Volume 6, Issue 1 (XXXVIII)
January - March 2019

ISSN 2394 - 7780

ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Journal No.: 63571

International Journal of Advance and Innovative Research

(Conference Special)

(Part – 2)

Indian Academicians and Researchers Association
www.iaraedu.com

CHILDREN WELFARE CENTRE'S

CLARA'S COLLEGE OF COMMERCE

Established-1999 – NAAC Accredited "B" Grade (2016-2021)

Yari Road, Versova, Mumbai-400061. Tel.: 26365385/ 26315377

Organises

One Day International Multi-Disciplinary Conference on 16th March 2019

"WORLD ROAD TO CASHLESS ECONOMY"

In collaboration with

University of Mumbai & India Accounting Association[Thane Branch]

(PEER REVIEWED)

SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF ADVANCE AND INNOVATIVE RESEARCH

UGC Approved Sr. No. 63571
ISSN No. 2394-7780

PART-2

Publication Partner

Indian Academicians Researchers Association

ABOUT CLARA'S COLLEGE OF COMMERCE

Children Welfare Centre Trust is the meticulous stride of the eminent citizens of the city, who felt the need of having advanced educational institutions in their vicinity. It was formally registered under the Public Trust Act, 1950.The institution is strategically located amidst the rapidly developing locale of Andheri with full-fledged operative Pre-Primary School, Primary School, High School, Junior College, Degree College, B.Ed. College and Law College at Malad (W). Clara's College of Commerce was established in the year 1999 in the memory of Late Smt. Clara Kaul – an eminent educationist. The college has the following programmes: Bachelor of Commerce (B. Com), Bachelor of Management Studies (BMS), Bachelor of Mass Media (BMM), Bachelor of Commerce (Accounting and Finance) (BAF), Master in Commerce (M.Com) (Accountancy). The aim of the college is to continuously enhance the teaching methods in order to provide students with an opportunity for their all-round development. It also strives for excellence in academics and makes an effort to create an aura that induces passion for learning along with the inspiration for decisive thinking and assessment; and thereby helping them to become the best professionals in the chosen careers.

ABOUT UNIVERSITY OF MUMBAI

The University of Mumbai (known earlier as University of Bombay) is one of the oldest and premier Universities in India. It was established in 1857 consequent upon "Wood's Education Dispatch", and it is one amongst the first three Universities in India. It has two campuses of areas 243 acres and 14 acres at Vidyanagari and Fort respectively; sub campuses/centers at Ratnagiri 20 acres, Thane 6.50 acres and Kalyan 6.26 acres with 56 University Departments & Institutes and 691 affiliated colleges. It has established its name in industrial & International collaborations and run various professional courses. The University was accorded 5-star status in 2001 & 'A' grade status in April 2012 by the National Assessment and Accreditation Council (NAAC).

ABOUT INDIAN ACCOUNTING ASSOCIATION

The association was founded by academicians and professionals in accounting on March 17, 1969, and was inaugurated on February 14, 1970 by the Accountant General of Uttar Pradesh. It is a member organization of International Association of Accounting Education and Research (IAAER). It is also held in high esteem by American Accounting Association (AAA). At present, IAA has a network of 50 branches in India with more than 5500 life members, and a Research Foundation as an affiliate at Kolkata. It also brings out a biannual research journal 'Indian Journal of Accounting' in the months of June & December to give wider publicity to research findings. The Association also gives IAA Young Research Award and IAA fellowship. The Association offers Life Membership and Annual Membership for Individuals and Institutions through its chapters across India. Past conference have attracted a large number of delegates from across the country and abroad and this year also wide participation is expected.

ABOUT INDIAN ACADEMICIANS RESEARCHERS ASSOCIATION

Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaraedu.com for more details.

PATRONS

Mrs. Shabnam Kapoor
President, Children Welfare Centre Trust

Shri. Ajay Kaul
General Secretary, Children Welfare Centre Trust

Dr. Suhas Pednekar
Vice Chancellor. University of Mumbai

Dr. Ravindra Kulkarni
Pro-Vice Chancellor, University of Mumbai

OUR ADVISORS

Prin. Dr. Ajay M. Bhamare
R.A. D.A.V College, Dean of Commerce Faculty in Commerce & Management, Chairperson of BOS, University of Mumbai.

Prin. Dr. Gopal Kalkoti
M.V.M College of Commerce, Chairperson of BOS in Business Economics, University of Mumbai.

Prin. Dr. Madhu Nair
Nirmala College of Commerce, Academic Council and Member of BOS in Commerce, University of Mumbai.

Dr. Sangeeta Pawar
Senate Member, University of Mumbai.

Dr. G. Rajeshwary
KPB Hinduja College of Commerce, Chairperson of BOS in Business Management, University of Mumbai.

Dr. Ananta Deshmukh
Head Commerce & Management, Nagpur University

Dr. Anupama Nerurkar
L.S Raheja College of Arts & Commerce, Member of BOS in Business Management, University of Mumbai.

Dr. Sulbha Raorane- Professor, SFIMR

Dr. CMA Kedar Bhide
N.M. College, Member of BOS in Accountancy, University of Mumbai.

Prin. Dr. M.S. Kurhade
D.T.S.S. College of Commerce, Dean of Arts Faculty, Member Management Council, University of Mumbai.

Prin. Dr. Vijetha Shetty
Vivek College of Commerce, Member of BOS in Commerce, University of Mumbai.

Prin. Dr. Shobha Menon
C.L.Valia College of Commerce, Member of BOS in Psychology, University of Mumbai.

Dr. Pooja Ramchandani
H.R. College of Commerce & Economics, Member of BOS in Business Management. University of Mumbai.

Dr. Megha Somani
M.M.K College, Member Academic Council, University of Mumbai.

(CA) Kishore Peshori
CHM college, BOS in Accountancy, University of Mumbai.

Dr. Madhura Kulkarni
IDOL ,BOS in Accountancy, University of Mumbai.

Dr. (CA) Pradeep.D. Kamthekar
R. A. Podar College, Member of BOS in Accountancy, University of Mumbai.

Dr. Anupama Gawde
S.N. College , Member of BOS in Accountancy, University of Mumbai.

Prin. Dr. Chitra Natrajan
NKES College of Arts, Science & Commerce

Dr. Khyati Vora
Assistant Professor, K.P.B Hinduja College of Arts & Commerce

Dr. Ramesh. D. Mishra
Sports Director, PTVA's Mulund College of Commerce

Dr. Malathi Iyer
HOD Vivek College of Commerce

Dr. Nishikant Jha
Secretary- IAA Thane Chapter; BAF Co-ordinator- Thakur College of Science & Commerce

Dr. Kuldeep Sharma
Treasurer- IAA Thane Chapter; Assistant Professor- K.P.B Hinduja College of Arts & Commerce

TEACHER'S ORGANIZING COMMITTEE

Dr. Mamta Rajani, IQAC Co-ordinator
Mr. Amit Bansod, BMS Co-ordinator
Mr. Vijay Makwana, BAF Co-ordinator
Mr. Shripad Joshi, Asst. Professor
Mr. Sameer Gandhi, Asst. Professor
Dr. Seema Petkar, Asst. Professor
Mrs. Jisha Varghese, Asst. Professor
Mr. Shahid Ansari, Asst. Professor
Ms. Vidushi, Asst. Professor
Ms. Archana Narvekar, Librarian
Ms. Aarti Ahuja, Asst. Professor
Ms. Poonam Lad, Asst. Professor
Ms. Reena Dave, Asst. Professor
Adv. Minal Sharma, Asst. Professor
Mr. Nishant Lingayat, Asst. Professor
Mr. Reetesh Singh, Asst. Professor
Mrs. Nikita Asiwal, Asst. Professor
Ms. Prabhavati B. Manjrekar, Asst..Professor
Ms. Ruchita Pandhare, Asst. Professor
Ms. Sangeeta Mhatre, Asst. Professor
Mr. S. Choudhary, Asst. Professor

ADMINISTRATIVE COMMITTEE

Ms. Neeta Wadhwani
Mrs. Priti Maslee
Mr. Nilesh Wadekar
Mr. Jeetendra Anchalkar

STUDENT'S ORGANISING COMMITTEE

Mr. Tanveer Patel
Mr. Alloysious Gonsalves
Mr. Rudra Pathak
Mr. Sayyed Kahkasha
Mr. Arbaz Shaikh
Mr. Sameer Pathani
Mr. Ajitkumar Yadav
Mr. Akshay Singh
Mr. Ashish Verma
Ms. Ayushi Jain
Mr. Mood. Talha Halai

PREFACE

“Faceless, Paperless, Cashless” is one of the professed roles of Digital India. The government of India has an ambitious mission to drive India towards cashless economy. Cashless economy is system where there is no physical cash in circulation; payments are made through electronic modes, i.e credit debit card, net banking or E- wallets.

Globally both developed and developing countries are making great paces in curtailing the usage of physical currency. Cashless system brings down the cost associated with printing, storing and transporting of cash. It also removes the problem of counterfeit currency, hoarding of cash, black money and tax evasion. All the transactions that are done can be monitored and traced back to a given individual, so it will be difficult to evade tax. However, one has to recognize the risks and benefits of different payment instruments, the risks associated with electronic payment instruments are far more diverse and severe.

Clara’s College of Commerce is delighted in presenting before you research papers on the theme “World Road to Cashless Economy” at the International Conference which is organized by Clara’s College of Commerce in collaboration with University of Mumbai and India Accounting Association, Thane Chapter on 16th March, 2019.

This conference proceeding is an outcome of the researchers, academicians and students who have harnessed their creativity and exchanged their ideas, in order to broaden the horizon and help the researcher to explore a new range of opportunities with reference to Cashless Economy in different areas. Students aiming for a career in research or in academia learn that success depends not only on getting academic credentials but also on the quality of their contributions to such events.

We take this opportunity to express our deep sense of gratitude to all the Members of Advisory Committee, Review Committee, Managing Trustee Hon.Shri Ajay Kaul, Activity Chairman Mr. Prashant Kashid, Principal Dr. Madhukar Gitte for providing us with strong support and encouragement for organizing this International Conference.

We, on behalf of Clara’s College of Commerce are obliged to all the authors of research papers for their overwhelming response for the conference.

Mrs. Babita A. Kanojia (Convener)
Dr. Nishikant Jha (Secretary, IAA-Thane Chapter)

ज्ञान-विज्ञान विमुक्तये
प्रो॰ धीरेन्द्र पाल सिंह
अध्यक्ष
Prof. D. P. Singh
Chairman

सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission
मानव संसाधन विकास मंत्रालय, भारत सरकार
Ministry of Human Resource Development, Govt. of India
बहादुरशाह ज़फ़र मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002
दूरभाष Phone : कार्यालय Off : 011-23234019, 23236350
फैक्स Fax : 011-23239659, e-mail : cm.ugc@nic.in | web: www.ugc.ac.in

MESSAGE

I am pleased to know that Clara's College of Commerce, Mumbai, in association with University of Mumbai and Indian Accounting Association – Thane Chapter, is organizing a One Day International Multi-Disciplinary Conference on "*World Road to Cashless Economy*" on 16th March, 2019.

I hope the Conference will provide an opportunity for participants and researchers to express their opinion and outlook on digitalization of India on way to cashless economy. Students will gain knowledge about the functions and working of tools used in cashless economy like credit card, debit card, net banking and E-wallet. The conference will create awareness about safety and security measures while using these tools. The research paper presenters will share their opinions and ideas about the topic. It is expected that the Conference will yield constructive results.

I extend my best wishes to the Organizers of the International Conference and the participants and wish the publication every success.

DPSingh

(Prof. D.P. Singh)

14th February, 2019

University of Mumbai

Mahatma Gandhi Road, Fort, Mumbai 400032, Maharashtra, India
Phone: +9122 2265 0403, 2265 6789 • Fax: +9122 2267 3579
Email: vice-chancellor@mu.ac.in • Website: http://www.mu.ac.in

Prof. Suhas Pednekar
Vice Chancellor

MESSAGE

It gives me an immense pleasure to know that Clara's College of Commerce in association with Indian Accounting Association – Thane Chapter is organising a One-day International Multi Disciplinary Conference on "World Road to Cashless Economy" on 16th March, 2019.

It is certainly a positive step taken by the College. This Conference will enhance participants' knowledge about the cashless economy. It is an excellent platform for those who are enthusiastic in expressing their outlook on the present scenario regarding cashless economy and financial developments around the world. The Conference will definitely be an eye opener and fruitful for the participants.

I wish the delegates and the organizers of the conference all success in making this event a memorable and informative one.

16th March, 2019	***Prof. Suhas Pednekar***
Mumbai	***Vice Chancellor***

MESSAGE

DR. SANJAY BHAYANI
Dean, Professor and Head Treasurer IAA

I am glad to learn that Clara's College of Commerce, University of Mumbai & Indian Accounting Association- Thane Chapter is organising International conference on **"World Road to Cashless Economy"**. *I want to convey my best wishes to organizers and participants for grand success of this event and gratitude to all the contributors.*

DR. SANJAY BHAYANI
Dean, Professor and Head Treasurer IAA

MESSAGE FROM MANAGING TRUSTEE

Clara's College of Commerce in association with University of Mumbai and Indian Accounting Association – Thane Chapter is going to organize a One Day International Multi Disciplinary Conference on "World Road to Cashless Economy" on 16th March, 2019. This conference is an excellent platform for those who are eager in knowing the present scenario regarding cashless economy and financial developments around the globe.

We on behalf of the Clara's college of Commerce welcome the participants, presenting the research papers for their overwhelming response for the conference. The college has always embattled holistic development for all its students and faculty. Our strong foresight helps us to adapt and make a mark of its own. The management continually focuses on arranging different workshops, seminars and conferences at state and national level on current topics around the world, with a keen eye for future expansion and advancement of knowledge.

The conference also aims to bridge the gap between the researchers working in academic world and other professionals through research paper presentations.

We express our best wishes for making this conference inspiring and fruitful.

Shri Ajay Kaul
General Secretary

MESSAGE FROM PRINCIPAL

On behalf of Clara's College of Commerce, I extend a very warm welcome to all the participants and delegates present for the International Multi-Disciplinary conference on "World Road to Cashless Economy" on 16th March 2019.

Currency has always been used as medium of exchange for all financial transactions taking place in the economy. However, worldwide high-tech progression ensuing in the overview of numerous non-cash payment alternatives such as plastic money, mobile wallets, etc has unlocked the paths to simplify payments without the use of physical currency.

Demonetization and digitalization has surfaced way for an enhanced and effective practice of the digital payment system. These measures will drive the expansion and transformation of the payment system already in place, making it more translucent and answerable thereby decreasing the generation of black money in the economy to a degree. The International Conference "World Road to Cashless Economy" aims at creating awareness about the ongoing cashless movement in the world, and brings forth the available non-cash payment methods.

The college has taken great steps in inculcating and evolving research culture in the institution by organizing various seminars and conferences. This International Conference provides a path to all the academicians, research scholars, and learners to express and share their views on the conference theme.

I would like to express my appreciation towards University of Mumbai and Indian Accounting Association – Thane Chapter. I am overwhelmed by the support and coordination from the members of advisory board, reviewers, and session chairpersons.

Last but not least, I would also like to express my sincere thanks Management, organizing committee, editorial board, presenters and participants for contributing to the grand success of this conference.

Prin. Dr. Madhukar Gitte
Clara's College of Commerce

MESSAGE

DR. ARVIND LUHAR
Chairman, IAA Thane Chapter

It gives me immense pleasure to acknowledge and announce that Clara's College of Commerce, University of Mumbai & Indian Accounting Association [Thane Chapter] organising One Day International Multi-Disciplinary Conference on "World Road to Cashless Economy" which provides a platform to scholars, researchers & professionals of diverse disciplines like Accounting, Marketing, ICT & Education, Banking Finance & Insurance, Commerce and Management, and Legal Perspective to name a few, to discuss the various aspects of cashless economy.

Hearty congratulations to Clara's College of Commerce for this laudable effort and all the best wishes to all the research delegates. I am sure that there will be high level of deliberation and panel discussion on the theme and there will be learning for all who are part of this conference.

I extend my support and well wishes for the success of this conference which is ready to ignite the minds for a better tomorrow.

