.

Business Model**Findings and interpretation**

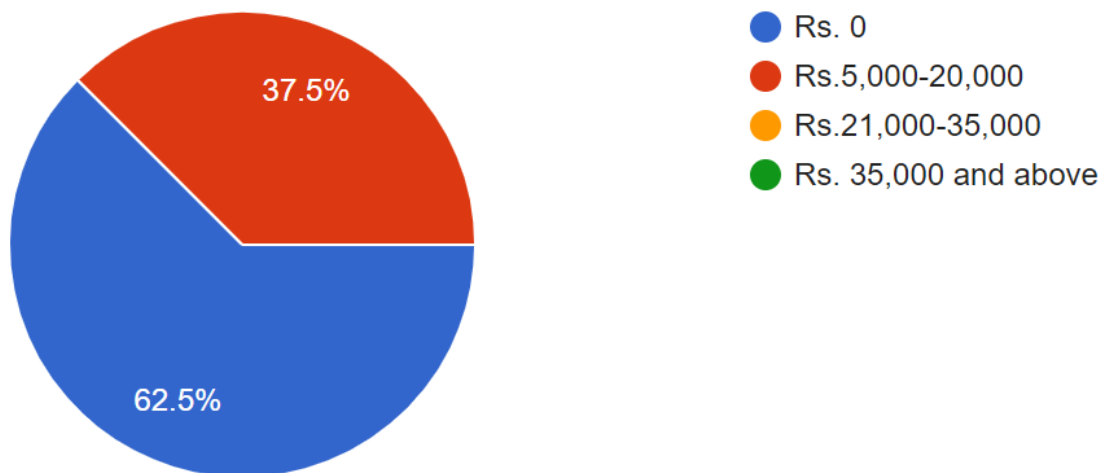
It can be observed from the above graph at 75% of the respondents were engaged in the business of direct selling while 25% are involved in drop shipping.

Percentage of customers targeted through social media platform**Findings and interpretation**

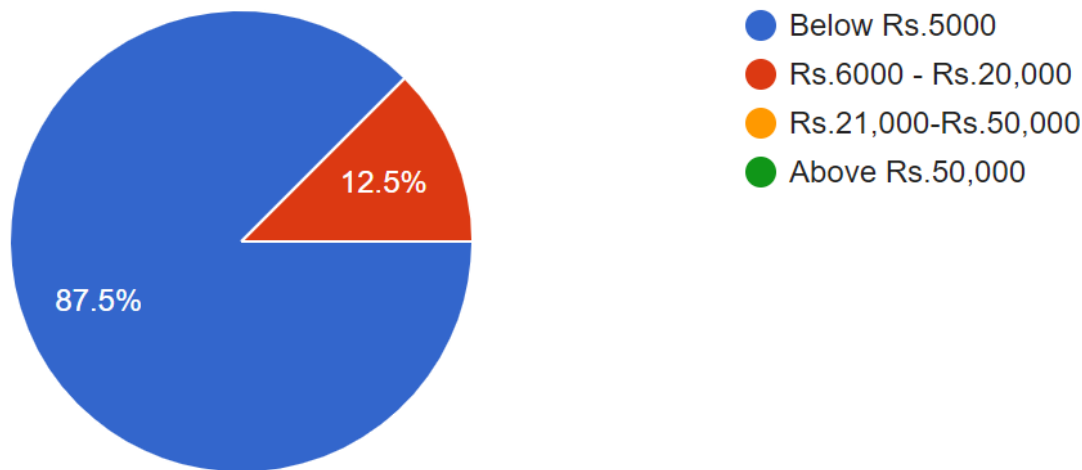
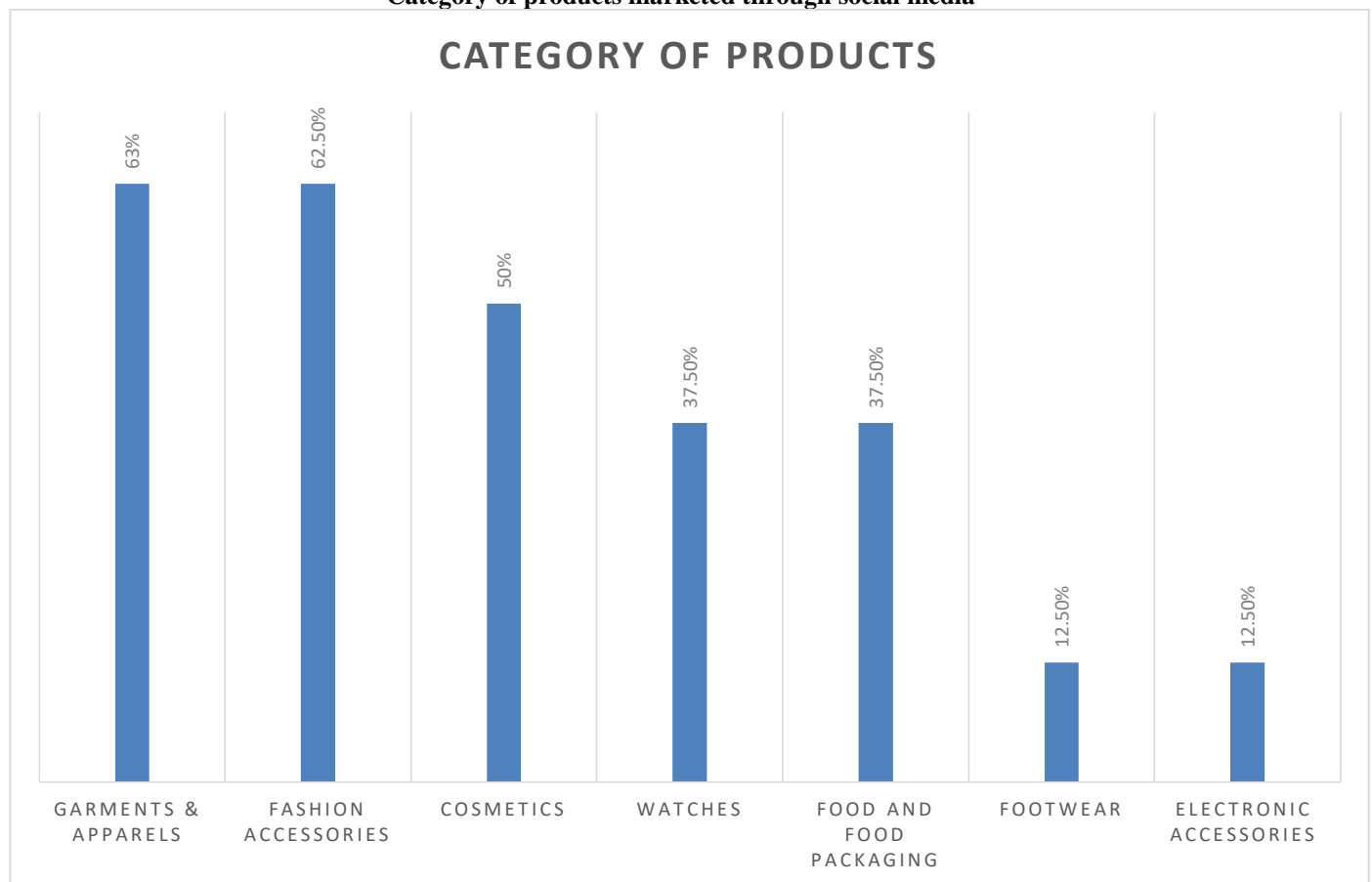
The above graph represents the percentage of customers targeted by women entrepreneurs through social media platforms. It can be observed that 50% of the respondents have targeted 50 to 75% of their customers through social media platforms while 37.5% have successfully targeted 25% to 50% of their customers through social media platforms and 12.5% have targeted below 25% of their customers through social media platforms.

Average number of units sold per month**Findings and interpretation**

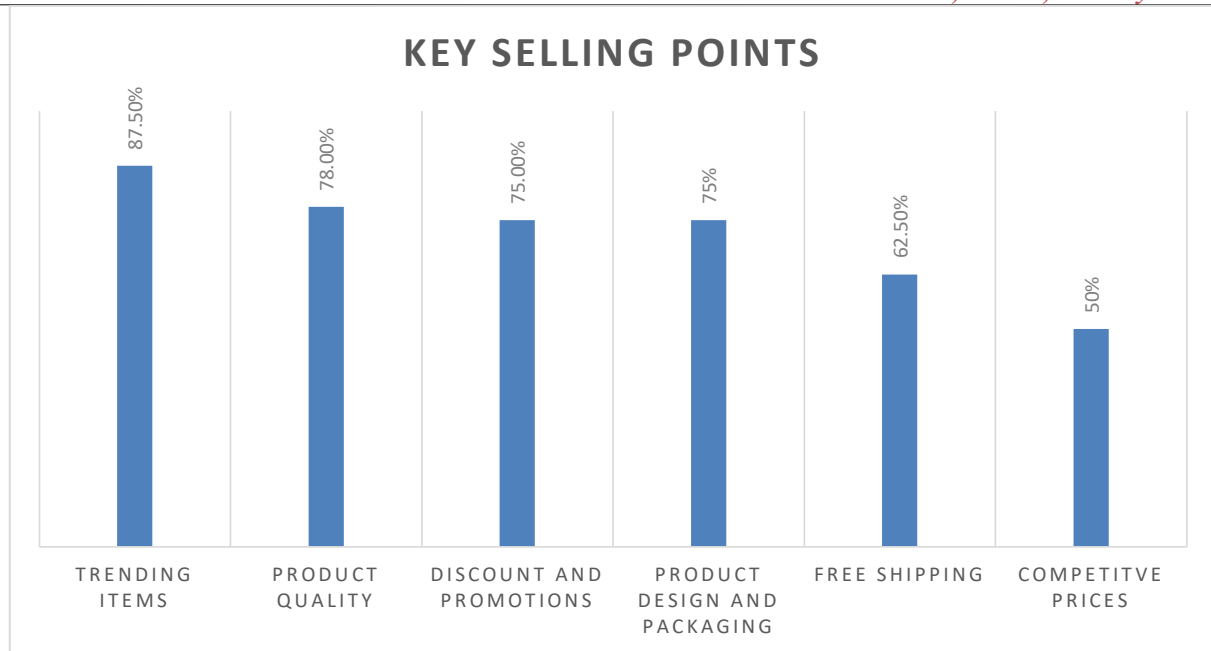
The above graph we present the average number of units sold per month. It can be observed from the above graph that 87.5% have sold less than 15 units per month through social media platform while 12.5% have sold 151 to 200 units per month to social media platforms.

Initial investment in business**Findings and interpretations**

The above graph represents initial investment made by women in the business operated to social media platform. It can be observed that 62.5% stated that they made zero initial investment in their business of digital social media platforms while 37.5% made an initial investment of rupees 5,000 to 20,000 to start their business on social media.

Monthly returns**Category of products marketed through social media****Findings and interpretations**

The above graph represents the percentage of various category of products sold through social media platforms. It can be observed that the highest percentage is 63% of garments and apparels followed by 62.5% of fashion accessories, 50% cosmetics, 37.5% watches and food and food packaging respectively, and 12.5% of footwear and electronic accessories are sold through social media platforms.



X. ONE SAMPLE T-TEST

Objective: To identify positive (favorable) or negative (unfavorable) perception towards various factors influencing business promotion on social media platforms

H0: There is no significant difference in the average perception towards various factors influencing business promotion on social media platforms. ($\mu = 3$)

H1: There is a significant difference between the average perceptions towards various factors influencing business promotion on social media platforms. ($\mu \neq 3$)

The significance level (α) is assumed at 0.05. As the hypothesis is analysed with two-tail test, α is divided 2, thus $\alpha/2 = 0.05/2 = 0.025$.