Dr. Arvind Luhar
Chairman, IAA Thane Chapter

MESSAGE

DR. NISHIKANT JHA
(Secretary, IAA Thane Chapter)

It is a matter of delight to start off a new year with enthusiasm, zeal and determination. I heartily welcome all the new entrants who are on board for their New Voyage of Knowledge at Clara's College of Commerce. The College is well known for its quality education, knowledge enhancement, learning procedures and excellent work culture. The purpose of this conference is to provide an International Forum for Academicians, Research Scholars, Industrial Delegates and Students to present their state-of-art research on "World Road to Cashless Economy" to exchange ideas and explore new avenues of collaborations.

It is very much heartening to see the immense response received for the conference from the research community for its very first edition. A good number of distinguished professors and researchers have also agreed to deliver keynote addresses/ invited talks in the conference. Young scholars participating in the conference will immensely benefit from these. I wish to express our sincere gratitude to all the authors who contributed significantly for the enrichment of this issue. I am thankful to all who have contributed towards the success of the conference.

(Dr. Nishikant Jha)
Secretary, IAA Thane Chapter

MESSAGE

Dr. Tazyn Rahman
Editor In Chief - IJAIR

On behalf of IARA I am honored and delighted to welcome you to the International Multidisciplinary Conference on “World Road to Cashless Economy”.

A cashless society describes an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information (usually an electronic representation of money) between the transacting parties.

This concept is being discussed widely, because the world is experiencing a rapid and increasing use of digital methods of recording, managing, and exchanging money in commerce, investment and daily life in many parts of the world, and transactions which would historically have been undertaken with cash are often now undertaken electronically’.

A common measure of how close to a "cashless society" a country is becoming is some measure of the number of cashless payments or person to person transactions are done in that country. For instance the Nordic countries conduct more cashless transactions than most Europeans. Levels of cash in circulation can widely differ among two countries with similar measure of cashless transactions. For example, Denmark has more than double the amount of cash in circulation as Sweden and a considerably higher percent in the largest denomination banknote, the 1000kr bill.

Government of India led by Prime Minister Narendra Modi is also trying to reduce dependency of Indian economy on cash and to bring hoards of stashed black money lying unused into the banking system. The country embarked upon this transition to a cashless economy when the government took the revolutionary step of demonetization of old currency notes of Rs 500 and Rs 1000 on November 08, 2016. The benefits of this move have now started trickling in with more and more people switching to digital modes of receiving and making payment. India is gradually transitioning from a cash-centric to cashless economy.

So, the Topic of the Conference “World Road to Cashless Economy” is very relevant in today’s time. I hope the Conference will be well appreciated by all the delegates, faculty members and scholars. We’re looking forward to a great exchange of ideas among research scholars from different parts of India and abroad.

Dr. Tazyn Rahman
Editor In Chief
IJAIR

MESSAGE FROM THE CONVENER

It is our immense pleasure to invite you for International Conference on "World Road to Cashless Economy". I,on behalf of Clara's College of Commerce, welcome all the participants of the conference. The major aim of organizing this conference is to create awareness about cashless economy. As everyone knows that the cashless transfer means transferring money by digital or online transactions. Nowadays online transactions are done with the help of Net banking, Credit card, Debit card and E-wallet.

It is a good platform for those who are eager in knowing the present scenario regarding cashless economy and financial developments around the world. Cashless transaction will record each and every transaction. Now people will stop hoarding cash, and will switch on to digital mode of payments. This will restrain the corruption and curb black money; which will in turn lead to economic development.

Furthermore, this conference will also facilitate the participant's representation. The participants will be able share views and fresh ideas. The conference also aims to bridge the gap between the researchers working in academic world and other professionals through research paper presentations. Participants will get ample scope to widen their knowledge and network.

Dear all, conference is the culmination of many individuals. Therefore I thank the Conference Committee for extending their valuable time in organizing the program and all the authors, reviewers, and other contributors for their painstaking and meticulous efforts and their belief in the excellence for International Conference on "World Road to Cashless Economy" organized by Clara's College of Commerce.

Mrs. Babita A. Kanojia (Convener)
Clara's College of Commerce

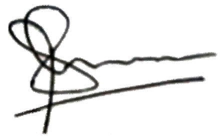
MESSAGE

Dr. Kuldeep Sharma
(Treasurer, IAA Thane Chapter)

It is a matter of great pleasure to see the Institute organizing its Multi- Disciplinary Conference in the form of a One Day International Conference on "World Road to Cashless Economy". I could see the amount of efforts put in by the young faculty in organizing this conference in this new Institute with minimal infrastructure of its own.

It is cheering to see the enormous response received for the first publication of the conference from the research community. A number of distinguished professors and researchers have agreed to deliver keynote addresses & talks at the conference. Young scholars participating in the conference will immensely benefit from their experiences.

My best wishes to the organizing committee and all the delegates. I also express my gratitude to all the researchers and the delegates across the globe for sending their research work and participating in this conference and making this conference a grand success



Dr. Kuldeep Sharma
Treasurer, IAA Thane Chapter

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVIII): January - March 2019 : Part - 2

International Journal of Advance and Innovative Research

IJAIR

IMPACT FACTOR

7.36

ISSN : 2394-7780

ज्ञान - विज्ञानं विमुक्तये

University Grants Commission

Journal - 63571

UGC Journal Details

Name of the Journal :	International Journal of Advance & Innovative Research
ISSN Number :	
e-ISSN Number :	23947780
Source:	UNIV
Subject:	Multidisciplinary
Publisher:	Indian Academicians and Researchers Association
Country of Publication:	India
Broad Subject Category:	Multidisciplinary

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVIII) : January – March 2019 : Part - 2

CONTENTS

Research Papers

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

THE PROBLEMS THAT TEACHERS AND STUDENT FACE IN EDUCATION IN RURAL AREA

Dr. Ghule Padmakar Tukaram
Bharatiya Jain Sanghatana’s Arts, Science & Commerce College, Wagholi, Pune

INTRODUCTION:

When we talk about education in India, we can’t just talk about how education is in urban cities of India, without going deep into rural education that constitutes almost 75% of the schools being located in rural areas. Recent studies have shown how the face of education in rural parts of the country have developed to a great extent, but some remote areas still do need a serious checkup with children failing to receive basic quality education. We cannot but agree that, it is education that leads to the road to betterment of a community and the nation at large. And when we think about bring in a reformation in education, we have to point out what all prevents the education system in India to develop. Let’s start it with rural education.

Lack of proper transportation. Most villages have poor connectivity from one place to another and that is often one of the main reason why, despite efforts by local governing bodies to build schools, often go in vain.People belonging to remote rural areas have meager incomes, which at times is too less to sustain a family of maybe four or five. Most likely, children from these families won’t be sent to schools, instead would be asked to assist the earning member of the family to add up some extra income. On the other hand, teachers in rural educational centers in villages are paid poorly, often leading to lack of attention by teachers, ultimately forcing the students to suffer

OBJECTIVES OF STUDY:

1) To Study of the importance of Rural Literacy
2) To study of the Rural Educational Growth.
3) To Study of The Problems That Teachers and Student face in Education in rural Area
4) To Study of Government Rural Educational policy

RESEARCH METHODOLOGY:

The proposed study is based on descriptive research design. The relevant issues have been examined on the basis of information gathered through secondary sources. For the betterment of The Problems That Teachers and Student face in Education in rural Areasuch sectors. Various issues have been analyzed by applying statistical or analytical tools and techniques wherever required. Study material Books, Newspaper, Website, journal, etc.

RESEARCH DATA EXPLAIN:

1. Non-permanent of teachers is demotivating:

Most of the schools in rural areas are run by the government. They appoint ad hoc teachers, instead of permanent ones, who are poorly paid as compared to the huge remuneration of a full-time Trained Graduate Teacher (TGT).Moreover, promising career prospects, which is quite a motivation booster, is almost nil for the non-permanent teachers. This leads to dissatisfaction, eventually resulting in a dearth of teachers because they move away to more permanent jobs.

2. Late or blatantly absent:

Lack of accountability of teachers and school authorities has raised the rate of absenteeism. School Development and Management Committees (SDMCs), comprising parents and members of the local community, have been entrusted with the responsibility of overseeing teachers and their duties. However, research suggests that the committee has hardly seen success.

3. Non-teaching duties:

Moreover, non-teaching duties like election invigilation often keep teachers away from schools. Furthermore, teachers often have to report for duty far away from their home. With an inadequate transport system in rural India, the distance only adds to their woes and often results in absenteeism.

4. Lack of quality teacher training:

There are many private teacher-training institutes in India, but the quality of the training they provide is unsatisfactory. Continuous professional development is a motivator for teachers, and enough attention is needed in this regard.

ISSN 2394 - 7780

5. Rural areasPoverty:

Nowhere is free of poverty, but rates of unemployment, malnutrition and poverty are markedly higher in rural areas than in urban areas. Unlike cities, though, where high population density tends to make poverty more visible, it can be much harder to see in rural areas, which makes it harder to cope with. Poverty is proven to affect educational outcomes, and frequently leads to increased absenteeism (or early drop-outs). Schools frequently have programs to help, for instance providing meals to children in need, but given the large geographic areas in many rural school districts it's not unusual for teachers to not know how their students are living.

6. Non-government initiatives:

A non-profit organization connects rural learners and teaching volunteers through digital classrooms. The passionate teachers are a varied bunch, consisting of housewives, IT professionals and retired defiance personnel. The e-Vidyaloka team organizes Skype classes according to the availability of volunteers and batch sizes. Although there is a shortage of teachers in our country, a huge number of college pass-outs remain unemployed. The organization tries to properly channelize the supply in the sector where there is a demand. However, frequent power cuts and poor internet connectivity in rural areas affect the productivity of the classrooms.

7. Government Ban on Teacher Recruitment:

While urban schools struggle with retention of quality teachers, the sheer distance of communities from major metropolitan centers exacerbates the problem in rural districts. With less access to university-level recruitment, technology, and quality programs for professional development, the report says rural districts often struggle to find and keep quality teachers. Because the size of rural district staffs are often smaller than suburban or urban school staffs, the loss of even one faculty member can have a huge impact.

The problems that Student's face in education in rural area

1. Lack of reliable communication:

Many of our students don't have internet access at home, or reliable cell phone service. As a result, it's very difficult to give the students homework, as many of them don't have the ability to look up resources at home, post their work, or get into contact to get help.

2. **Lack of parental involvement:**

This may be just specific to our area, but there is a decided lack of focus on education, as many older people have the opinion of "I was fine with little school", or "you learn everything you need to know by working on the farm", so there is very little assistance from parents with anything school related that isn't sports. There is also a low rate of students going to college, as many of the parents discourage higher education. There are also days where a student will get pulled out of school to go help on the farm in the middle of the day.

3. **Lack of resources:**

This is compounded by our state's abysmal track record with education funding, but much of the resources of our school (books, supplies, etc) comes from the teachers. We can fill out a requisition form for many things, but more often than not it just sits in a stack and by the time it gets through its past when we needed whatever it was. It's just easier to buy whatever ourselves.

4. **Religious restrictions:**

This, fortunately, isn't such a big issue in our area, due to the libertarian bent of most of the families, but in some rural areas parents take issue with lessons conflicting with their religious beliefs. This is particularly problematic in science (evolution, climate change, etc.), and English (books, content lessons, etc.).

5. **Racism and homophobia:**

Rural areas tend to be dominated by white people, with some latino students, depending on the farm community, but racism is pretty endemic. Most of my kids have never had a conversation with anyone of color. As a result, there is usually some resistance to any unit dealing with diversity (teaching To Kill a Mockingbird was interesting). Don't get me wrong, I'm not saying that everyone in a rural area is racist, but many of our students' only knowledge of minorities is what they see on tv.

6. Rural Poverty:

This is probably the biggest obstacle. Some of our students live in homes with limited food, or only intermittent access to running water/ electricity. This comes with a whole host of challenges, not only in school work, but also in limited ability to participate in extra curricular activities. Every year I have to purchase clothes for my Forensics students to compete in, because many of them would simply be in jeans and a t shirt.

7. Right to education:

In India, the question of access to education remains very problematic. In a country with the largest number of illiterate people in the world at 270 million individuals, the Indian government is trying to find solutions to allow all Indians, young or old, to benefit from high quality education in order to fight against illiteracy.In spite of the continuing problems, India can be very proud of itself for having made considerable progress in its educational system.The large regional disparities make access to education difficult for thousands of children. Disadvantaged children living in rural areas have less of a chance to attend school.Discrimination linked to the caste system as well as discrimination against woman also remain, marginalizing millions of young Indians in the educational system.

8. **Lack of Protection**

In India, according to a study conducted by the government in 2007, more than 69% of children aged 5 to 18 years old are victims of abuse. There are many who must face humiliation and violence every day.More than half of the abuses inflicted upon children are committed by a close group of people who have a relationship of confidence and authority with the child. In Indian families, parents have an absolute authority over their children. Furthermore, this strict discipline is also found in academic areas, where 62% of children are victims of abuse from teachers.

9 . **Lack of Food**

India, a major food exporter for many years, does not experience much difficulty regarding access to food. Indian food, varied and mainly vegetarian, is nutritionally balanced. However, the Indian population faces a large malnutrition problem.In this country, two types of malnutrition have been noted : while the wealthy population faces overeating problems, the major part of the population suffers from malnourishment.Also, India has more than 204 million undernourished people and Indian children remain the most affected. In response, the government started a large awareness campaign in order to educate the population about the importance of a varied and balanced diet.

10. **Lack ofFreedom of Expression**

India is a country which gives a fundamental place to freedoms of opinion and expression, freedoms which are deeply anchored in Indian culture. However, the opinion of children is rarely taken into account.Because of cultural and ethical values, the words and opinions of children have only a very minor standing. No Indian legislation specifically mentions this children's right, and education focuses on the respect children must show to adults.

CONCLUSION:

All those problems faced teachers and studentsare rural arises Education. hese are some of the few prominent crisis that's holding back rural education to match up with the education system in urban educational centers. Education imparted in rural centers lack in quality and it's high time, proper attention is paid to these centers and create a platform where students from rural areas can get proper education, the right encouragement to pursue further studies and jobs. Proper availability of basic facilities like clean toilets, drinking water, adequate classroom facilities, timely motivational programs for teachers etc should be there. The right reformation can definitely bring about a positive change towards the development of rural education in India.

Lack of proper transportation. Most villages have poor connectivity from one place to another and that is often one of the main reasons why, despite efforts by local governing bodies to build schools, often go in vain. Children, most of the time has to walk miles to reach these government funded schools and this often demotivates them to attend school on a regular basis. Lack of proper infrastructure at these rural schools is also a big concern. Most of the schools don't have proper classrooms, teaching equipment, playgrounds and even basic facilities like clean toilets. Thus, the poor conditions of schools are big reasons to drive away students.

REFERENCES:

- Development and planning of moderm education - Aggarwalj.c.vikas publishing house new delhi
- Current Problems of India Education – kohli V K –krishna Brothers, Jullundur.
- https://www.foradian.com/the-challenges-of-education-in-rural-india
- https://www.brainbuxa.com.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON THE CHALLENGES FACED WITH RESPECT TO CUSTOMER RELATIONSHIP MANAGEMENT

Shruti Singh
Student, NMIMS' Kirit P.Mehta School of Law, Vile Parle (W), Mumbai

ABSTRACT
CustomerRelationship Management (CRM) is progressively gaining importance among both academics and business practitioners. As technologies and customer expectations quickly change, businesses realize the value of having long-term connection with individual customers and other business partners. Customer centricity is the key to success in any business nowadays. Fostering lasting customer relationships is a strategic advantage. While these actualities seem effortless, businesses around the world have struggled with them. In this paper, the author explores the challenges and issues surrounding CRM system while also analysing the function of the different variables impacting CRM. An attempt also has been made to discuss the paradigm shift of customer preferences and their lifestyle which has a huge influence on CRM.

Keywords: Customer Relationship Management, Customer Centricity, Customer Preferences.

INTRODUCTION
Customer satisfaction is the key to corporate success. For a business to steadily maintain success, it needs to satiate its customers by interacting with them, understanding their needs and expectations, and providing first-class products or services at a competitive price. These interactions should be tracked and analysed in an organized fashion to nurture long-lasting customer relationships which sequentially transforms into lasting success.