Table: One-sample statistic

Factors	p-value	Decision ($\alpha=0.025$)	Mean Score	Rank
Expansion	0.000	p-value < α , Reject H0	4.87	1
Connect with customers	0.000	p-value < α , Reject H0	4.78	2
Promotion	0.000	p-value < α , Reject H0	4.75	3
Customer feedback	0.000	p-value < α , Reject H0	4.72	4
Customer satisfaction	0.000	p-value < α , Reject H0	4.69	5
Contributed to women empowerment through financial independence	0.000	p-value > α , Accept H0	4.66	6
Start own business	0.000	p-value < α , Reject H0	4.62	7
Statistical tools have helped to track and enhance performance	0.000	p-value < α , Reject H0	4.25	8
Increase customer loyalty	0.000	p-value < α , Reject H0	4.25	9

It can be observed from the table of One-sample statistic that the p-value for all the factors is less than $\alpha/2$, thus rejecting H0 and thereby indicating a significant difference in the perception of respondents with respect to these factors.

To determine whether respondents had a favorable or unfavorable perception, the column of mean score will be referred to. The mean scores for all the variables with a p-value less than $\alpha/2$ is more than 3, which indicates that the respondents had an above average perception indicating a favorable perception for these factors.

XI. FINDINGS

The findings of the study suggests that majorly students have turned to social media platforms for starting and promoting their business. Further, social media platforms have allowed women entrepreneurs to better communicate with their customers and expand the target customer base.

The findings of the study suggested that most of the women entrepreneurs earned a monthly income of below 25,000.

Women entrepreneurs who responded to the survey mainly engage in the business of directly selling to the customers and most of them were able to target 50 to 75% of their target customers through social media platform

However, the average number of units sold per month is less than 50 and for most of the women entrepreneurs the monthly returns from the business were below rupees 5000 .

The category of products which were sold the most through social media platforms were garments and the key selling point which gained customer attention were the trending items.

The findings of the one sample T test which was conducted to study the perception of women entrepreneurs with respect to the role of social media platforms in the growth of their business suggested that the entrepreneurs had a favorable perception with respect to all the factors.

The entrepreneurs were of the opinion that social media has helped them to expand their business and connect with customers in a better way. The social media platforms have facilitated promotion of the business. Social media platforms have enabled them to collect customer feedback and measure customer satisfaction. The respondent strongly believed that social media platform has contributed to women empowerment through entrepreneurship and financial independence and has allowed them to start their own business with zero investment. The findings further prove that that statistical tools offered by social media platforms to track and enhance the performance have helped the entrepreneurs to even increase and measure their customer retention and loyalty.

XII. CONCLUSION

Technology has revolutionized the way of doing business and is also touching all the aspects of human life. It has been often stated that technology has been the biggest fear to employment as it is replacing labor, however exploiting the technology can allow the growth of entrepreneurs. Technology may replace employment but it simultaneously aids entrepreneurship. Social media platform is held out to connect the world. It is easy to communicate and promote your business through such platforms and women entrepreneurs are making the most of this opportunity.

XIII. RECOMMENDATIONS

Entrepreneurship has been a boon for many women during this COVID pandemic. For many it may be a way to sustain while for others it may be a way to gain financial independence. Increasing the awareness of use of technology for the benefit of the community can further enhance many women to take up entrepreneurship and social media platforms can assist them for reaching their goals.

XIV. FUTURE SCOPE OF THE STUDY

Researchers in the future can focus on the obstacles faced by entrepreneurs in the use of social media platforms and also the various security issues which are faced by the entrepreneurs. Research can be undertaken to understand customer perception towards the products they buy through social media platforms and on sections of society other than the women who have taken the entrepreneurship and have used social media as a platform for starting their business.

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Social Entrepreneurship: Opportunities and Challenges during Covid 19 Wave I & Wave II

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Abstract: *At a most fundamental level, social entrepreneurs step in where markets and governments are unable to provide instant relief to populations in need. From guaranteeing access to credible information, services and care for the most vulnerable, to launching substantial initiatives to support individuals and communities during their collective and individual troubles, the work of social entrepreneurs became all the more critical and irreplaceable during the COVID-19 pandemic, as they reached those who the market and governments were unable to account for. Because of their flexibility as businesses and their commitment to a social purpose, they have been able to be active and practical on the ground and have revitalized the security people could expect and need in dire times. From the immediate impact of the viral spread to the tertiary, cascading repercussions on employment, mental health, education and other domains, social innovation has shown the way for bouncing back.*

Keywords: *COVID-19, vulnerable, initiative, social purpose, healthcare.*

I. OBJECTIVES OF THE STUDY

- 1) To ascertain the role and importance of social entrepreneurship in context of onslaught of COVID-19 Waves.
- 2) To know the roles of social entrepreneurs, as growth catalysts.
- 3) To understand and seek the new arenas of growth for Social Entrepreneurs.

II. RESEARCH METHODOLOGY USED

- 1) **Primary Research:** I spoke with several leading social entrepreneurs, all of whom are incredibly enthusiastic about what they do for a living because it allows them to live their passion, embracing a career with meaning. Tried to understand about their work during Covid-19.
- 2) **Secondary Research:** Also this study is based on secondary data. Secondary data is collected mainly from the articles and related websites.

III. BACKGROUND

I am one of the founder members of a non-governmental organization called "Sahyog Pratishthan". The organization deals primarily with higher education for young people, especially skill-based programs. I personally know the challenges facing our organization which is operating in the domain of Social Entrepreneurship which motivated me to select the topic: "Social Entrepreneurship: Challenges and Opportunities during COVID-19 Wave I & Wave II ". I decided to approach to Prof. Shree Ravindra Patki to be Co-Author of this research paper as he is always enthusiastic about the concept of Entrepreneurship which also happens to be his academic subject.

IV. LITERATURE REVIEW

Achieving economic sustainability is the path to successful social entrepreneurship that is not financially reliant on outside sources. (Scheiber, 2014) Such a perspective of social entrepreneurship is very prevalent in developing countries. Such a view of social entrepreneurship is prevalent in developing countries. They came to a consensus on the hybrid nature of social enterprises with a dual purpose of adding social value and wealth. Millions of people have been displaced as a result of the dangerous social and economic consequences of Covid-19 (Kuckertz et al., 2020). Entrepreneurial researchers have never seen a virus as dangerous as Coronavirus. However, the well-being of society is an important aspect of social entrepreneurship.

Roy and Karna (2015) highlighted the importance of creating a social fund for the success of social enterprises in order to avoid hardship.