One of the best specimens of CRM implementation done right is Zippos. Established in 1999, it started as a shoe selling company with their foremost effort on customer service. It later expanded its product range from clothes to handbags and controlled nearly $2 billion worth of revenue. It was no surprise when Amazon acquired Zappos in 2009 for a substantial amount to capture the essence of their customer service.

In recent years many organisations have identified the need to become more customer-centric with increased global competition. As a result, customer relationship management (CRM) has risen to the agenda of many organisational strategies.CRM is not just a software, it is a business philosophy. It is a strategy, implemented by an organization using a software solution that characteristically covers all customer facing departments like sales, marketing, customer service, etc. It is a term, collectively used to refer to a combination of strategy & software.

Building customer relationships may seem simple; however businesses around the world have struggled with it. The critical element is the need to get a 360-degree view of customers. It is the reason why many small and medium-sized enterprises (SMEs) and other global corporations are investing heavily in CRM solutions.

In the present day, sophisticated enterprise CRM systems can share all that information across the globe with a couple of clicks. This is easier said than done. Global CRM implementations include all the challenges and complexities of a single location and then escalate the risk exponentially with each additional location and its associated variables and issues. Careful planning is the key to every successful software implementation and it is absolutely critical in multiple site projects. In a global CRM implementation, knowing what's ahead and the challenges that have confronted other businesses is critical to achieving the end goal. Many CRM projects concentrate on methodology and logistics. There are many problems that arise with a CRM system which include a variety of issues relating to costs, language barriers and cultural differences, technology infrastructure and the like. CRM is a complex system and the role played by different variables in the degree of its effective implementation is crucial to understand the position of a company from a global perspective.

REVIEW OF LITERATURE
Shah et al. (2006) identified fundamental issues and challenges, primarily associated with the organizational culture, structure, processes, and financial metrics of the firm, that typically dissuade a firm from becoming customer-centric and suggested ways to overcome these barriersto fully align the firm to the customer-centric paradigm.

YurongXu et al. (2002) analyse how the Customer Relationship Management (CRM) strategy can be implemented. The concept, evolution and process of CRM, the various challenges and recommendations of CRM are also discussed in the paper.

OBJECTIVES

- To study the challenges of Customer Relationship Management
- To study the role of controllable and uncontrollable variables which impact Customer Relationship Management
- To study the paradigm shift of customer choices, preferences and lifestyle choices impacting Customer Relationship Management

RESEARCH METHODOLOGY

The Research methodology used in the research paper is secondary data. The data collected includes an analysis of research works in the past carried out on challenges faced with respect to Customer Relationship Management. The information is garnered from books, articles and websites as well.

SIGNIFICANCE AND IMPORTANCE

Until recently, marketing (including customer management-related functions) has had poor prominence in the corporate boardroom. For example, until 2004, less than 50% of the Fortune 1000 companies had a CMO (chief marketing officer). But, in the past 3 years, several firms like McDonald's, Revlon, GE, JP Morgan Chase, and Charles Schwab have created a CMO position. In recent times, more than a dozen Fortune 1000 firms (such as Coca Cola, Hershey, Intel, HP, and JD Edwards) have created a more specialized function—chief customer officer—to acknowledge the importance of customer centricity related issues in the boardroom . Companies that have taken this initiative are still a small minority, but they send a strong signal to their shareholders regarding their objective to align their organization towards a customer-centric paradigm.

Companies around the world have leveraged CRM strategies to gain competitive advantage. As more and more companies rush to implement CRM, precautions must be taken to do it right More than a decade and a half of research on Customer Relationship Management (CRM) systems has whipped out consistently troubling failure rates for CRM implementations. Since the study from Gartner Research Group (2001) found a 50% CRM failure rate, study after study has quantified failure rates between 30% and 70%.

Therefore, there is a need to acknowledge key challenges faced by CRM so organisations can take necessary steps to overcome the issues so that the implementation of their CRM is successful.

CHALLENGES AND RESOLUTIONS

In 2015, Econsultancy's Measurement and Analytics report showed that 40% of executives found more than half of their collated analytics data was beneficial for decision-making.

That percentage of marketers dropped to 33% in the recent 2016 survey, due to perhaps an increase in complexity, mainly in advertising, with new technology hitting the market.One other explanation could be that mid-tier organisations are getting more of their data in order, but haven't quite figured out what to do with it yet. Ometria, a company based on customer marketing platform for retailers underwent this issue and consequently developed a cross-channel platform aiming to create unified customer communication journeys (through email, web, social) based on customer data, with a focus on retention and lifetime value. This data-driven CRM retention strategy is what several brands are at present working towards.

Another challenge is short-termism for instance marketers tend to put more focus on day-to-day trading metrics and other everyday activities rather than looking after overall customer value generated. Many companies are now using attribution models for overcoming this issue. A very crucial challenge is of bridging the gap between acquisition and retention to pull through the data from acquisition (cookie pools etc.) to influence growth and retention. Many companies are therefore using DMPs (data management platforms) and have the ability to be targeted at a prospect level.

Also, there is a difficulty especially in retail, of targeting customers based on their behaviour and that is the inadequacy of broad persona-based marketing which includes assumptions about a particular age or sex of customer which are always going to be just that, assumptions. Optimising email content is yet another challenge in CRM which entails the task ofusing technology as a predictive tool but also nudging customers towards the next product with subtlety, without asking the customers to buy the product directly.

Issues with adoption can be resolved if organisations involve end users in the CRM selection process, in the rollout and early stages of use. This can be done by getting continuous feedback from users and acting on it to roll out engagements and fix defects that impede productivity. Successful CRM calls for an organization to learn new business processes. Organizations often undervalue the difficulty of work practices, redefining work roles and responsibilities, and aligning employee reward structures to support better customer engagement and service. Therefore, continuous improvement process should be employed to assuage the culture shock.

Senior executives define the need for a customer-centric culture and new processes and tools that support customers more effectively. Leaders must therefore plan for changes in the work practices necessary to meet customer management goals.

LIMITATIONS OF THE STUDY

The study is not exploratory and empirical in nature as the data collected is not primary data but secondary data. The secondary data is collected from various sources like research works, books, journals, magazines, articles and websites.

CONCLUSION

Customer relationship management (CRM) is therefore a blend of people, processes and technology that seeks to understand the customers of a company. It is an cohesive approach to handling relationships by focusing on customer retention and relationship development with the customers. CRM has evolved from advances in information technology and structural changes in customer-centric processes.

Companies that successfully implement CRM will reap the benefits of customer loyalty and long run profitability. However, successful implementation of CRM is elusive to many companies, mostly because they do not understand that CRM necessitates company-wide, cross-functional, customer-centric business process re-engineering. Although a large fraction of CRM is technology, seeing CRM as a technology-only solution is most likely to fail. Managing a successful CRM implementation entails a combined and balanced approach to technology, process, and people.

In recent times, CRM has become very advantageous to an organization. Although, the CRM system is has many challenges and risks involved in its implementation, with a well-planned strategy and operation framework companies can implement CRM successfully resulting in better productivity and customer satisfaction.

Companies are now a lot more data-driven, even traditional retailers. But there is still plenty of work that organisations need to do to optimise sophisticated contact strategies, particularly as technology in areas such as retargeting is still progressing.

Depending on the industry vertical - it is essential to identify the key challenges, address risks and build a strategy that can make the CRM of an organisation successful. CRM talks about strategy, but at the end of the day, someone has to blaze a trail and implement it.

BIBLIOGRAPHY

- Shah, D., Rust, R. T., Parasuraman, A., Staelin, R., & Day, G. S. (2006).The path to customer centricity. *Journal of service research*, *9*(2), 113-124.
- YurongXu, David C. Yen, Binshan Lin, David C. Chou, (2002) "Adopting customer relationship management technology", Industrial Management & Data Systems, Vol. 102 Issue: 8, pp.442-452, https://doi.org/10.1108/02635570210445871
- Kotler, P. and Keller, K. (2016). *Marketing management*. 15th ed. Harlow: Pearson.
- Hilton, R. W. (2009). Managerial accounting: Creating value in a dynamic business environment. Boston: McGraw-Hill Irwin.
- See Ross Benes. (2018, December 10). *Who Is Using Multitouch Attribution?*.https://www.emarketer.com/content/who-is-using-multitouch-attribution
- CRM Success Requires Focus On People, Not Only Technology
- https://go.forrester.com/blogs/16-02-18-crm_success_requires_focus_on_people_not_only_technology/
- CRM Is NOT a Magic Wand - Why CRM Implementations Fail
- https://www.azamba.com/2018/01/31/why-crm-implementations-fail/
- Ben Davis.(2016, July 29). 10 Key Challenges Facing CRM Marketers – Econsultancy
- https://econsultancy.com/10-key-challenges-facing-crm-marketers/

- Michael Krigsman. (2009, August 3). CRM Failure Rates: 2001-2009
- https://www.zdnet.com/article/crm-failure-rates-2001-2009/
- CRM Challenges
- https://www.crmnext.com/resource/learning-center/crm-challenges
- 5 Key Challenges in CRM Implementation
- https://www.rishabhsoft.com/blog/5-key-challenges-in-crm-implementation
- Big Brand CRM Case Studies
- https://www.expertmarket.co.uk/crm-systems/customer-relationship-management-case-studies
- 3 Reasons Why Customer Satisfaction Is the Key To a Successful Business
- https://www.mojohelpdesk.com/blog/2015/03/3-reasons-why-customer-satisfaction-is-the-key-to-a-successful-business/
- What Is Customer-Centricity and How Is It Different From CRM?
- http://customerthink.com/what-is-customer-centricity-and-how-is-it-different-from-crm/
- J. Chen, Injazz &Popovich, Karen. (2003). Understanding customer relationship management (CRM). Business Process Management Journal. 9. 672-688. 10.1108/14637150310496758.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

A STUDY ON THE COMMERCIAL EXPLOITS OF ISRO

Prof. Manmohan R Yadav
Research Scholar, Shri JJT University, Rajasthan

ABSTRACT

The era of space exploration started with the launch of the Soviet satellite Sputnik on 4th of October 1957, this was the first artificial satellite launched into space in the orbit of Earth. The first commercial satellite was launched in 1962 when "Telstar 1" satellite was launched to transmit television signals over the Atlantic Ocean funded by AT&T and Bell Telephone Laboratories. Since then that kind of commercial satellite launches has kept on increasing as of 2010 31% of all space launches where commercial satellites. Online 10th August 1964 Hughes Aircraft Company produced a geosynchronous communication satellite which was named "Syncom 3" it was used to telecast the 1964 Olympic games from Tokyo to the United States of America, it was this satellite that made the business corporations and governments alike aware of the Commercial possibilities of satellites. The launch of satellite give rise to the commercial space transportation industry which earned the majority of its revenue from the launching of satellites into the earth's Orbit, normally the launchers place private and government satellites into low Earth orbit and geosynchronous earth orbits. In the year 2002, commercial space launches resulted in 6.6 billion US dollars of revenue which made up of 6% of total gross commercial space industry revenue. The researcher in this paper looks into the commercial exploits of ISRO which is the Government of India's space arm used to launch satellites for Research, Exploration, Commercial and Military purposes. ISRO is one of the most successful space research organizations in the world and has performed brilliantly with a comparatively small budget when compared to its counterparts belonging to other countries.

Keywords: ISRO, Commercial, Satellite Launch, Commercial Space Industry, Space Exploration

INTRODUCTION

The Indian Space Research Organization (ISRO) created in 1969 is A space agency created by the Government of India having its headquarters at Bengaluru. Its vision is to "Harness space technology for national development while pursuing space science research and planetary exploration." ISRO replaced the ‘Indian National Committee for Space Research’ (INCOSPAR) established in 1962 by India's first Prime Minister, Jawaharlal Nehru, and his close aide scientist Vikram Sarabhai.It is regulated by the Department of Space, which reports directly to the Prime Minister of India. ISRO built India's first satellite, **Aryabhata**, which was launched by the Soviet Union on 19th April 1975. It was named after the mathematician Aryabhata. In 1980, **Rohini** became the first satellite to be launched by an Indian made rocket, **SLV-3**. ISRO subsequently developed two other rockets: The **Polar Satellite Launch Vehicle** (PSLV) for launching satellites into polar orbits and the **Geosynchronous Satellite Launch Vehicle** (GSLV) for placing satellites into geostationary orbits. On 18th June 2016, ISRO launched 20 satellites in a single payload, one being a satellite from Google. On 15th February 2017, ISRO launched 104 satellites in a single rocket (PSLV-C37) and created a world record. ISRO launched Geosynchronous Satellite Launch Vehicle-Mark III (GSLV-Mk III) on 5th June 2017 and placed a communications satellite GSAT-19 in orbit.

Dr Sarabhai and Dr Kalam, in the early days of the Indian space programme

ISSN 2394 - 7780

OBJECTIVES OF THE STUDY

1) To Look into the performance of ISRO's commercial arm '**Antrix Corporation Limited'**

2) To study the Future goals of ISRO

3) To look into the future space explorationprograms of ISRO

RESEARCH METHODOLOGY

The purpose of the study is primarily descriptive in nature and it is based on the secondary data and information which is collected from the sources relevant for this research, which include Reports Published by Government and International Institutions, Articles and Websites.

RESEARCH WORK

1)**Performance of ISRO's commercial arm 'Antrix Corporation Limited'**

Antrix Corporation Limitedis a private limited company owned by the Government of India formed on 28th September, 1992. It is a Public Sector Undertaking (PSU) and is wholly owned by the Government of India, it is administered by the Department of Space (DoS). Antrix promotes and commercially markets the products and services emanating from the Indian Space Programme. In the year 2008, the Company was awarded 'MINIRATNA' status.

The current business activities of Antrix include:

- Provisioning of communication satellite transponders to various users,
- Providing launch services for customer satellites,
- Marketing of data from Indian and foreign remote sensing satellites,
- Building and marketing of satellites as well as satellite sub-systems,
- Establishing ground infrastructure for space applications, and
- Mission support services for satellites.

Antrix earned $76.5 million and $4.5 million by launching foreign satellites in the past two years, and is hopeful of earning more in the future as ISRO increases it PSLV launches from six per year to eight. In 2013, it earned $6.9m from foreign launches, and $18.2m and $55.5m in 2014 and 2015 respectively.

When it comes to launching of satellite, a fixed cost cannot be decided because commercial satellite launch is a fluctuating market and has to meet many parameters like;The Payload to Be Launched, The Orbit, Reliability of The Rocket and Most Importantly the Timing of launch. The ISRO has successfully offered its commercial customers what they want at the same time the cost competitiveness of the 'Polar Satellite Launch Vehicle' (PSLV) with its proven track record and reliability, greatly reduces the insurance cost of the satellites along with the best turnaround time offered by the ISRO makes it one of the top preferences for all the commercial launch customers from all over the world. Another factor that plays in favor of the ISRO is that the number of space Agencies offering Rockets capable of launching small and mini-satellites is very limited. Ever since the Antrix corporation was created it has enabled the ISRO to achieve several milestones in the space industry, being equipped with state-of-the-art facilities it has provided its customers with end to end solutions for many of the Commercial space launch services desired by the International customers.

2) Future goals of ISRO

The Future goals of ISRO are based on the contributions and achievements of the Antrix corporation, which is without a doubt significant in the space industry and with the increasing competition from the private players who are willing to take much larger risks there is a constant need of innovation to keep pace with the changing trends in the space industry. And therefore, to survive in such a competitive market Antrix Corporation continues innovating with its limited resources and aims to capture a bigger share of the Global space market. It should be noted that although the turnover of Antrix corporation is significant, in terms of percentage it only has 0.12% of the entire space market, the value of which annually is 335 billion US dollars this has motivated the company to work harder and it aims to achieve at least 10% share in the entire global market by the year 2030. ISRO has already restructure Antrix Corporation forming partnerships with the private sector and the same time further developing homegrown space industry for the Global market as well.