One of the additives for the success of social enterprises is the group of rich social capital (Goyal and Sergi 2015). Social capital is critical in the generation of systems in any type of business. (2012) (Lehtimäki and Karintaus)

Policy and decision makers at the regional, district, and national levels should identify all social enterprises, NGOs, and voluntary organizations active in the healthcare sector, and the resources available to them should be aligned with resource sparse areas. Ambulances, doctors, paramedics, oxygen generators, data analytics, mental wellness counsellors, and, in some situations, hospital beds could be among the resources. (Verma 2021).

V. INTRODUCTION

In comparison to traditional or commercial entrepreneurship, the concept of social entrepreneurship is relatively new. Despite the risks involved, social entrepreneurs identify suitable opportunities to develop social values. In collaboration with partners and stakeholders, a successful social entrepreneur attempts to establish a relationship between consumers and the social mission.

A simple definition of social entrepreneurship is the intersection of commerce and social well-being, an effort to develop solutions to existing social, environmental, and cultural issues while participating in the economy. Social entrepreneurs, with a focus on solutions, are the engaged and realistic leaders the world will see rising and leading us to better, hopeful, and secure futures.

The sole goal of social entrepreneurs is to make money and then use it to help others. Scholars have been pulled to the pro-social mission of social entrepreneurs. The concept of entrepreneurship has evolved over the years of academic research into various forms that are still in the early stages of research, such as social entrepreneurship, women entrepreneurship, education entrepreneurship, governmental entrepreneurship, global entrepreneurship, and cultural entrepreneurship.

In India, social entrepreneurs are rapidly expanding in sectors such as financial inclusion, livelihood, education, affordable housing, sanitation and healthcare, renewable energy, education, affordable housing, waste management, water, and so on. The

number of lives saved or the quality of healthcare services reveal the social impact of healthcare. Globally, India is regarded as one of the most dynamic countries for social entrepreneurship, with the highest number of enterprises.

The COVID era has revealed a plethora of domains in which social entrepreneurship has provided much-needed relief. This development is an important vantage point from which to analyze the future of social entrepreneurship, its vast potential, and the transformational benefits it can bring to the world.

VI. DISRUPTIONS BY COVID WAVES & EMERGENCE OF SOCIAL ENTREPRENEURS AS MESSIHAS DURING COVID WAVES 1 & II

Covid-19 negatively impacted and hit all the sectors of the economy that is manufacturing & services. However, service sector took a worst hit and continues to face its aftermath. This is because the wave has still not subsided.

The Indian government extended its help to migrant workers who returned to their native places during the second wave of the corona, apart from just setting up a digital-centralized database system. The second wave of Covid-19 has brutally exposed and worsened existing vulnerabilities in the Indian economy. The new digital culture was not for majority as many people residing in far flung and remote areas still face connectivity or zero connectivity issues.

Several state governments have already permitted the easy passage of fruits, vegetables, milk, and other commodities. Due to unclear limits and the blockage of logistics vehicles, online food grocery platforms have been severely impacted. The Reserve Bank of India and the Finance Minister announced measures that will benefit the industry and employees in the short term. Enclosing rural food production areas to provide an excellent response to the macro implications of COVID-19 on the Indian food sector as well as the larger economy.

Below are the few examples of Social Entrepreneurship ventures who helped extensively during Covid waves.

Taru Naturals: Social enterprise 'Taru Naturals and the restaurant chainAmericano' established the 'Farm to Table' fund to purchase food kits directly from poor farmers and distribute them to underprivileged communities in cities (comprising labourers). The initiative was conceived by Chef Alex Sanchez and Mallyeka Watsa, co-founders ofAmericano, and was achieved by the Taru team, led by CEO/Co-Founder Ruchi Jain, which was entrusted with the logistics of transporting food kits from farms across the Western and Southern parts of the country to Mumbai via truck. Each kit containing 4 kgs of wheat, 2 kgs of rice, 3 kgs of Dal, half a litre of oil, and half a kilo of fresh vegetables, sufficient to last a family of four for fifteen days.

Mann Deshi Foundation: 'Mann Deshi Foundation' Maharashtra based organization worked around the clock with the health system to provide oxygen beds, ventilators, and proper medicines to high risk patients. In collaboration with the district government and HSBC, they provided 20,000 food packages to families, 25,000 meals to migrant workers, and supplied 5,000 masks and PPE kits. They have also adapted & converted an unused rural hospital in a remote part of the state into a free 300 Bed COVID-dedicated facility with advanced medicines.

Sai Sewa Sansthan: Founder Sharad Singh and Secy Nikhil Singh from trust narrate as the Covid-19 pandemic hit the country, the trust stood firm and provided food for over 2000 migrants. From supporting those in need of groceries to ensuring people returned safely to their hometowns and raising awareness for the massive immigrant worker vaccination drive. Sai Seva Sansthan Trust made certain that everyone around them was handled of well. During the lockdown, Sai Seva Trust members went above and beyond to assist trapped labourers and migrant workers. The Sai Seva Sansthan Trust provided meals and shelter for migrant workers, allowing them to remain in their homes during the lockdown. During that time, trust members made available food packets to the needy and poor in and around the area.

Upaya Social Ventures: Upaya Social Ventures is a Businesses in their early stages with the greatest potential for economic growth in the highly vulnerable communities. Upaya helps enterprises grow their businesses and create jobs that lift

families out of extreme poverty through investments and accelerator programme. In April 2020, Upaya launched a three-wave strategy to combat the pandemic's devastation. Biggest priority is to keep the jobs that our portfolio companies have created. These jobs provide a lifeline for low-income families and must be retained. Following that, we will invest in new businesses that are creating dignified jobs in order to lift people out of extreme poverty. The recovery of COVID-19 will be fueled by new dignified jobs. In result of extreme and unimaginable second wave in India in April 2021, Upaya launched a specific fundraising campaign to send emergency funds directly to its partner entrepreneurs in India so they can address the most critical needs of their jobholders and businesses.

Jan Sahas: To assist those directly or indirectly affected by the crisis, a multi-faceted approach was required. In partnership with relevant partners and government officials, the Jan Sahas team made a number of approaches aimed at providing both short-term relief and long-term benefits. Jan Sahas implemented approaches such as dry ration support, cooked food for migrant workers, mobile recharge, cash transfers, and helpline support that connected people to help from concerned authorities over the last 100 days (March 25th to July 2nd, 2020). Jan Sahas collaborated with various institutions and associations to support front-line workers in their on-the-ground activities, as they played an important role in managing various important activities such as health facilities and proper implementation of social distancing.