Achievements of ISRO are without a doubt a source of envy for many countries in terms of space missions, the Percentage share of the Indian space agency is very low when compared to other major players. In terms of Technology ISRO has all the necessary technology and the capacity required to offer to the Global space commerce and at the same time it is so is also working to further increase its launch capacity which will enable ISRO to capture a much larger share in the Global space market.

3) The future space exploration programs of ISRO

According to many experts the future of space exploration is very bright as the government as well as private agencies all over the world are planning to setup Human colonies on Moon and Mars, while other plan to carry out Mining operations to extract resources from the Moon, Mars and Asteroids, which is a very tempting prospect for all the agencies involved in space exploration due to ever Increasing demand of the Earth for more and more natural resources.

ISRO like all other agencies is not far behind in this race, some of the examples of ISRO current exploits in Space explorations and future plans and missions are as follows:

1) **Chandrayaan-1** was India's first mission to Moon, launched on October 22, 2008 from SDSC SHAR,Sriharikota. It carried 11 scientific instruments built in India, USA, UK, Germany, Sweden and Bulgaria. The satellite made more than 3400 orbits around the moon and the mission was concluded when the communication with the spacecraft was lost on August 29, 2009.

2) **Mars Orbiter Mission (MOM)**, also called Mangalyaan is orbiting Mars since 24 September 2014. It was launched on 5 November 2013 by the Indian Space Research Organization (ISRO). It was India's first interplanetary mission, more famously known as MOM the enormous distances involved in interplanetary missions presented a demanding challenge. After leaving Earth, the Orbiter will have to endured the Interplanetary space for 300 days before Mars capture.

3) **GSLV-F10/Chandrayaan-2** Mission is scheduled to launch in 2019, it is India's second mission to the Moon and it includes Orbiter, Lander and Rover. After reaching the 100 km lunar orbit, the Lander housing the Rover will separate from the Orbiter. After a controlled descent, the Lander will soft land on the lunar surface at a specified site and deploy a Rover. The instruments on the rover will observe the lunar surface and send back data, which will be used for analyzing the lunar soil. Weighing around 3,290 kg the payloads will collect information on lunar topography, mineralogy, elemental abundance, lunar exosphere and signatures of hydroxyl and water-ice.

4) Aditya also known as **Aditya-L1** is a deep space mission to study the Sun. It was decided by the Advisory Committee for Space Research in January 2008. It has already been designed and will be built in collaboration between Indian Space Research Organization (ISRO) and various Indian Partners of ISRO. It is planned to be launched by ISRO around 2021 (initially planned in 2019 or 2020).

5) **Mars Orbiter Mission 2 (MOM 2)**, also called Mangalyaan 2 is India's 2nd interplanetary mission to be launch to Mars by the Indian Space Research Organization (ISRO) around 2022-23.

6) **Shukrayaan-1** is a proposed mission to planet Venus by the Indian Space Research Organization (ISRO) to study the planet Venus. It would be launched after the Mars Orbiter Mission 2 in the early 2020s. The orbiter, in its final configuration, would have a payload capability of approximately 100 kg with 500W power.

CONCLUSIONS:

1) The Antrix corporation has successfully function as the commercial arm of the ISRO attracting both International governments and multinational corporations for launching their commercial satellites.

2) The ISRO with its proven track record for excellence in performance and reliability along with its highly competitive cost for launching satellites has successfully earned profits with its commercial arm the Antrix Corporation and will continue to do so in the future

3) ISRO aims to capture at least 10% of the Global space launch commercial Market by the year 2030 which is currently valued at 335 billion US dollars.

4) ISRO will continue to launch missions for further space research and Exploration to the Moon, Mars, Venus and the Sun as well, which will further strengthen the confidence of the Customers in the capabilities of the ISRO.

REFERENCES

1. Commercial use of space. (2018, October 15). Retrieved from https://en.wikipedia.org/wiki/Commercial_use_of_space#cite_note-2 .d.). Retrieved from https://www.isro.gov.in/Spacecraft/aryabhata-1

2. Bagla, P. (2016, June 22). India Launches Record 20 Satellites In 26 Minutes, Google Is A Customer. Retrieved from http://www.ndtv.com/india-news/isro-set-for-record-launch-plans-20-satellites-in-orbit-in-26-minutes-1421878

3. Antrix Corporation Limited. (n.d.). Retrieved from http://www.antrix.co.in/

4. How ISRO & Antrix became go-to agencies for nations. (2017, July 05). Retrieved from https://economictimes.indiatimes.com/news/science/how-isro-antrix-became-go-to-agencies-for-nations/articleshow/59451716.cms

5. Narasimhan. (2018, September 09). We aim to double our revenue in next 5 years: Isro's Antrix Corporation CMD. Retrieved from https://www.business-standard.com/article/current-affairs/we-aim-to-double-our-revenue-in-next-5-years-isro-s-antrix-corporation-cmd-118090900194_1.html

6. The Hindu. (2016, October 08). ISRO planning to launch satellite to study the sun. Retrieved from https://www.thehindu.com/todays-paper/ISRO-planning-to-launch-satellite-to-study-the-sun/article15143000.ece

7. Yurtoğlu, N. (2018). Http://www.historystudies.net/dergi//birinci-dunya-savasinda-bir-asayis-sorunu-sebinkarahisar-ermeni-isyani20181092a4a8f.pdf. History Studies International Journal of History, 10(7), 241-264. doi:10.9737/hist.2018.658

8. ISRO gears up for Venus mission, invites proposals from scientists. (2017, April 25). Retrieved from https://indianexpress.com/article/technology/science/isro-invites-scientists-from-across-country-for-venus-mission-4627259/

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

ROLE OF YOUTH ENTREPRENEURSHIP IN DRIVING ECONOMIC DEVELOPMENT

Sodi Jasbir Kaur[1] and Dr. Geeta Sudhir Nair[2]
Assistant Professor[1] and Associate Professor[2]
Department of Commerce, H.R.College of Commerce & Economics

ABSTRACT
Unemployment rate is increasing at an alarming rate and among this unemployment; the unemployment of youth seems to be alarming. According to the report published by brokerage firm- Motilal Oswal, there is a need to create 10 million jobs in India every year till 2030 in order to reduce growing unemployment. Due to the rising population there has been drastic impact on the jobs and employment which will grow to the extent of 830000 jobs every month for the next 13 years. Contrary to this employment rate is expected to grow by 8 million per annum for the next decade and a half which forms a small part of the requirement in the economy. Even though continuous efforts put by the governments all over the world to create new jobs there are greater chances of increasing youth employment which need to be addressed with the alternative ways like self-employment. In absence of providing the required remedy there are chances of global crisis arising from increasing unemployment thereby causing social and economic impact pushing the overall progress backward. Youth entrepreneurship can be considered as the alternative option by policy makers as the solution to the increasing problem of high rate of job creation, wherein entrepreneurship at the grass root level can be encouraged and youth can be trained and prepared to take up self-employment thereby creating employment for themselves and others. This article usesprimary data collected through survey to evaluate the awareness of need of youth entrepreneurship among young population and their interest in entrepreneurship. The study is an attempt to reflect a clear and comprehensive picture of youth entrepreneurship in general considering the barriers to be addressed and incentives to motivate youth to start up an enterprise.

Keywords: Youth Entrepreneurship, unemployment, economic development, start-ups

INTRODUCTION
One of the major hurdles is reducing youthunemploymentfaced bymost governments in the world continuously. Within the framework of potential efforts and strategies to boost employment and job creation for young people, entrepreneurship is increasingly accepted as an important means and a valuable additional strategy to create jobs thereby improving livelihood and economic independence of young people. It is an innovative approach to integrating youth in totoday's changinglab our markets. Although the crucial role played by entrepreneurship in driving economic development and job creation is increasingly understood, limited efforts are made to look at it from a youth perspective. Even though young people are mostly treated as a part of general adult population, but when it comes to their entrepreneurial potential and critical contribution to social and economic progress, it is generally underestimated. However there is limited research done on the youth entrepreneurship. "Youth Entrepreneurship refersb to the pursuance of an economic endeavor in the nature of a business ringing from small scale to large and profit to charitable, that is primarily taken up by a young indivisual i.e. the Youth"

The study of youth entrepreneurship is still relatively recent. Though the crucial role played by entrepreneurship in driving economic development and job creation is increasingly understood, there has been little effort to look at it from a youth perspective. Unfortunately there is still a general lack of in-depth research and concrete data on youth entrepreneurship, especially as it relates to different (entrepreneurial) framework conditions and to the creation of new firms. As entrepreneurial framework and conditions varies strongly from country to country, young people experience different incentives and face different barriers to start a business.Particular attention has to be paid to the differentiation between countries with different income and development levels (or countries in economic transition), particularly between developed, developing and least developed countries.Further attention has to be paid to the differentiation between youth and adult entrepreneurship. As to their age, limited life and work experience, young entrepreneurs often face specific constraints during the start-up process which may not be faced by experienced adults. At the same time incentives stimulating entrepreneurship often vary between these age groups.

REVIEW OF LITERATURE
Baker (2008) in the paper "Fostering a Global Spirit of Youth Enterprise" outlines the present challenge of youth unemployment and investigates the role that youth enterprise can play in tackling this challenge, before examining the opportunities for public and private sector collaboration to achieve meaningful social and

economic change. The paper draws on examples of existing collaborative youth enterprise initiatives suggesting how these may be replicable and scalable.

The first report in YBI's Making Entrepreneurship Work series (2009) on "Youth entrepreneurship - Recommendations for action" suggested that Business, governments, and other sectors of society increasingly perceive that supporting young entrepreneurs can be a highly effective way to reduce youth unemployment and encourage growth in local communities.

Satapathy (2006) in his article "Youth Entrepreneurs in Orissa, India" focuses on the schoolto-work evolution of youth in Orissa, with the aim of identifying essential issues related to youth transition and nature of entrepreneurship existing in India. Above all, it investigates the role and capacity of civil society organisations in sustaining and supplementing the government sponsored employment generation programme in India for capacitating a smooth youth transition into the world of work.

Nancy and Thomas (2008) in their article "Entrepreneurial Orientation among the Youth of India: The Impact of Culture, Education and Environment", states that even though a combination of social configurations and cultural values within India that historically confined entrepreneurship, a number of efforts in recent years seem to have significantly recasted the national mindset regarding entrepreneurship, particularly among India's youth who were found to exhibit a significantly higher level of interest in starting new ventures than their US counterparts.

Listerri et al. (2006), In an article "Is Youth Entrepreneurship a Necessity or an Opportunity?,"the authors examine the differences between youth who become entrepreneurs by necessity or by opportunity and also evaluate the range and quality of policies and programs that governments, development agencies and civil society are implementing to support the groups of young entrepreneurs.

OBJECTIVES OF THE STUDY

The objectives of the study are-

- To obtain the clearer and comprehensive picture of barriers and specific constraints faced by the entrerpreneurs.
- To understand the stimuli and incentives that makes the business more vainly for the youth
- To understand the factors that influences entrepreneurial engagement

RESEARCH METHODOLOGY

Primary data is used in the research to understand the awareness and acceptance level of Indian youth to the concept of Youth entrepreneurship. For the reason the respondents selected were up to the age group of 33. Google forms were used to collect the information through emails and whatsapp. Around 50 responses were filtered based on the level of information provided by the respondents. The area considered for the research was Mumbai City.

FORCES INFLUENCING YOUTH ENTREPRENEURSHIP

Oftenindividuals approach in life is influenced by culturalandsocialbackgrounds. Similarly entrepreneurial activity and enterprise culture is also influenced by cultural and social backgrounds. Enterprise culture is a set of attitudes, values and beliefs operating within a particular community or environment that lead to both "enterprising" behavior and aspiration towards self-employment. It has been long realized that cultural attitudes influence the entrepreneurial activities of a population, a country, region or ethnic group and that the interaction between culture and entrepreneurship is stronger in the case of some groups than others. Thus cultural differences between nations are increasingly believed as an important determinant of a nation's level of economic and entrepreneurial development. A cultural environment in which entrepreneurship is respected and valued, and in which business failure is treated as a useful learning experience rather than a source of stigma, will generally be more conductive to entrepreneurship. The criteria of judging the appreciation and assessment of entrepreneurs can range from them being regarded as successful, honest, courageous, independent and innovative people who create jobs and have a clear sense of social justice to being perceived as ruthless, dishonest and selfish people who destroy more jobs than they create through overt risk taking and who use their skills and abilities in ways that are not always or completely socially acceptable (lack of honesty or sense of social justice). It is not by accident that young people in countries with a high level of opportunity entrepreneurial activity, like Australia, Canada and the US entrepreneurs are generally seen in more favorable light than for example in some transition countries in Eastern Europe.

ISSN 2394 - 7780

ENTREPRENEURSHIP EDUCATION

Entrepreneurship education is crucial in assisting young people to develop entrepreneurial skills, attributes and behaviors as well as to develop enterprise awareness, to understand and to realize entrepreneurship as a career option. Entrepreneurship education is not only a means to foster youth entrepreneurship and self-employment but at the same time to equip young people with the attitudes (e.g. more personal responsibility) and skills (e.g. flexibility and creativity), necessary to cope with the uncertain employment paths of today's societies. Young people can no longer expect to find the traditional 'job-for-life' careers but rather 'portfolio careers' (contract employment, freelancing, periods of self-employment, etc.) Enterprise education is therefore seen as a highly valuable preparation for the changing job market and economy in which young people have to operate.In the past 10 to 15 years, entrepreneurship education has grown dramatically all over the world, particularly in those countries already known as entrepreneurial such as the US, Canada and Australia. This growth is reflected in the development of numerous new entrepreneurship curricula, study programmes and initiatives, as well as increasing research activities on enterprise education in general, and on its various effects and best practices in particular. Since enterprise awareness programmes at primary and secondary schools have long-term effects, impact assessment is difficult. That is why many impact assessment studies and evaluations so far mainly focus on college and university programmes, having medium- and even short-term effects on business creation and entrepreneurial activity. It is observed from the past studies that entrepreneurship education encourages students to start their own business. Moreover, there is a positive impact on students' self-assessment and their attitude towards entrepreneurship as well as towards general occupational aspirations and achievement.

Key educative constraints:

1. General lack of introduction and adoption of enterprise education
2. Inadequate curricula and study programmes
3. Wrong learning methods
4. Negligence of students' personal environment (parents and family members)
5. Lack of trained/educated teachers
6. Lack of career information and business possibilities
7. Lack of business and education linkages
8. Administrative and Regulatory Framework

The impact of administrative and regulatory burdens on youth entrepreneurship and business in general is also a fairly new area of research. Today, entrepreneurs face numerous administrative burdens including businesses registration, tax administration, obtaining investment approvals and business licenses, coping with copyright and patent regulations, competition law, access to work space and long-term leases, construction and building permits, customs clearances, utility hook-ups, etc. In view of their lack of capital, administrative costs and high tax levels can become an insuperable barrier to set up a business or can push many promising young entrepreneurs into the grey or black market where there are limitations to the opportunities for them to grow and prosper. Finally it is the perceived administrative complexity that keeps young would-be entrepreneurs from ever getting into business.

Key Administrative Constraints:

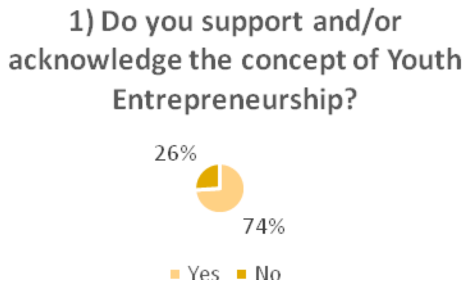
- Unsupportive tax regimes (system and tax levels)
- Business registration procedures and costs
- Bankruptcy laws; Time and costs involved in insolvency proceedings
- Property rights, copyright, patent and trademark regulations
- Ineffective competition law
- Lack of transparency

Key Administrative Incentives:

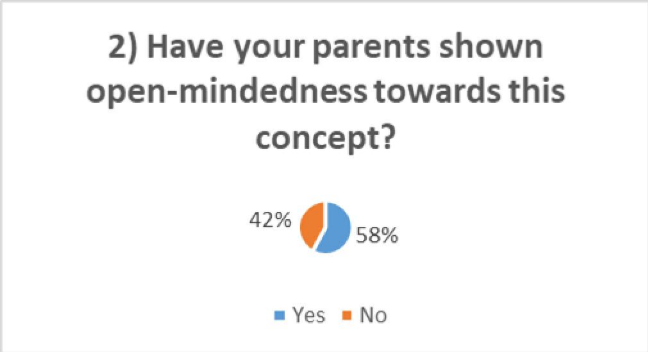
- Supportive taxation regulations and rates
- Facilitating and streamlining business registration procedures and lowering costs
- Re-framing of bankruptcy laws

- Consideration of young entrepreneurs when changing business regulations
- Provide information, counselling and assistance on regulatory issues

RESEARCH FINDINGS



74% of the respondents seem to support and acknowledge the presence and concept of youth entrepreneurship and its awareness. However there are still 26% that do not believe in the concept of youth entrepreneurship or may be its success.