VII. OPPORTUNITIES AND CHALLENGES

During the pandemic, learners in India focused on learning and upskilling themselves says 'Eduvanz's – EdTech' Firm's Head Varun Chopra With lockdowns rendering offline education ineffective, adopting online modes to continue learning was the next logical step, designed to allow e-learning to garner a long-term prominence.

Hemkunt Foundation, a non-profit, has helped raise 150 million rupees (\$2 million), which it used to purchase approximately 2,300 oxygen concentrators, which it will distribute throughout the country, while also soliciting donations for another tranche of oxygen cylinders and concentrators.

Social entrepreneurs will be critical in channelizing in concrete ways to shift our daily socioeconomic existences in order to control the social good. Promoting positive social change is fitting for these enterprises because they are not bound by the constraints of the state and the market, but are motivated to improve the world place while making necessary profits. This leads us to new, realistic ideas of governance and transformation that have an immediate impact on people's lives in need and give humanity new hope.

Challenge- It is still a risk-averse culture in India. According to several reports, our Indian businessmen are less willing to invest in our country legal and regulatory environment and are more willing to invest internationally. Limited access to funding, cumbersome procedures, and poor infrastructure, among other issues, plague local entrepreneurs. (Sharma & Kulshreshta 2014)

Covid-19 has exacerbated imbalances all over the world, presenting the flaws in health care structures. However, there is a lot more to come from the innovative solutions of social enterprises that quickly pivot when faced with new challenges.

VIII. FINDINGS AND KEY SUGGESTIONS

1. **Create more Skilled Manpower in Medical Industry:** Pharmacists, radiographers and laboratory assistants must be reskilled so that they can execute the duties of nursing, testing, vaccinating, patient data maintenance etc.
2. **Department of Biotechnology under PMO:** India has to develop know-how in detecting eminent bio-warfare threats, pathological threats etc. This Department must be operated entirely by Technocrats. Or Solopreneurs from Medical space.

3. **Misinformation Control:** Vested interested created a campaign of misinformation which can be fatal. Steps must be taken to curb this menace not only on the ground level but also on a digital scale which is a widely used platform for spread of the information. What needs to be investigated is also the nefarious nexus that exists between vested interests and the perpetrators.
4. **Spike Capacity Addition:** Which means enlarging health services beyond their normal capacity in order to meet increased health-care demand COVID-19 cases expanded sharply, and there was a sustained increase in demand for patient care and admissions. The calculation of "maximal case acceptance capacity" takes into account not only the total number of beds but also the allocation of human resources.
5. **Vaccine & Medicine Reserves:** During pandemic suddenly the demand for essential drugs, vaccines escalates and any breakdown in supply chain may give rise to black marketing of life saving drugs. India is one of the biggest manufacturers of many medicines and therefore it is apt that India makes the provision for Warehouses to safely stock the essential medicines or the raw material needed to manufacture medicines as well as devices like ventilators oxygen concentrators, beds etc.

Native entrepreneurs with extensive experience in the areas have clear visions, discrete ambitions, and in-depth expertise to drive and implement new approaches. These entrepreneurs have been and will continue to be critical in bringing this pandemic to an end and ensuring a more equitable society in which everyone has access to the health care they require.

IX. CONCLUSION

The situation on the ground is dire, with India witnessing the second wave of COVID-19 and one of the most serious health emergencies in history. The speed and reliability with which social entrepreneurs responded to the COVID-19 pandemic in India and its consequences has demonstrated one thing: their on-the-ground presence and ability to act as first responders in support of communities at risk are critical to global COVID-19 response efforts.

During the second wave of COVID-19 in India, social entrepreneurs were working to provide emergency disaster aid faced numerous challenges. This is due to the fact that local NGOs are unable to access the funds required to respond to new requirements for groups to obtain licenses before receiving foreign funding.

In the short term, COVID-19 first responders in India are in urgent need of versatile grant money. However, as the country evolves from relief to rebuilding and regeneration, there is opportunity for more innovative financing mechanisms. Catalyst 2030, a movement of social entrepreneurs focused on the Sustainable Development Goals.

Some Covid 19 variants, such as Delta, have extended the pandemic period and require constant preemptive measures to keep the disease from spreading. As a result, there is an urgent need for social entrepreneurs to work at the local level location to maintain people's safety and well-being.

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Paper on Study of RERA Act in real Estate Sector-opportunities and challenges

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Abstract: *This paper is focusing on RERA act and it's an Evolution in real estate sector. The Real estate industry is the most prominent and capital-intensive industry. This industry is also consider as one of the most volatile industry. The Variations in the policies and schemes of government directly or indirectly affect the industry in different manner. The Real estate Development leads growth as well as rapid urbanization in the country it become utmost necessary to keep a check on the industry. The industry should be beneficial to all its stakeholders. The real estate industry was functioning in a more hazardous ways where the developer was not able to stick to their promises of quality and delivery of the project. The Realty sector was unorganized which create problem for customers and the customer used to face many problems. Due to such behavior of developer there was trust gap observed between the stakeholders. As many other industries are dependent on real estate industry, it was utmost necessary to resolve the issue. For this Government of India came up with RERA bill help in very efficient way to which put common obligations, restriction and check on all the stakeholders of the industry. This study is done in order to analyze the act and suggest some of the changes that can be implemented in order to make the system more business friendly and efficient.*

This paper is intended to give the readers a brief idea about some of the most important laws that RERA Act has introduced and will also talk about the challenges. RERA Act although seems to have solved all the problems and save a lot of time and money of both buyers and promoters, but its most important part that is not usually discussed is the amount of transparency it has created between the parties involved.

Keywords: *Realty sector, RERA act, Fund diversification, Redressal mechanism, Challenges.*

I. INTRODUCTION

India's real estate sector has been one of the world's largest market. The unorganized sector being the dominant in the sector, there was a need of the transparent government body which need to monitor and regulate on the unorganized companies and forced them to come under the organized sector. There was a trust gap between the developer and the buyer. Real estate sector as and when have seen the recession, there was no mechanism to check the credibility of the developer and have to rely on the market image of the developer. There was no specific redressal mechanism for the sector for delay in delivering and other related project issues and complaints. One of the major factors had always been trust. Buyers were always been in the fear

that the developer will not give possession on time or he will not provide the required documents or he will not give the said quality of property. They were a fear that developer will fly-by-night. Developer were selling the property on super built up area and home buyers end up paying more and receive lesser usable space. Home buyers had to give booking amount to booked the apartment and rest of the payment in instalments without knowing where is there money being used, developer use the money to purchase new land rather than completing the existing project.

RERA was also needed from the side of developer as it can keep the check on inventory and will filter out the non-capable developer in the sector so that there remain companies which see larger stake in the business and indulge more professionalism. A regulatory Act like RERA was needed in order to revive confidence in our country's real estate sector. It is one of the leading revenue generators in our country and it is needed some transparent government authority to keep a check on developers. RERA will provide a common tool for both buyers and developers and will help to minimize the risks which were faced by the people earlier. This act is having extreme significance as it will be applicable to various companies across the country. This act obligate a number of things like registration of projects and real estate agents which have become mandatory now. A buyer will have all the rights to know and understand every detail about a real estate project and will also have the right to get all the documents related to the project. It is also helpful for establishing a state authority which will govern and regulate both residential and commercial real estate transactions. At the same time RERA will ensure timely delivery of the project which is a big sigh of relief to home buyers.

II. LITERATURE REVIEW

Indian Real estate sector is one of the major capital intensive sector. India's real estate sector has seen many stiff slumps, the major reason being the project getting delays and the trust of buyer from developer getting fade away. When developer instead of completing the project invest in land, the land prices increases and so the price of the apartment are always high. To curb all these RERA act 2016 was introduced in parliament. However, the prices are not stabilized even after the implementation of the RERA act. This study is done to recognize the loopholes that still the developers are using to use the law in favor of them as well as to know what can be done to make this law more effective in terms of both developer and buyers. And can this act be implemented on a wider base and more transparent ways.

As per Indian Express (Dec 26th, 2012) Dr. Reena Vasishta – additional secretary to the Govt. of India (26th March 2016) in her studies shed titled that this was indeed to make a call in favor of customers, buyers, promoters and agents. The reform of the act implemented due to the economic crisis, fraudulent activities happened in the Indian real estate sector this step was taken and implemented in favor of customers to stop unnecessary incidents. It has been facing a lot of problems since 2012. This could lead to decrease demand for property further. This reduced demand is causing a slowdown in recovery of investment for builders. The RERA act is initiated efficiently by the central as well as state government to spread awareness and bring transparency to maintain the real estate field safe and secure for all the stakeholder and society as well.

Drake Mac Donald (2011) in his studies titled, In India construction industry is emerging rapidly. In India faulty construction is a major problem recognized through different segments. People construct buildings due to the hefty greed. Builders use cheap product and quick way to build with providing lesser wages to the workers. Lack of enforcement leads unwanted activities such as bribes.

III. RESEARCH METHODOLOGY

The Paper is based on secondary data. Secondary Data collection is done through Journal, Periodicals, Articles and official websites of RERA act.

IV. OBJECTIVES OF THE STUDY

The objective of this paper is to understand the effects of RERA act in realty sector. The paper tries to focus on how important RERA is for the construction sector which has been a need of time. RERA initiated a set of rules and laws that were to be followed by the individuals that participated in a construction project. This includes rules, Laws and various obligation on the part of the Developer, promoter, buyer, broker, and everyone else that is involved.

V. CONTENTS OF RERA DOCUMENTS

The analysis of the RERA document has been done. There are clauses which direct to the developer right from the planning stage of the project to the execution and the closing stage till handed over the property to the Buyer. Developer have to open an escrow account which mandatory for the project and 70% of the payment that they have received as an instalment of the apartment, or any such unit that amount should only be used for the construction of that particular project by Developer it leads proper utilization of fund and leads timely possession of property to Buyer.

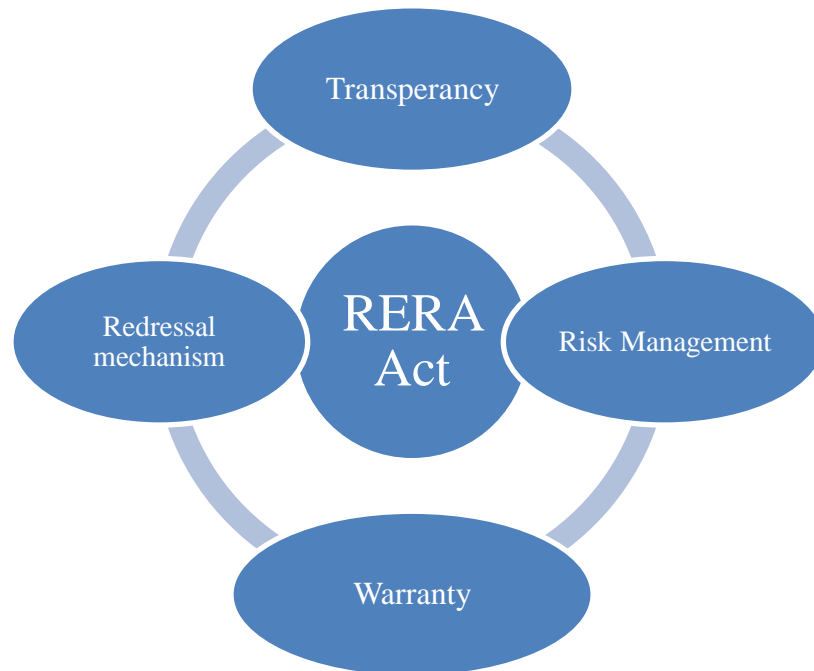
VI. FEATURES OF RERA ACTS

There will be a special forum for buyer, REAL ESTATE REGULATORY AUTHORITY, where they can file their complaint. This authority will be commissioned within one year as soon as the act come into implementation.