It was observed that only 58% youths had parents that were supportive of this idea. The encouragement required from home is very less. Practically, every other youth has parents that are not approving this concept. Parents are still very conservative minded and prefer their children to complete higher education and take up a job at an established organization or manage the family business. However, there do exist parents that do approve of Youth Entrepreneurship and have encouraged their children in the same direction as well. Staggeringly, 60% of the respondents confessed to having received inappropriate/no education in this arena. The youth will not be able to show any initiative in this field unless they know about it and have appropriate guidance on the same. The education system must bring about few changes to implement the needful so that this gap can be filled as soon as possible, because India is a country with a huge amount of people in their youth currently. So this could be India's key to becoming a developed nation. A small 36% did get proper guidance in this respect and they will be the ones who can help educate the others about youth entrepreneurship.

4) What, according to you, is an appropriate method to fund an endeavor undertaken by young persons?

Type	No. of Notes	%
Debt Financing	14	28%
Equity Financing	13	26%
Self Financing	22	44%
Confused	1	2%

Interestingly, it was noticed that 44% respondents preferred to self fund their youth entrepreneurial pursuits. This is a good thing, as it exhibits the youths quest to be economically independent in terms of capital raising and making decisions on using the same, while in the course of business. Also, 28% persons opted for debt financing which includes bank loans and other borrowings of similar nature.26% persons said that their choice would be equity financing.This means that they opted to raise the capital by means of floating an equity issue in the stock markets or through private allotment of shares. 2% people could not decide an appropriate method of financing and had no clue about which one fits well in this picture.

5) Do you think the Indian administrative and political setup is conducive of Youth Entrepreneurship?

Opinion	No. of Notes	%
Yes	28	56%

No	16	32%
Maybe	6	12%

While conducting the survey, we have observed that only 56% felt that the Indian administrative and political setup is viable to sustain youth entrepreneurship. This includes the procedures required for registrations, licenses to be obtained in the course of business, financial reporting framework, legal obligatory functions etc. 32% people felt that the Indian setup is not appropriate for youth entrepreneurs. They do not consider the Indian political scene good enough because it still involves a lot corruption and influence-related activities which the youth should stay away from, for the sake of the country's better future. A large 12% of people did not have an exact idea about the Indian political setup in this respect so they were unable to decide on the same.

6) What form of business are you more interested in?

Type	No. of Notes	%
Youth Entrepreneurship	18	36%
Family Business	22	44%
Employed at a large company	10	20%

Further it was observed that very few respondents were interested in Youth Entrepreneurship, totaling up to 36% only. This means that although Youth Entrepreneurship has received acceptance in the mindsets, it is still not being implemented. A good 44% people are still interested in carrying forward their family business rather than trying to start up a new venture, due to the existing set up and ease to fill in. A small 20% also reported to preferring a job in a large company simply because it gives stability in the career and fixed incomes so there is less tension in an individual's life, as far as finance is concerned. Also, taking up jobs would mean zero capital investments and this could reduce a huge amount of financial burden off the youth's shoulder.

Age of the respondents

Age Group	No. of Respondents
18-21	28
22-25	12
26-29	3
30-33	7
Total	50

CONCLUSIONS & RECOMMENDATIONS

Youth entrepreneurship is still a new concept so far as the Indian society is concerned and it may still take time to evolve fully. There are people who are aware and approving of it but India being a conservative society, people need to accept it fully. Moreover funding is a biggest constraint; however government is putting all efforts to make it simpler which is evident from establishment of MUDRA bank and also licensing of NBFC MFIs which are meant to fund small and micro businesses. There are many other challenges so far as the legal constraints are concerned. Government can help in making the processes simpler and easier with minimum formalities to encourage more and more young people to enter into self-employment.

There is a need for broadening the horizon which can start from parent counselling session as parents are the starting point in encouraging their children to take up entrepreneurship. Government needs to encourage more by relaxing the regulatory reforms, providing more subsidies and incentives, charging lower interest rates on loans monetary and non-monetary awards for successful ventures to boost their morale. Sufficient and appropriate education with incubation arrangements can be provided which can facilitate and encourage students to start projects while learning the concept.

REFERENCES

1. Agarwal, K.K .and Upadhyay, R.K. (2009), "Attitude of Youth Towards Entrepreneurship: A Case Study of Varanasi", The ICFAI University Press.
2. Baker K (2008), "Fostering a Global Spirit of Youth Enterprise", Preparatory Briefing of the Global Forum on Youth Entrepreneurship. Blanch flower,
3. David W. T, (2008) "The Entrepreneur in Youth: An Untapped Resource for Economic Growth, Social Entrepreneurship, and Education", International Journal of Entrepreneurial Behaviour & Research, 5, 367–369. Economic Survey of Orissa, 2009-10.

4. Listerri, J. Jose, K. Hugo, Angelelli P. and Tejerina L. (2006), "Is Youth Entrepreneurship a Necessity or an Opportunity?", Sustainable Development Department Technical Papers Series.
5. Nancy. M. and Schwarz T. V. (2008) "Entrepreneurial Orientation among the Youth of India: The Impact of Culture, Education and Environment", Journal of Entrepreneurship, 1, 15-35.
6. Report given by YBI's Making Entrepreneurship Work series (2009), "Youth entrepreneurship - Recommendationsfor Action
7. Satapathy Sachidananda (2006) "Youth Entrepreneurs in Orissa, India", YES Summit Paper.
8. Schoof U, (2006), "Stimulating Youth Entrepreneurship: Barriers and incentives to enterprise start-ups by young people" (Series on Youth and Entrepreneurship), SEED Working Papers.
9. http://toostep.com/insight/youth-entrepreneurship-the-ultimate-key-to-self-reliance
10. http://www.cacci.org.tw/Journal/2009Vol1/Youth2009Vol1.pdf
11. http://www.businessworld.in/article/India-Needs-10-Million-Jobs-Per-Annum-Till-2030-To-Counter-Unemployment-/26-02-2018-141808/

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON THE IMPACT OF EMPLOYEE MOTIVATION ON ORGANISATIONAL PERFORMANCE

Shreeya Agrawal
Student, NMIMS' Kirit P.Mehta School of Law, Vileparle (W), Mumbai

ABSTRACT
This paper indicates the relationship between employee motivation and the performance of the organisation. Employee motivation leads to more focused, determined and driven employees who want to give their hundred percent because they are incentivised which would lead to better performance of the organisation. There are two types of incentives which motivates the employees- monetary incentives and non-monetary incentives. Different people prioritise these incentives differently, but the correct combination of these incentives can help an organisation in motivating their employees which in turn would lead to organisation effectiveness and efficiency. Thereby, a positive relationship exists between employee motivation and organisation effectiveness.

Keywords: Employee Motivation, Monetary Incentives, Non-monetary Incentives, Organisation Performance, Effectiveness, Efficiency

1.INTRODUCTION
The most important aim and objective of an organisation is to be successful and achieve prosperity through increasing revenue and profits. But in these times, due to increased competition, this can get really difficult. Thereby, organisations use different kind of strategies to build a niche for themselves in the market.

Employees are the most integral part of an organisation. They are the assets of an organisation who, if are not focused, can lead to the decline of the organisation. Therre fore, it is important for the organisations to make sure their human personnel is satisfied and well motivated. Unless the employees feel that they have a significant contribution in the organisation's progress and that their wants are adhered to; they will not feel motivated and that could lead to the employees leaving the organisation which would, in turn, increase the employee turnover rate and reflect badly on the reputation and working of the organisation.

The main focus of this study is to indicate the impact of employee motivation on the performance of the organisation. This research paper will first reflect on the factors which motivate an employee and then, it will analyse the impact of employee motivation on the performance of the organisation.

2. REVIEW OF LITERATURE
According to Max A. Eggert (1999), "Motivation is like a jellyfish. Everyone knows what it is but it is difficult to describe or define." Many authors have different takes on the concept of motivation but they all have offered different definitions which share a few common points; all of them mention, in essence, motivation is related to "factors or events that energize, channel, and sustain human behaviour over time." (Steers, Mowday, & Shapiro, 2004)

According to Bartol and Martin (1998), motivation is described as a power that strengthens behaviour, gives route to behavious, and triggers the tendency to continue (Farhad et al, 2011). This also explains that in order to achieve the objectives set by the organisation, individuals should be clear about their destinations and be satisfactorily energetic about completion of their goals. Webster's New Collegiate Dictionary, a motive is defined as "something a need or desire that causes a person to act". "Motivate, in turn, means to provide with a motive", and motivation is defined as "the act or process of motivating". Butkus& Green (1999) mention that motivation is derived from the word "motivate", which means to move, push or influence to proceed for fulfilling a want. (Kalimullah et al, 2010)

3. OBJECTIVES OF THE STUDY:
1. To study the factors contributing to employee motivation.
2. To study the positive and negative impact of employee motivation on organisational performance.
3. To suggest measure to enhance organisational performance through employee motivation strategies.

4. RESEARCH METHODOLOGY
This study has been conducted on the basis of secondary data analysis. Data was collected from a lot of sources like books, journals, articles, research papers, internet, etc. This data was studied and conclusions, depicted in this study, shall be drawn from the secondary data so collected.

5. ANALYSIS OF THE TOPIC

This section of the research paper will discuss about the meaning of motivation, different kinds and techniques of employee motivation and it's impact on the performance of the organisation.

5.1 Meaning of motivation

According to Cambridge Dictionary, motivation means "enthusiasm for doing something". Fred Luthans, a management professor specialising in organisational behaviour, defined motivation as "a process that starts with a physiological or psychological deficiency or need that activates behaviour or a drive that is aimed at a goal or incentive".

Motivation can thereby be defined as the willingness of an individual to put in efforts towards completing or accomplishing a set of goals, effectively and efficiently. Motivation is also a kind of force which arouses more enthusiasm and persistence on the part of an individual towards the completion of a certain course of action.

5.2 Different techniques of employee motivation

Organisations can use various kinds of techniques to motivate their employees towards better performance and to keep them satisfied. Qualified and efficient workforce need to be kept motivated and driven to make sure they perform well and align their time towards working for the betterment of the organisation. This shall not only improve the performance of the company, but also make the employees stay in the organisation which is a major success in today's era of high levels of competitions and a large array of opportunities for the employees. The techniques of employee motivation can be largely divided as- monetary and non-monetary techniques.

Monetary techniques include a lot of ways through which employees can be motivated by giving them monetary wages. Salary or wages are one of the most significant factors of motivation for employees. A good pay to the employees always works in favour of the organisation as it works as one of the motivators for the employees. Salaries and wages should be altered from time to time to meet the demand of that time and should be timely paid to the employees. Bonus is another monetary technique of employee motivation used by many organisations. It is an extra payment over and above salary. It incentivises people to perform better for the organisation.

There are many allowances which organisations allow to their employees like medical allowance, travelling allowance, house rent allowance, hard duty allowance, children education allowance, etc. which makes the employees feel well taken care of. This monetary help by the organisation motivates the employees to give their best and work with a drive because their needs are well taken for.

Organisations also use techniques like profit sharing and stock option which make the employee feel like a part of the organisation. Profit sharing refers to the arrangement by which companies use a well-established program of sharing a part of the profit with the employees. This majorly drives the employees to work harder because an increase in the size of the pie will also increase their piece in it, i.e. an increase in total profit will increase the amount received by them as part of their profit share. Stock option is a system by which organisation give shares of the company to the employees on preferential basis which further motivates them to perform better to increase the value of the shares and drives them because they have a stake in the company as well.

Non-monetary techniques are those techniques of motivation which are not related to money, but other needs of the employees, fulfilment of which motivates the employees to work better. Status is one such factor. An employee is always motivated by better position and designation in the organisation. Organisations should structure the job offers in a way where the designations make the employees feel how significant their part is in the working of the organisation. If an organisation succeeds in making an employee feel important, they have paved way for a motivated employee who would work with his/her maximum capacity for the better working of the organisation. Appreciation and recognition also plays a huge role in motivating an employee. If the work of an employee is appreciated, it makes them feel that their work is being noticed and their successful contribution is appreciated and recognised well. This appreciation in front of the entire organisation will not only incentivise the employees who are being appreciated, but also work as a motivation to the other employees who shall work harder to make their work known and get appreciated. This constant cycle of recognition will drive the employees to work efficiently.

An organisation should enable the employees to maintain a balance between the two most significant elements of their lives- work and life. An appropriate work-life balance ensures that the quality of work performed by the employee gets better as the employee can give time to both the aspects of his/her life. If an employee believes that the organisation is understanding towards their need for a work-life balance, they will feel motivated.

Employees feel satisfied when they realise that their employer trusts their capabilities and skills. Delegation of work on the part of the employer helps in this realisation by the employees. If an employer delegates some of his work to the employee, the employee will feel appreciated and trusted in terms of work performance and that will motivate him/her to work even better and more effectively. If an organisation continuously works towards the betterment of the working condition according to the needs of the employees and makes sure that employees don't face any problems in their work space, it works in favour of the organisation as the employees feel motivated to work where they know that their needs are being adhered to and best care is taken to ensure their comfort.

Job enrichment is another force which motivates employees to work better. If their job is made more meaningful by means of addition of more challenging and varied work assigned to them, the employees will notice that they will develop due to working a job which has varied work and which challenges their capabilities and will feel better due to self-development. This will help the employees in staying motivated and proving to themselves that the challenges contribute towards their growth.

5.3 Impact of motivation on the performance of the organisation

All the factors of employee motivation contribute towards better performance of the employees. If the employees perform better and work efficiently and effectively towards achieving the goals of the organisation, the organisation's performance will improve. Not only that, a motivated and satisfied work force would decrease the employee turnover rate of the organisation and lead to better utilisation of resources. Apart from that, it will also improve the image and reputation of the organisation as achieving better performance and a satisfied workforce is a huge challenge in today's era. This is because different things motivate different people and it becomes difficult for the organisation to adjudge which motivation technique would work for a particular employee.

6. SIGNIFICANCE

This study is significant to all kinds of organisations because these organisations need to understand the relationship between employee motivation and the performance of the organisation. It will be beneficial to the organisation because it will help them build strategies regarding various employee motivation techniques and evaluate how it helps in improving the performance of the employee.

7. LIMITATION

The limitation of this study is that in order to build and construct the strategy for employee motivation, the organisation needs to decide which technique to use and in what proportion. This will depend on which technique of motivation works for majority of the employees. But different employees get motivated by different techniques in different proportions. One employee may place different importance to different techniques than the other. In this model, it becomes difficult for the organisation to build a personalised employee motivation technique for each employee and the common strategy may not work at all.

8. CONCLUSION

Through this study of various techniques of employee motivation and it's impact on the performance of the organisation; it can be concluded that employee motivation impacts the performance of the organisation positively. A well motivated and driven employee base always works in the favour of the company and companies should work towards making sure that their most important assets, human personnel, stay satisfied and motivated. But each person is different and to adjudge the motivating factor for each employee becomes very difficult in terms of the number of employees being too large in big organisations. This limitation of the study, if efficiently dealt with, can work as a huge success factor for an organisation.