- 1 The developer has to register their project under RERA before starting the project, incase project is divided into different phases than each phase will consider as a different project and have to register separately.
- 2 The project which does not have a land area more than 500 square meters or the number of units does not exceed eight, does not need to register under RERA.
- 3 According to this act the developer has to sell apartment on carpet area and cannot continue to sell on super- built area that include the common area, shaft, exclusive balcony etc.
- 4 Developer has to open an escrow account in which 70% of the money of the allottees has to deposit and that money can only be used for the construction of the project. To withdraw the money from escrow account the developer needs a letter from CHARTERED ACCOUNTANT, ARCHITECT and ENGINEER. And the withdrawal will be in the proportion of completion of project.
- 5 After the developer apply for the registration of the project, the authority in 30 days has to reject or accept the application. If the authority failed to do this than the project is deemed to be accepted.
- 6 If the developer is found to be violating any rules, or make default in doing anything that is required to be done or is involve in any kind of unfair means than authority has the right to revoke the application number.
- 7 The promoter cannot accept more than 10% of the advance payment as a token amount for the sale of apartment, plot, as the case may be before coming into the written agreement of the sale of the unit.
- 8 The promoter cannot make any addition or the alteration in the approved plan, design, structural design etc., without taking the consent of the allottees. At least 66% of the allottees should the agree to the alteration, or addition to the plan or design than only developer can change it.
- 9 In case there is any structural defect, defect in the quality of workmanship, construction and brought to the notice of developer within the five years from the handing over the possession to the society, the developer has to rectify within thirty days without charging any extra amount for repair works.

10. In case the developer is not able to hand over the possession of the unit on time due to any reason than he is liable of paying the money back to the members with interest and compensation according to the act.
11. In addition to the establishment of the Regulatory Authority, the Bill also proposes to establish a Real Estate Appellate Tribunal (Appellate Tribunal) within one year from the date of commencement of the Act.
12. There are various penalties for the various misconduct by the developer and even by the buyers.

VII. BENEFICENT OF RERA ACT



Risk Management: It reduces the risk of developer getting bankrupt or insolvent and give buyer a trust support to buy the property. It gives buyer the right to revoke back is booking and also can for compensation and interest in case the buyer feels that he is cheated.

Transparency: It brings total clarity in favor of customers, Promoters, dealers, agents, builders it must provide accurate disclosures, registration number on the website also on the advertisement along with the allotment letters, payment modes and amount to be paid through electronic medium. It is a possible way to alter the corruption between agents and builders. Buyers can obtain the taxes with stamp duty on the form.

Mandatory registration: Builders must register with the housing regulatory projects and submit all the details of project to the state government authority. Any development of apartment or building can be judged through the mentioned details in future

Redressal Mechanism: A specialized grievance department is setup in order to give the judgment on issues as early as possible. This act will lead altogether will organize the real estate sector and will construct a bridge of trust between the buyer and the developer

Warranty: RERA will provide 5-year warranty for structural defects such as electric fittings, tap leakage etc. It helps to maintain the interiors for a time period. It reduces the ambiguity from the buyers to pay extra expenses on such issues. It leads buyer convince in terms of maintains of property.

VIII. DISADVANTAGES OF RERA ACT

Restrictive Nature: Due to many restrictions on the developer, there is a problem of cash in the sector and hence they have to look for various sources from where they can get cash, this leads to the increase in the price of the unit which also leads stuck towards fund diversification.

No scope for Diversification: The growth will be stagnant because 70% of the money of the developer is block in escrow account and that can also need to cash crunch in the sector. Due to which fund Diversification is become difficult.

Imbalance Demand and supply: There will be a supply-demand imbalance if the project is compliance to all the given rules and regulation. Giants' developer can develop 2-3 projects within two years and small developer may not get the profit margin which they used to get before RERA Act.

Legal Action: If the developer found guilty in any case than he may be punished up to three year of imprisonment or 10% penalty of the total cost of project. This may further delay the possession of the unit and buyer has to wait longer, leading to his financial problems.

Absence of rental Agreement: RERA doesn't include any rental agreements it totally depends upon the buyer to maintain the rental agreement which denotes the agreed and disagreed part clearly to save the property and make a proper use of it.

IX. CHALLENGES IN RERA ACT

According to the report published by magic bricks, 74% of the home buyers are unaware about the online process to check the status of the project according to the RERA, also people do not know whether the project is register under RERA or not. They do not have the necessary details about the project like, carpet area, payment modes, registration number, etc.

Special Tribunal

There is a special tribunal for the cases of real estate project under RERA, then also buyer can go to consumer forum and lodge the complaint. For e.g. Buyer A goes to RERA tribunal and lodge the complaint and Buyer B goes to consumer forum and lodge the same complaint against the same developer on same project than both the judgment is valid and applicable. This sort of system creates a problem for developer and also create a sense of ambiguity in the mind of buyer who wants to lodge the complaint.

Structural Defect

Structural defect is the responsibility of the developer, developer has to ensure that there are no such defects before the handling of project, and even after handling the project any such defects occur than he has to rectify it. Structural defects and workmanship are two different things, but in the act, it is mention under same section. The start date for both the thing is same, whereas the start date for structural defects should be on the date of completion certificate, whereas the start date for workmanship should be the date of the possession and should be only for one year, unlike the structural defects which the developer has to maintain for five years.

Area Complication

Carpet area is defined weakly in the ACT. Carpet area is very critical and the price of the unit is defined on the base of the carpet area. Carpet area is something that the buyer will get to use when he gets the possession. There are some weak links in the definition of carpet area and it should be corrected so that no one can get the undue advantage of the act. Like according to the act, balconies are excluded for carpet area calculation, whereas for developers cost is same for building the carpet area. Developers are now not interested in constructing the balconies, and seeking the climate of our country balcony is necessary.

Overloaded Burden on Developer Part

RERA talk about the rights and duties of the developer but does not mention much about the rights and duties of the real estate agent who is equally important link in this industry. Clauses much be included defining roles and duties of the real estate project.