9. REFERENCES

- Ali, R., & Ahmad, M. S., (2009). The Impact of Reward and Recognition Programs on Employee's Motivation and Satisfaction: An Empirical Study. *International Review of Business Research Papers,* 5 (4), 270-279
- Baldoni, J., (2005). Motivation Secrets. Great Motivation Secrets of Great Leaders. [Online] Available: http://govleaders.org/motivation_secrets.htm
- Eggert, M. A. (1999). The motivation pocketbook.
- Cambridge Dictionary- Meaning of motivation
- Luthans, F. (1998), Organisational behaviour

ISSN 2394 - 7780

- Danish, R. Q., & Usman, A., (2010). Impact of Reward and Recognition on job Satisfaction and Motivation: An Empirical Study from Pakistan. *International Journal of Business and Management*, 5 (2), 159-167
- Matthew, J., Grawhich, & Barber, L. K., (2009). Are you Focusing both Employees and Organizational Outcomes. Organizational Health Initiative at Saint Louis University (ohi.slu@edu), 1-5.
- Battisti, Pete. "Reward to Motivate." *Walls & Ceilings*. December 2005.
- "In Brief: Recognition is greatest motivator." *Employee Benefits*. 10 February 2006.
- "Providing Opportunities to Grow." *Computer Weekly*. 7 February 2006

VISION TO TRANSFORM ECONOMIC INTO A DIGITALLY EMPOWER SOCIETY AND KNOWLEDGE OF ECONOMIC. FACELESS, PAPERLESS, CASHLESS.

Prof. Pravin Ramesh Save[1] and Nandini .P. Solanki[2]
Lecturer[1] and Student[2], Department of Accountancy, Balbharati's MJP College of Commerce

ABSTRACT:
A cashless society describes an economicstate whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital_information (usually an electronic representation of money) between the transacting parties. In the cashless economy the paper money are converted to digital money. Management of this system is highly difficult as well as an easy task, ReducingBusiness Risksthrough highly advance technologies and machines. Being in cashless economy it improves the knowledge,Transaction speed,thinking and intellectual capital rights, Cashless Bankingand digital payment methods.Development of a Cashless economy leads to eradication of Black money,Black marketing. Growing Cashless economy creates awareness in the minds of the citizen to be more productivetowards the digital money instead of protective towards the physical money.

Keywords : Cashless Society, Digital information, Digital Money, Management system, Reducing Business risk, Advance technologies machines, Transaction speed, Cashless Banking, Digital payment methods, Black money, Black marketing, Productive .

DIGITALLY EMPOWERED ECONOMY

I.CASHLESS SOCIETY

Cashless societies have existed from the time when human society came into existence, based on barter and other methods of exchange, and cashless transactions have also become possible in modern times using digital currencies such as bitcoin focus on the term "cashless society" in the sense of a move towards, and implications of, a society where cash is replaced by its digital equivalent - in other words, legaltender(money) exists, is recorded, and is exchanged only in electronic digital form.

Such a concept has been discussed widely, particularly because the world is experiencing a rapid and increasing use of digital methods of recording, managing, and exchanging money in commerce, investment and daily life in many parts of the world, and transactions which wouldhistorically have been undertaken with cash are often now undertaken electronically.

II. DIGITAL INFORMATION

Digital Finance for Rural India: Creating Awareness and Access through Common Service Centre's (CSCs).

Ministry of Electronics and IT has launched a new scheme entitled "Digital Finance for Rural India: Creating Awareness and Access through Common Service Centre's (CSCs)" under Digital Saksharta Abhiyan (DISHA) with objectives to enable the CSCs to become Digital Financial Hubs, by hosting awareness sessions on government policies and digital finance options available for rural citizens as well as enabling various mechanism of digital financial services such as IMPS, UPI, Bank PoS machines etc. with an outlay of ₹ 65.625 crore.

2 lakhs Common Service Centre's (CSCs) to provide capacity building, awareness access for digital payments methods to around1 crore rural citizens and 25 lakhs merchants across India. Each CSC would reach out to 40 households in the catchment area, covering one person from each household.

III. DIGITAL MONEY

Digital currency (**digital money**, **electronic money** or **electronic currency**) is a type of currency available in digital form (in contrast to physical, such as banknotes and coins). It exhibits properties similar to physical currencies, but can allow for instantaneous transactions and borderless transfer-of-ownership. Examples include virtual currencies and cryptocurrenciesand central bank issued money accounted for in a computer database (including digital base money). Like traditional money, these currencies may be used to buy physical goods and services, but may also be restricted to certain communities such as for use inside an online gameor social network.

Digital currency is a money balance recorded electronically on a stored-value card or other devices. Another form of electronic money is network money, allowing the transfer of value on computer networks, particularly the Internet.

IV. MANAGEMENT SYSTEM

- Management of developing a Cashless economy is one of the most highly effective and hardworking task for the one's who has taken the first initiative to transform a Highly old physical currency working economy.
- The government has implemented a major change in economic environment by demonetizing the high value currency notes of – Rs 500 and Rs 1000 from 8th November 2016 and push India towards cashless future.
- Management of a Cashless Economy and demonizing economy is one of the toughest situations.
- Managing this situation in the past year and in currently is a work of highly qualified officers handling the present and future with a view to change the society in a Cashless economy with great management with teams of reputed experts.

V. REDUCING BUSINESS RISK

- Cashless payments eliminate several risks, including counterfeit money (though stolen cards are still a risk), theft of cash by employees, and burglary or robbery of cash. The costs of physical security, physically processing cash (withdrawing from the bank, transporting, counting) are also reduced once a business goes completely cashless, as is the risk that the business will not have enough cash on hand to make change.
- If stolen, it is easy to block a credit card or mobile wallet remotely, but it's impossible to get your cash back. "In that sense, the digital option offers limited security," says Jayant Pai, headmarketingPPFAS Mutual fund. This is especially true while travelling, especially abroad, where loss of cash can cause great inconvenience. Besides, if the futuristic cards evolve to use **biometric ID** (finger prints, eye scan, etc), it can be extremely difficult to copy, making it a very safe option.

VI. ADVANCE TECHNOLOGIES & MACHINES

- The RBI classifies every mode of cashless fund transfer or transaction using cards or mobile phones as 'prepaid payment instrument'. These can be issued as smart cards, magnetic stripe cards, Net accounts, Net wallets, mobile accounts, mobile wallets or paper vouchers. These are classified into three types:
- **Closed:** Issued by an entity for purchasing **goods and services** only from it, these don't allow cash **withdrawal** or redemption. Ola Money is one such closed wallet.
- **Semi-closed:** These are used to buy goods and services, including financial services, from merchants that have a specific contract with the issuer. These too don't allow cash withdrawal or redemption and include wallets offered by service providers like Paytm and State Bank Buddy.
- **Open:** These can be used to buy goods and services, including fund transfers at merchant locations, and also permit cash withdrawals at ATMs. All Visa and Master-Card cards fall into this category.

VII. TRANSACTION SPEED

- Restaurant chain Sweet green found cashless locations (with customers using payment cards or the chain's mobile app) could process**transactions 15% faster.**
- Being cashless always helps enhancing Market forces I.e. Buying and selling of products .
- Using digital money it becomes more speedy and fast and effective to get the transaction does without any problem of asking change like in physical form.

VIII. CASHLESS BANKING

Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.

There are various different types of Nation-wide payment systems are available which are

1. **NEFT** (National Electronic Fund Transfer)
2. **RTGS** (Real Time Gross Settlement)
3. **ECS** (Electronic Clearing System
4. **IMPS** (Immediate Payment Service)

IX.DIGITAL PAYMENT METHODS

Promoting cashless transactions and converting India into less-cash society, various modes of digital payments are available.

1. **BANKING CARDS**(Debit,Credit,Cash,Travel ,Others) 751 Banks.
2. **USSD**(Unstructured Supplementary Service Data) Avail services By dialing ***99#**. 51 banks List of Banks providing USSD Mobile Banking Service as on 30.11.2016
3. **AEPS** (bank led model allows online interoperable financial transaction at PoS through Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.) 118 Banks.
4. UPI (Unified Payments Interface) 30 banks List of Banks providing UPI Services as on 30.11.2016
5. **MOBILE WALLET** (Paytm, Free charge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, Speed Pay) 40 Co.'s
6. **BANKS PRE-PAID CARDS** (All Leading Banks)
7. **POINT OF SALE** (MOBILE PoS and Virtual PoS)
8. **INTERNET BANKING** (NEFT, RTGS, ECS,IMPS)
9. **MOBILE BANKING** (mobile banking App for Android, Windows and iOS mobile platforms)
10. **MICRO ATM's** (instant transactions with Business Correspondents (who could be a local kirana shop owner and will act as 'micro ATM') to conduct instant transactions.

X. BLACK MONEY

The Reserve Bank of India (RBI) is working out ways to reduce cash usage in the economy. Reduced cash usage would bring direct as well as indirect benefits. The direct costs of printing, maintaining and transporting currency amount to about 0.2 per cent of GDP and an increase of 5 percent per year in cashless transactions will save more than Rs. 500 crore annually.

Most of the income, people earn are in terms of black Money which is to reduce and eradicate Black money a Cashless economy is Needed for the Growth and Development of a Nation.

XI. BLACK MARKETING

- Black marketing is economic activity that takes place outside government-sanctioned channels. Black market transactions usually occur "under the table" to let participants avoidgovernment **price controls** or taxes.
- Black markets can take a toll on an economy, since they are **shadow markets** where economic activity is not recorded and taxes are not paid.
- Developing a Cashless economy helps in eradication of Tax evasions which reduces the shadow markets and problem of inflation as well as deflation.
- with the Cashless economy Government gets all the tax revenue as per the plans and policies that are made for the citizens of the Nation to live a healthy and wealthy life.

XII. PRODUCTIVE

Cashless Economy is always Productive free from all the malpractice, frauds, tax evasions, Black marketing ,Black money, risks of inflation and deflation.

The more the use of digital cash leads to Saving of Time and Money. By investing this Both elements in an industry the economy can get the best possible results for the development of a Nation.

- **ProductiveEconomy** is a sign of Growth, Development,Employment, Highly Advance Technology, full of knowledge and experiments.
- Leading towards an economy which is must in this world is important and that is the Cashless Economy.

CONCLUSION

The world of digitisation has brought forth a new opportunity for emerging economies to have a level playing field with developed countries. Digitisation has enabled many emerging economies including India to leapfrog into deploying some of the latest technological advancements in various spheres including banking. The challenge for many banks is its legacy technology and lack of organisational change across all levels. Leading to many individuals and organisations unwilling to go through and adapt to the digitisation era and be more customer-centric moving away from the organisational focus.

REFERENCE:

1. Appaditya Mukhopadhyay Financial Innovation 2 (1), 27, 2016
2. Richard Dusansky, Çağatay Koç International Journal of Economic Theory 5 (3), 301-313, 2009
3. Anil I Ramdurg, C Bassavaraj International journal of commerce and management research 2 (12), 07-12, 2016
4. Sunita Agrawal, Ankit Jain Journal of Research in Commerce & Management 2 (1), 89-96, 2013
5. Vijaya Kittu Manda, Suguna Margana Available at SSRN 3319884, 2019
6. Rishi Bubna, Jayasree Raveendran, Suman Kumar, Mayuri Duggirala, Mukul Malik Proceedings of the 50th Computer Simulation Conference, 25, 2018
7. PA Ibrahim, Nasir Zameer Journal of Entrepreneurship and Management 7 (1), 17, 2018
8. Demonetization: India's Cashless economyauthor:"Prof.(Dr.) B. Uday Kumar & Mrs. K. Radhika"

WEBSITES:

1. www.cashlessIndia.gov.in
2. www.investopedia.com
3. www.thecitizen.in

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY TO MEASURE THE SATISFACTION OF RELIANCE JIO CUSTOMER

Dr. Ankita Pathak
Assistant Professor, Department of MBA, Sanjivani College of Engineering, Kopargoan

ABSTRACT:
The research was carried out to know the satisfaction level of the Reliance JIO family members in Kopargoan. A structured questionnaire was developed to analyses the objective of the research. The data was collected with the help of Google forms. The convenience sampling method was used to collect the data. Various statistical tools are being used by the researcher to study the problem. The reliability of the questionnaire was checked by SPSS v24. The Cronbach's Alpha value is .958 which is very good which states the data is reliable to perform various other analysis like correlation, regression etc. The study resulted that Telecom is one of the fastest growing market. Reliance JIO has set a bench mark for other provider. Customer is highly satisfied with the Reliance JIO still some changes are needed to tap the untouched market.

Keywords: Customer,Satisfaction, Reliance JIO, Competition, Cronbach Alpha

INTRODUCTION:
In year 1991 globalization took place in Indian economy. The globalization has given a rise to telecommunication sector. Among various services mobile service market is growing very rapidly. It is growing continuously and still has a future potential to grow. In the recent times drastic change has been seen in industry of telecommunication which has made many foreign and Indian companies to enter into the market of cellular services. The Indian market of cellphone was just zero in year1989 but a change has been seen in the market in year 199. The number of user has gone to 13 lakh and from that time it is rising continuously. In year 2000 the number of consumer user was one millions. A breathtaking change has been seen in 12 months between March 2010 and March 2011, the user of wireless reached to 227.27 million. If we see overall growth in cellular sector then its 81.82% till November 2015. The total number of user who uses telephone and landline has reached to 1009.46 million till May, 2015. The updated data said it has reached to 1058.01 million till May 2016. Market of the cellular services was totally dependent on the falling price of the mobile phones. According to Frost & Sullivan, Indian Cellular service growth is greatly attributed to fall in price of the handset. The fall in the price has made the people to buy the mobile phone. Indian Cellular market has taken the advantage of the price fall to make a strong hold in the market. Subscribers are able to get the handset at a very low price that is less than or at $ 150. The competitive market is giving opportunities to the service provider to attract the people as much as they can. Therefore it is very important for the company to plan its products and services as per the desire to provide satisfaction to the users. Consumer is the end user of the services. They will evaluate, acquire, use and dispose the services if they are not satisfied. Customer can be satisfied when company gives them extra privilege to them as compare to other competitors in the market. The contributor has reached to almost five million in period of less than two years of operation. The growth rate of Indian market has outpace the other countries such as Thailand and China. Countries like China and Thailand need more than five to reach the figures of India. According to COAI (Cellular Operators Association of India) the number of cellular user on the world has crossed 50 million by 2010 and has beet to 300 million by 2016. In order to sustain in the market of competitor, companies provides various services to attract the customer towards the particular cellular companies. A company frames the plans and packs as per the need and convenience to the customer. A profit in the cellular has attracted large companies like Airtel, Reliance, BSNL, Idea Cellular which provide the GSM and CDMA services. Various companies are re configuring their price and services to meet the demand of consumer. Reliance JIO has delivered the services after identifying the demand of the customer. In order to break the market share of competitor and be a strong place in a market, JIO used the strategy of providing the free services to the subscriber for 3 months. Therefore it is very important for the company to plan its products and services as per the desire to provide satisfaction to the users. Technology is growing and up grading day by day. People are expecting easier and faster connectivity. The mobile telephony will rise in future.

OBJECTIVE
The paper was designed to study the satisfaction level of the Reliance JIO customer. Satisfaction of the customer is dependent on various factors;

- To know the satisfaction level of Reliance JIO Customer.
- What are the factors that influence the affects customer satisfaction?
- Provide feasible solution to attract and retain the consumer for the long term.

 ISSN 2394 - 7780

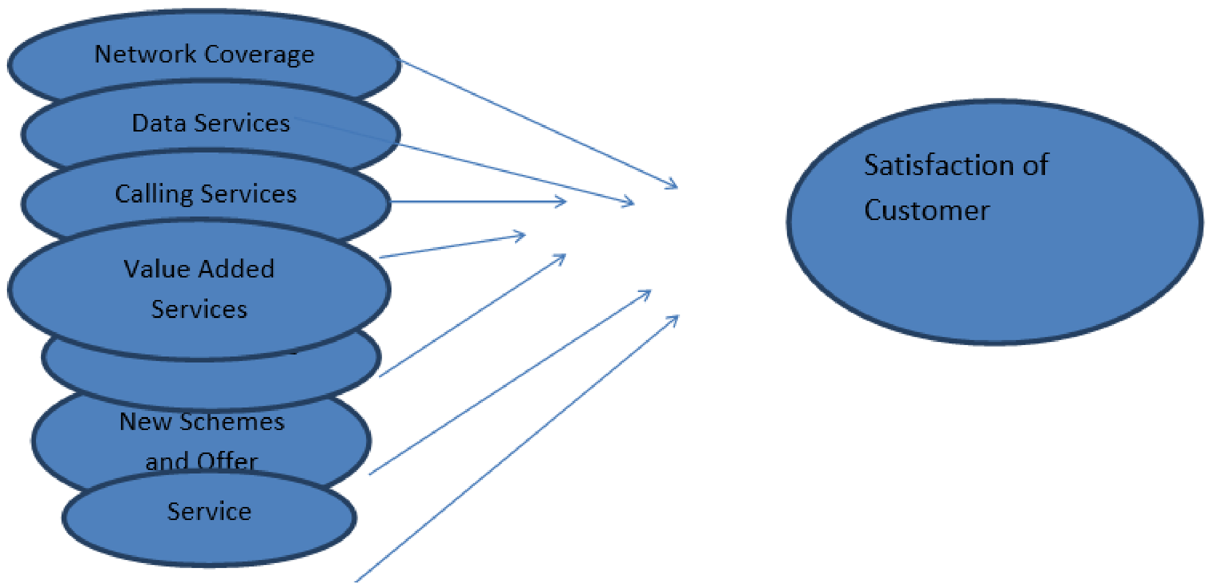
LITERATURE REVIEW:
AbhishekKumar Singh and MalharPangrikar(2013) conducted a survey to study the potential market for 4 G business in Pune. Satisfaction level of the consumer was studied and analyzed. It clearly resulted that Reliance and TATA are ahead in internet service provider as they offer products like Data Card, Broadband to the corporate client user. Most of the companies are interested in shifting to 4 G which provide good speed. A study was conducted by Boobalan.C and Jayaraman (2017) to identify the satisfaction level of the Reliance JIO customer. It resulted that satisfaction of customer is dependent upon the age and income of the person.

ShanmugaPriya.V (2017) studied the perception of the customer towards the broadband. It concludes that broad band is like a oxygen for the people now a days. They can't live without internet. Internet is like a oxygen to the people. It is consider as a source of information. Only by a single click the person can have a box of information. JIO has understood the need of the user and launched a 4 G network to provide speed and internet to the users. Many domestic and international companies are facing the problem in satisfying the need of the people. It requires huge investment and JIO has made an investment and have grap the market. It is very important to study the market regularly to know the need of the user as well as with the SWOT Analysis, opportunity can be assorted in advance. Muhammed Ali. M (2016) studied the satisfaction level of BSNL in Kerala. BSNL is leading the market in telecommunication in Kerala. The satisfaction level is high because of the quality of services provide by BSNL and the advantage of being available always (maximum coverage). In a same way a study was done by Venkataraman.V (2016) in area Tiruchirappalli District to know the behavior of mobile phone user. It has analyzed that expectation the user has from their service provider. Recharge and network coverage plays a very important role in making the selection of the service provider.

The level of services and satisfaction differ from one place to another. In some area there would be a good network available but in some area there would be a poor network facility. Ahammed.A.H (2017) analyzed the level of satisfaction from different area. It stated that people are satisfied with the JIO services as they have very big tower capacity which satisfies the need of the consumer.

RESEARCH METHODOLOGY: The research was done on the data collected from the 200 respondent fromKopargoan region. A structured questionnaire was developed to analyses the hypothesis. The researcher has used both primary and secondary data to prove the hypothesis. The study is conducted to know the satisfaction level of the Reliance JIO customer. The satisfaction level of the customer is dependent on various factors. A conceptual framework model is developed to study the satisfaction. The study has one dependent variable and six independent variables. A model is being shown in Figure 1

Figure 1 Conceptual Model



* Satisfaction of the customer – Dependent Variable
** Network coverage, Data service, Calling Service, Value added service, customer care and new offers and scheme –Independent variable

Hypothesis:
H01: Data service has a positive effect on consumer satisfaction.

H02: Customer Care has a positive influence on consumer satisfaction.

H03: Value added services provide satisfaction to the customer

H04: Calling service has direct relationship with the satisfaction.

H05: Network coverage of the company effect the satisfaction of the user

Sample and Measurement Scale

Research has scale the questionnaire on theLikert five scale containing Strongly Agree to Strongly Disagree. The response was collected form the population of Kopargoan between age group 20 to 60 and above.The responses have been collected with the help of Google forms. Various SPSS tools like correlation, regression;Annova is being used to analyze the data.

DATA ANALYSIS:

Reliability Test of Data:

To identify the impact of variable independent variable on satisfaction of the customer, firstly the reliability of the data is being checked before performing analysis. According to Nunnally (1967), data is reliable when the Cronbach's Alpha value is (>=.70). The test of reliability is applied on various independent variables.The result are displayed in table 2

Table 2: Results of Cronbach's Alpha

Independent Variables	Cronbach's alpha Coefficient
Services	.950
Network Coverage	.955
Data Service	.950
Calling Service	.949
Value added Service	.949
Customer Care	.953
New Schemes and Offers	.950
Cronbach alpha	.958

The above factors have meets the standard criteria of measuring the reliability. The individual factor CronbachAlphavalue is greater than .70 and overall reliability is also greater than .70 which means data is reliable to perform various other analyses.

Correlation Analysis:

The paper writer has tested the correlation between the independent variable and dependent variable. A correlation table shows the level of relation between the dependent variable and independent variable. The table number 3 shows the correlation between customer satisfaction and other IDV.

Table 3 Correlations between Dependent Variable and Independent Variable.

Correlation between Customer satisfaction and its independent variable	R value	P value
Service	.409**	.000
Network Coverage	.359**	.000
Data Service	.392**	.000
Calling Service	.383**	.000
Value added Service	.342**	.000
Customer Care	.332**	.000
New Schemes and Offers	.349**	.000

The table number 3 shows the Karl Pearson Correlation and it states that r value should be greater than p value and is significance at 0.01 level (2 tail test). The table evidence there is a positive correlation between various independent variable and satisfaction of the customer.

REGRESSION ANALYSIS

The correlation has shown the positive relation between Dependent variable and Independent variable. The next step is to develop a regression model between the variables. Table 4 states the regression

Table 4: Result of the Regression Analysis showing the Impact of Independent variable on Consumers satisfaction.

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1 Service	.409[a]	.167	.163	.43839	.167	39.935	1	199	.000
2 Network Coverage	.417[b]	.174	.166	.43765	.007	1.677	1	198	.197
3 Data Service	.428[c]	.183	.171	.43640	.009	2.135	1	197	.146
4 Calling Service	.429[d]	.184	.168	.43715	.001	.328	1	196	.568
5Value added Services	.432[e]	.186	.166	.43770	.002	.506	1	195	.478
6 Customer Care	.432[f]	.186	.161	.43882	.000	.001	1	194	.973
7 New schemes and Offers	.432[g]	.186	.157	.43996	.000	.003	1	193	.960
a. Predictors: (Constant), VAR00015									
b. Predictors: (Constant), VAR00015, VAR00016									
c. Predictors: (Constant), VAR00015, VAR00016, VAR00017									
d. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018									
e. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019									
f. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019, VAR00020									
g. Predictors: (Constant), VAR00015, VAR00016, VAR00017, VAR00018, VAR00019, VAR00020, VAR00021									

Table: 5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.992	.065			
	VAR00015	.149	.024	.409	15.277	.000
2	(Constant)	.947	.074		6.319	.000
	VAR00015	.115	.035	.317	12.840	.000
	VAR00016	.048	.037	.125	3.293	.001
3	(Constant)	.937	.074		1.295	.197
	VAR00015	.089	.039	.244	12.684	.000
	VAR00016	.020	.042	.051	2.260	.025
	VAR00017	.062	.042	.166	.468	.640
4	(Constant)	.932	.074		1.461	.146
	VAR00015	.079	.043	.217	12.507	.000
	VAR00016	.015	.043	.040	1.840	.067
	VAR00017	.052	.046	.138	.362	.718
	VAR00018	.027	.047	.071	1.121	.264
5	(Constant)	.945	.077		.572	.568
	VAR00015	.090	.046	.247	12.284	.000
	VAR00016	.018	.043	.046	1.970	.050
	VAR00017	.058	.047	.156	.415	.679
	VAR00018	.038	.050	.100	1.238	.217
	VAR00019	-.035	.050	-.089	.766	.445
6	(Constant)	.946	.078		-.711	.478

	VAR00015	.090	.046	.248	12.076	.000
	VAR00016	.018	.043	.046	1.946	.053
	VAR00017	.058	.047	.156	.415	.678
	VAR00018	.039	.051	.101	1.235	.218
	VAR00019	-.035	.053	-.088	.759	.449
	VAR00020	-.001	.044	-.004	-.660	.510
7	(Constant)	.946	.079		-.034	.973
	VAR00015	.090	.047	.248	12.000	.000
	VAR00016	.018	.043	.047	1.940	.054
	VAR00017	.059	.049	.158	.417	.677
	VAR00018	.039	.051	.101	1.211	.227
	VAR00019	-.034	.055	-.086	.758	.449
	VAR00020	-.001	.046	-.002	-.624	.534
	VAR00021	-.003	.053	-.007	-.018	.986
a. Dependent Variable: VAR00012						

As per the result we can analyze that all the bi variate correlation R value is greater than 0.400 which shows that there is a strong relation between various independent variable and customer satisfaction. The coefficient table 5 states that consumer satisfaction can be changed or is impacted by independent variable. A change in service, data service, calling service, value added service, network, customer care and offers and promotion will affect the satisfaction level of the customer.

CONCLUSION:

The analysis stated that Reliance JIO is the popular brand among the people of Kopargoan. The customer are highly satisfied with the various services like service, customer care, data service, calling service, offer and promotion, network coverage and value added service. A person hasbecome so addicted for the internet and JIO understood the requirement of the customer. It provides the facility of free unlimited call local and national, data service and SMS at very low price. Reliance JIO come up with the new concept and was the first service provider who provided 4 G network. It has satisfied the speed need of the people. It possess congestion free &wide network coverage, consumer prefer 4 G scheme and free roaming services which has given strong competition to the competitor. Many service providers try to compete but due to the strong strategy they were not able to stand in front of Reliance JIO. The service sector mainly focuses on providing the satisfaction and JIO successfully offer wide area network and 4 G services which is requirement of today’s environment. Reliance JIO is emerging home brand company which has made strong foot hold in Indian market and in upcoming times it will reach in oversea market. JIO is one who has congestion free &wide network, attractive 4G schemes &customer services to wrap large area.

The study concluded that people are highly satisfied with the Reliance JIO and they don’t have any mind of changing their network provider. Problem of call blocking and call drop should be removed in order to attract the business class people and top managerial person. It will help to tap the untapped people. In some areas the speed of uploading and downloading is getting reduced. Some corrective action should be taken to remove them as JIO is always known for its speeds. From the overall study, it was found that most of the customers are satisfied with the currentservices. Technology updationand offers are given by the JIO on the regular basis which seeks the attention of many people. Reliance JIO has created goodwill in the market for speed. Companies should bring and design the scheme as per the need of user and age of the user. With the change in age requirement also changes. Reliance JIO is acting as a strong competitor for other service provider. More Improvement in the services and facilities will lead to higher customer satisfaction. The user prefers to be part of Reliance JIO family. The satisfaction level is so high that they are not willing to shift from JIO to some other provider. Reliance JIO market is increasing day by day which states the company is having bright future. In future Reliance JIO would be at boom in the telecom industry.

REFERENCE:

- S. NematSheereen, “A Study on Customer Satisfaction of BSNL Services in Kerala”, Intercontinental Journal of Marketing Research Review, Vol. 2, No. 9, pp. 137-140, 2014.
- M. Nandhini and D. Sivasakthi, “A Study on Customer Attitude Perception towards Branded Broad Band”,Intercontinental Journal of Marketing Research Review, Vol. 2, No. 4, pp. 45-50,2014.

- R. Sornapriya and M. Sathiya, “Customer Satisfaction towards Reliance Jio Network”, Asian Journal of Managerial Science, Vol. 6, No. 1, pp. 21-27,2017.
- *MukeshAmbani's son AkashAmbani joins Reliance Industries; begins at telecom arm Reliance Jio, The EconomicTimes*
- *Reliance JioInfocomm launches 4G services for employees*, *The Economic Times*, December 27, 2015, retrieved December 29,2015
- *Reliance Industries buys 95% stake in IBnfotel Broadband for Rs4,800 cr*, *The Economic Times* BusinessLine
- *Reliance Jioemployees to get freebies, discount on 4G service*, Gadgets 360 - *NDTV*, December 25, 2015, retrieved December 29,2015

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON "EFFECT OF STRATEGIC LEADERSHIP ON ORGANISATIONAL EFFECTIVENESS"

Jay B. Shah
Student, NMINS' Kirit P. Mehta School of Law, Vile Parle (W), Mumbai

ABSTRACT:
The main purpose of any organization is to sustain competitive advantage and considered to be effective between the demands of various stakeholders and the needs of the employees. Based on the previous studies in related field, it has been demonstrated that an appropriate leadership style can influence the success and the economic growth of both the organizations and employees. Therefore, the purpose of this paper is to study the dimensions and importance of strategic leadership and explain the impacts of strategic leadership on organizational effectiveness. Our main focus is on strategic leadership and its role in enabling the increase in organizational performance. We start by underlying the link between strategic leadership and organizational effectiveness and clarify the effects of strategic leadership on organizational effectiveness.

INTRODUCTION:

Proper knowledge and understanding of strategic leadership is essential for an enriched discussion of the subject. Different schools of thought have made several attempts at defining strategic leadership as it relates to the various contexts in which it was postulated. According to Finkelstein and Suzanne (2013), strategic leaders are executives who have overall responsibility of the organizations, their characteristics, what they do, how they do it and the overarching effect of such on the triple bottom line of such organizations. This definition explained the scope of strategic leadership to include CEOs, the heads of business units, top management teams, board of directors, and dominant coalitions that may exist in such organizations. While this definition is good especially in defining the scope of strategic leadership, we believe some essential element of strategic leadership is missing in this way of looking at strategic leadership.

Strategic leadership is explained by Barron, 1995 as practicing existing abilities and skills and influencing others to train in new formats for new leadership models. Specifically, to gain successful educational management within the organization, leaders should think strategically about where changes are needed and why. For example, new leaders should be in possession of three fundamental skills: problem-solving, decision-making and creative/critical thinking. Also, educators, administrators, and other practitioners should be trained in educational management and activate this training in new leadership roles. As a result, the end result of the educational environment will be influenced by the total quality leadership.

REVIEW OF LITERATURE:

Strategic leadership determines employees' attraction and retention levels, individual and group work performance, quality organizational climate and positive partnerships and alliances (McCann, 2004. Effective strategic leadership brings about organizational effectiveness that in turn leads to operational efficiency and boosted organizational image in the market place (Senge, 1999;Porter, 1998, 1996, 1980). The first step towards learning the level of organizational effectiveness is organizational leadership review. Strategic leadership review systematically studies the linkages between strategy and structure (Chandler, 1962), between strategy and culture (Scehein, 2004; and Hickman and Silva, 1984), and between strategy and processes (Hughes and Beatty, 2005; Ulrich, 1997; and Scott, 1991) in order to make informed views about effectiveness at any given time and context. "Strategic leadership relates an organization's ideas, identity, mission and view of the macro environment system to it are distinguishing core competencies" (Worden, 2003). A process of guidance that set a fresh strategy in work place is known as strategic leadership (Nutt and Backoff, 1996). Maintaining the short term financial stability and improving the long term viability of the organization by influencing other to make day to day decision is known as strategic leadership (Rowe, 2001). The authority of the executive's strategic leadership is to start change that will make the feasible future for the organization is the part of the definition of strategic leadership (Thomas, Schermerhorn, Dienhart, and Bartles, 2004). Strategic choice is not diminished by strategic leadership (Worden, 2005). Treating leaders as those having superhuman qualities is a big mistake. They are the role model for their followers for the right time and know better about their opportunities.

OBJECTIVES:

- To study dimensions and importance of strategic leadership.
- To analyse the impact of strategic leadership on organisational effectiveness.
- To suggest measures to create/developmore strategic leaders.