State Differentiation in Act

As RERA is a central law, it required the co-operation of the states. Every states and UT need to establish their own real estate regulatory authority and have to frames the rules. So, every state has fabricated the rules according to their convince and therefore the act to much extent is diluted. Due to change in the system by the states many developer and agents have to wait for the registration number. After the act became the law in 2016, all the states and union territory were asked to notified the law in their assembly within six months and establish a regulatory body by May 2017. However, many states have failed to meet both the deadlines. There are some states which are rapidly resolving the issues and complaints that are filed by buyer or developer, whereas in some states the authority is sitting on a huge pile of the complaints and are very slow at resolving the issues related to the buyers, and this has become one of the reason for the projects getting delayed, as in some cases the developer has to wait for the judgments from the authority to continue with the work.

Funding Complication

Real estate industry is a very capital-intensive industry, RERA ask the developer to block 70% of the money into escrow account and can only be withdrawn in accordance with work done. This rule restricts the developer from expanding his business as he will not have as many funds as he may require to expand the business. After the implementation of RERA the number of launches of real estate project in the country has decreased, because of clearance that are the developer need to get and also their money is block in escrow account, they thus does not have enough liquidity to purchase new land for new projects and have to wait until their ongoing projects get the clearance certificate and they can withdraw the money from escrow account, this has hamper the real estate sector in many ways.

High Price Rise

The price which were expected to become stable or go down, after the implementation of RERA has actually gone up, because now the developer has to sell the property at carpet area and so they have increased the per square f price of the property. Also, the broker and real estate agent have to register under RERA and have to pay respective fees, their brokerage fees have also gone up. The developer has to take care of all the structural defects for 5 years, so developer will also try to cover that cost from the cost of the property and so the price of the property has gone up.

Penalties

Due to higher penalties on missing the deadline of completing the project, developer tends to write a completion date much longer than the actual in order to be safe. This also give time to developer to perform the construction activity slowly when they do not have enough money to continue with the projects. Buyers may get misguide due to the completion date given by the developer.

X. SUGGESTIONS

Relaxation in regulation

To reduce the time taken for approvals, digitisation of the documentation/approval and outsourcing of certain type of work to competent parties should be initiated. Projects should be classified under two categories, LOW RISK projects and HIGH

RISK PROJECT. Some permission should automatically granted to low risk projects, and high risk projects should grant permission online within 15-30 days of application.

Concession in legal provision

Provision for punishment should be intact in all states, according to central RERA imprisonment upto 3 years or fine to the amount of total estimated cost of the project or both is applicable to developer, buyer, and real estate agent, whosoever does not comply to rules and regulation. But except kerala all other states and UT have added a clause to compound the offence to avoid imprisonment.

Complete clarification

Central RERA law should clarify on uniform payment schedule. Currently the law states that 10% advance is taken when signing a sale agreement, but no further clarification is made on payment of the rest 90% of the payment. Gujarat and Maharashtra has link all the payment instalments with the stages of construction. Similar model should follow in central RERA law and all the states should be notified to link the payment schedules with the stages of construction.

Relaxation in Fund utilization

The percentage of the amount that should be deposit in escrow account should be reduce to 60%, this will give more cash to developer on hand to invest in different project and the growth of the market will not be sluggish. If the demand exceeds the supply than the rates of the real estate property will increase and may go out of the reach of the middle class people. And also, states should not allow to dilute this clause. Some states to some extent have diluted this law by removing PROPORTIONAL WITHDRAWAL clause.

Structured

Structural defect should be clearly defined in the central law. Some states have diluted the clause by removing DEFECT LIABILITY word from the clause, and hence make developer less vulnerable to the trouble form the members after he hand over the project.

RERA specifies that any change to the plan, design or anything should be done after getting the permission of the 2/3rd allottees. But this same law does not specifies the time by which the allottees should collectively come to a conclusion on allowing the developer to do any alteration. This may lead to the delay in the construction of the project. Any such delay which is out of control of developer should be noted at correspondence time should be extended for the completion of project.

RERA should act as a support to real estate industry, the biggest issue in this industry is always about cash, RERA should provide incentive to REIT and pension funds to invest in the real estate projects. By this way industry will always be available with the cash and thus developer will be encouraged to expand their business. All the legal barrier should be abolished through this act. Set up the IT network to monitor all the projects register under RERA and for quick redressal of the complaints.

Land title insurance should be available to the developers, the primary issue in this sector is land dispute. By providing land title insurance the developers can be assured about the ownership of the land.

Carpet area should be re-define in the law, and area like the balconies should be consider as a part of carpet area so as developer include balconies in their design.

States which are yet to notified the law should be deemed that they have notified the central law and will continue to act as per the central law.

In RERA it is stated that the complaints should be solved in 60 days, but in real it is not happening, there are complaints which are pending from more than 180 days. The procedure of solving grievances should be improve and the authority which does not solve the complaints in 60 days should be punished harshly.

RERA should also check technically the completion date given by the developer and also suggest to the developer to change the completion date if the project can complete before the date mention by the developer in the registration documents.

XI. CONCLUSION

Indian real estate sector, Prior to 2016 was functioning in a very Hayward and unorganized way. It was RERA which has the capability to clean up this sector and make much more organized sector which can become the driver of the Indian economy. With government's goal of HOUSE TO EVERY INDIAN by 2022, it was necessary that some type of discipline is injected in real estate sector so that they can help government in fulfilling the dream of giving house to every Indian. Even from the developer point of view this act was necessary so that they do complete projects timely and does not face any judicial difficulties and also become more agile before launching the projects. The act is a remarkable change in improving the efficiency of the government in regulating the Real Estate Sector. This focus on transparency, safety, imposes penalties on errant builders and follows the regulatory mechanism in the field .there is a benefit to the buyer as this new act has become the trust bridge between buyer and developer. But there are some issues which need to be addressed and also the scope of this act should be modified as it can become more business friendly to the sector. There as some challenges which are faced by various stakeholder due to implementation of this act. Buyers should be made aware about their rights; this can bring more transparency to the transaction. RERA add a greater accountability to the developer as they have to deliver project on time and with the said quality and size of the unit. Some changes to this act can make this act a transformation tool of real estate sector.

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“If you fail, never give up because F.A.I.L. means ‘First Attempt In Learning’. End is not the end; in fact E.N.D. means ‘Effort Never Dies’. If you get No as an answer, remember N.O. means ‘Next Opportunity’. So Let’s be positive.”

-Dr. A. P. J. Abdul Kalam

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