 ISSN 2394 - 7780

RESEARCH METHODOLOGY:
Considering the nature of the research topic, the research study carries with itself a few limitations. Since it is restricted to the secondary sources of data the quality of research is affected as the origins of the information maybe questionable.

SIGNIFICANCE &IMPORTANCE:
Strategic planning is vital to an organization because it provides a sense of direction and outlines measurable goals. Strategic planning is a tool that is beneficial for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward. In order to make the most of strategic planning, your organisation should give careful thought to the strategic motives it outlines, and then back up these goals with realistic, thoroughly researched, quantifiable benchmarks for evaluating results. Strategic planning starts with defining a company mission. A mission is vital to an organization because it synthesizes and distills the overarching idea linking its practical strategies, enabling management and employees to associate the specifics of their actions and decisions with an aptly defined vision and direction. Define the strategic mission in a way that is wide enough to guide both the management and the employees, and narrow enough to focus their efforts. "To help humanity," is quite a broad mission, even for a non-profit organisation. "To feed the hungry by connecting home and gardeners with food banks," is a mission that is both general and feasible.

Setting Goals:
The nuts and bolts of the strategic planning process are described in measurable goals. Measurable goals set specific, concrete motives conveyed in terms of quantities and timelines. Measurable goals are vital to an organization because they enable managers and employees to evaluate progress and fast developments. "To grow substantially during a period of next few years" is not a measurable goal, but "To increase sales by 30 percent during the upcoming year" provides a concrete objective to attain in a specific time frame.

EvaluatingProgress:
Strategic objectives are of necessity based on the best information you have at the time and are most realistic assessments of what your company can achieve. Organizations also gain from building a stage into the strategic planning process that involves evaluating goals and progress after a lapsed period of time in light of the company's success in achieving these goals and developments that rise in the interim.

The Strategic Planning Process:
The process of strategic planning can be as vital to an organization as the results. Strategic planning can be an especially valuable process when it involves employees in all departments and at all levels of responsibility thinking about how their activities and responsibilities fit into the bigger picture, and about their potential contributions.

Strategic leaders face the continuing challenge of how they can meet the expectations of those who placed them there. Identifying these expectations mostly takes the form of strategic decisions and actions. For a strategy to prosper, the leader must be able to adjust it as conditions require. But strategic leaders cannot learn enough, fast enough, and do enough on their own to efficiently adapt the strategy and then define, shape and execute the organizational response.

Impact of Strategic Leadership on organizational performance:
Although earlier several researches debated that leadership has secondary role relative to environmental influences on overall organizational performance, a plethora evidence exist in more recent ones to demonstrate the significant influence of a leader’s values and leadership styles on intermediate outcomes like a flourishing sense of common purpose, job satisfaction and organizational culture.

Lot of evidence from the experiences of various management scholars prove high-level executives’ experiences, personalities, values and cultural perspectives greatly colour how they make sense of the world around them and interpret situations they face. In turn, these affect their choices. Of course their choices have great impact on the performance of the organization. This we have seen to be evident for example in the propensity of an organization to take risk. If the strategic leadership is risk averse, a culture that encourages risk taking will not prosper in such an organization.

Multidimensional impact of Strategic leadership:
The traditional view of organizational performance is mostly concerned with financial performance which makes it difficult to see the overstretching impact of strategic leadership. But we shall for the purpose of this discussion widen the parameter of measuring an organization’s performance to include what is currently used in the organisations.

Since, strategic leaders manage a diverse set of stakeholders, it is vital to measure their performance and effect, based on the values they create for these various stakeholders. The notion of value creation suggests that organizations should not only be concerned with short-term financial performance, but also be devoted to creating a shared value for society. A good example of this is the shift of corporate governance from just profit maximization to the inclusion of social and environmental performance indicators (triple bottom line).

LIMITATIONS OF THE STUDY:

The study is not exploratory as it is based only on secondary data from books, journals, newspaper articles, websites, etc.

SUGGESTIONS:

How can organizations develop strategic leaders?To be sure, it’s not an easy task. Strategic thinking is a difficult leadership skill to acquire because it is as much a mind-set as a set of techniques. What’s more, in the workplace methodical responses to immediate demands are often rewarded over long term vision and planning. That said, it’s not impossible to induce strategic thinking skills in managers. Here are some methods one can foster strategic thinking as part of your management approach:

Encourage managers to set a structured time aside for strategic planning (alone and in meeting with others). A strategic approach takes time. Make it a regular part of their job.

Provide information to the leaders on the market, industry, customers, competitors and new technologies that influence the business. One of the vitalrequisites of strategic leadership is having appropriate and broad business information that aid the leaders to elevate their thinking beyond the day-to-day.

Keep people notified on what is happening internally. Effective strategy requires information shared across boundaries; cross-functional teams can work on strategic organizational issues, and the results of their thinking and efforts should be published and shared throughout the organization. Connect managers with a mentor. One of the most efficient ways to develop your strategic skills is to be mentored by someone who is highly strategic. The ideal mentor is someone who is widely known for his/her ability to keep people focused on strategic objectives and the effect of their actions.

Promote a future outlook for employees by incorporating it into training and development programs; teach people what strategic thinking is and encourage them to ask 'why’ and ‘when’ questions. Developing a strategic approach is not easy, but the result often makes the difference between an average and an exceptional strategic leader.

CONCLUSION:

Strategic leadership has a key role in creating urgency and momentum for organizational learning, imaginatively, and working with others to help them to think about how to use models to support improvement. Intended for the development of effective organizations, understanding the connection between strategic leadership and the organizational performance is an important factor. On the other hand, finding the perspective and methods to develop the performance of the employees is an important duty for today’s leaders. From the literature review, as a result, there is a positive relationship between the strategic leadership style and the performance of the organizations. However, the character of this relation has not been examined yet, as well as how and why leadership affects performance. For that reason, future studies may be carried out to address the issue.

BIBLIOGRAPHY:

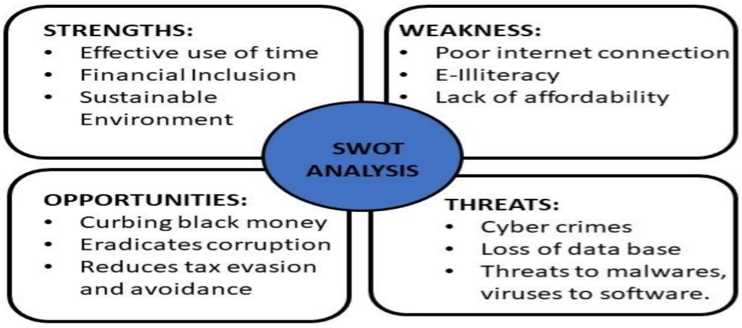
- www.iosrjournals.org/iosr-jbm/papers/Vol18-issue9/Version-1
- ruchwarsteve.blogspot.com/2012/01/strategic-leadership-effects-on.html
- https://www.emeraldinsight.com/journal/jbs
- https://iveybusinessjournal.com/publication/strategic-leadership-short-term-stability-and-long-term-viability/
- https://yourbusiness.azcentral.com/strategic-planning-important-organization-4103.html
- W. Glen Rowe et al (2009) September/ October “Strategic leadership: short term and long term viability”, ivey business journal.
- Ahmad AliyuPalladan et al (2016) September “the effect of Strategic leadership and organisational effectiveness”, IOSR Journal, Volume 18, issue 9.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

WORLD ROAD TO CASHLESS ECONOMY"- ITS PERCUSSION ON ECONOMY & ENVIRONMENT

Sarang Nilofer Mohd. Farook
Assistant Professor, Sydenham College of Commerce & Economics

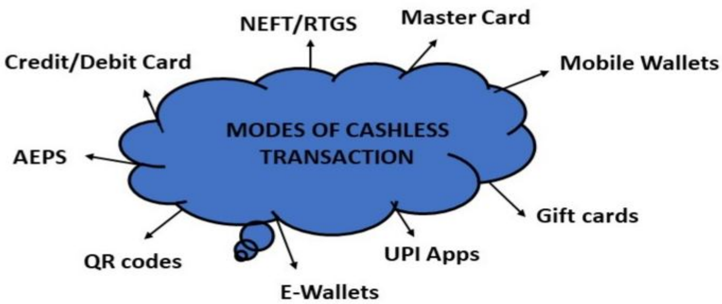
ABSTRACT
As our modern society is evolving towards cashless route, so this paper aims to study the impact of world's journey towards cashless road on economy and environment. The study takes a keen look into the feasibility of introducing cashless instruments and its percussions. It has been summarized with the help of ***SWOT*** *analysis.*



Keywords: Cashless, economy, environment, digitalization, tax compliance.

INTRODUCTION
Money has a dynamic history. People had changed the concept of money several times, moving from barter to coins then paper and now being digital. Transition to money results in new innovations, in which some succeeded, whereas some failed. Moreover, various drawback of cash-based economies led to the evolvement of digital society which is increasing at a wider pace.

Cashless society is a society where transactions are carried out without carrying physical means of exchange. A cashless economy is one in which all the transactions are done through electronic channels. It is an economy where all transactions are carried out using plastic money or digital means. The circulation of physical currency is found to be minimum at all possible areas.



1. STATEMENT OF THE PROBLEM:
Cash based economy is inconvenient, expensive, tax compliance becomes difficult, encourages illegal activities, facilitates corruption, existence of black money and contributes towards environmental issues.

2. OBJECTIVES OF STUDY:
To create awareness about cashless journey and its impact on economy and environment.

To overcome the difficulties of cash-based economy.

To study and assess the pros and challenges of cashless society on country's economy and environment.

To reckon various obstacles in the growth of cashless economy.

3. SIGNIFICANCE OF THE STUDY:
Cashless society will encourage individuals to live a higher standard of living.

Cashless economy will reduce the cases of tax avoidance and money laundering.

Cashless economy will help to avoid the wastage of paper and help in protecting the environment.

REVIEW OF LITERATURE:
The purpose of reviewing literature is that it helps to eliminate the duplication of what has been done, provides useful hypotheses and helpful suggestions for proper investigations. It gives a better insight into the problem, facilitates investigations and provides a thoughtful way for meaningful planning. The following are some of the studies that related to the research.

Omutunde M., Sunday T. & John-Dewole A.T. (Nigeria 2013): The research was conducted on impact of cashless policy in Nigeria. The study follows simple questionnaire technique which was well organized. The results of the study found to be effective for country's development, as it indicates how the cashless society will curb with corruption and attract foreign investment. It also depicts, that the journey to cashless world will bring modernization and reduce the cost of banking services.

Preeti Garg &Manvi Panchal (2016): The study was conducted in state of Delhi, India where a proper form of structured questionnaire was used with the help of percentage analysis. Respondents show a positive move towards the introduction of cashless economy, as they felt that it will accordingly help in the development of the country, fighting against corruption & terrorism, counterfeit fake currency. Conversely, study also depicts-the road of cashless economy is full of hurdles which will take time to overcome.

San Francisco-Business Wire (2017)-: Roubini Thoughtlab, a leading economics and evidence-based research firm, has surveyed 3,000 consumers and 900 businesses in 2016 across six cities (Tokyo, Chicago, Stockholm, Sao Paolo, Bangkok and Lagos) which represented different levels of digital payments maturity. The Cashless Cities seeks to determine the potential benefits and costs of significantly increasing the use of electronic payments. It specifies the three core benefits of digital payments to business, consumers and government. It concluded that cities with less use of cash leads to more employment, less crime, increase productivity etc.

METHODOLOGY
To find the journey to cashless road and its impact on economy and environment, analytical research is done through secondary source of data i.e. survey which includes past research papers, journals, articles & internet related to cashless society.

Benefits of Cashless society on Economy & Environment
Cost control is being found which ordinarily arises due to printing of notes, storing cost etc. It facilitates faster transaction as there is reduction of queues. Even the process of collecting cash becomes simpler-as collecting, counting & sorting cash is eliminated**.** When the society becomes cashless, people are being forced to remove savings which are kept under their mattresses and deposit the same in the bank. It also helps the government in coming up with effective monetary policy. The world road to cashless economy brings more transparency in country's business operations by reducing money laundering and tax avoidance. A proper track is being kept by all stakeholders when transactions become digital. A complete financial inclusion is made where small traders, entrepreneurs are being forced to come under formal banking structure. Also, consumer enjoys multiple discounts, offers, and vouchers that encourages e-payments. It is observed that the upcoming technologies will curb in lowering the carbon footprint through reduction of fuel consumption, waste management, preserving trees, as no tree will be cut for printing paper money. It is also quite hygieneas it reduces the risk of transferring diseases which arises through handling of notes and coins.

MAJOR FINDINGS
As per Nayax report towards cashless society, the following are the data of the countries in terms of cashless economy.

Sweden, which involves only 15% of cash transaction. Even banks have stopped dispensing cash and removed their ATM's. **China**, is mad about QR codes, one will find such codes everywhere including supermarkets, amusements, temple donations and market vendors. **UK,** it is all about credit, debit cards, online payments. When one travel in UK, they find the sign of contactless.

India, after demonetization in 2016 is moving towards digital economy,had not transform completely but yet, is in progress. The main role of Digital India program is to be "FACELESS, PAPERLESS, CASHLESS". As if it is seen, that most of the transaction are being carried out through digital system. Digitalization is found everywhere, like in terms of education, business, marketing, feedback, HR, legal dilemma, tourism, physical fitness, banking and finance.

As per the Boston Consulting Group, it is expected that by 2020, 75 percent of the world population will have access to the internet. The evolution of smartphones has bought several innovations to digital payments. Even in developing country like India, it has been observed that after demonetization in 2016, there has been expansion of digitalization in rural areas, incentivization of digital payments at fuel pumps, insurance portal, toll plazas, launch of Bharat QR codes & Paytm which are considered to be the largest mobile commerce platform. For example, Digital India aims at energy consumption from 201.8 TWh in 2010 to 139.8 TWh in 2020 through adoption of cloud data centers causing 28% reduction in carbon footprints. As per WB report, increase of 10% mobile & broadband penetration increases per capita GDP by 0.81% and 1.38% in developing countries.

SUGGESTIONS:

The followings things are therefore suggested, that needs to be improved in order to have effective cashless journey:

1. Aiming at universal financial inclusion through structured banking system.
2. One needs to strengthen the internet security in order to avoid cyber-attack, phishing and identity theft.
3. Creating literacy awareness campaigns which will influence consumers regarding digital transactions.
4. Removing the gap between urban and rural internet connectivity.
5. Last, but not the least **media** can play a vital role in promoting cashlesssociety.

CONCLUSION:

When a world road to cashless society is viewed, its enormous benefits can be completely described as the need of the hour. As it is rightly said, **one can't cross the sea merely by standing and staring at the water.** Similarly, it is not so easy to make the whole world go cashless but yes,one can put their best efforts in achieving so.

Individually, we are one drop.

Together we are an ocean.

REFERENCES

1. www.researchgate.net/publication/272523515...
2. http://www.astrid-online.it/static/upload/worl/world_payments_report_wpr_2016.pdf
3. https://www.businesswire.com/news/home/20171011005389/en/Global-Study-Highlights-Economic-Benefits-%E2%80%98Cashless-Cities%E2%80%99
4. Thomas, H., Jain, A., & Angus, M. (2013). Measuring progress toward a cashless society. *MasterCard Advisors*.
5. Akinola, O. S. (2012). Cashless society, problems and prospects, data mining research potentials. *International Journal of Computer Science and Telecommunications*, *3*(8), 49-55.
6. Mukhopadhyay, B. (2016). Understanding cashless payments in India. *Financial Innovation*, *2*(1), 27.

 ISSN 2394 - 7780

ONLINE SHOPPING: CHALLENGES AND POTENTIALS IN RURAL INDIA

Anita Pasbola
Assistant Professor, Department of Commerce, Guru Nanak Khalsa College

1. INTRODUCTION:

Online shopping has seen extraordinary growth in India in the last decade. According to The Associated Chamber of Commerce and Industry of India approximation, the size of online shopping market in India will reach USD 100 billion in 2020. The absolute size of the market tells the success story of online shopping in India. Online shopping is often considered as a part of e-business. E-business refers to the buying or selling of goods and services through electronic media; it also includes availing service to the customers, tie-ups with business partners and conducting every business transactions electronically.

Online shopping furnishes massive potentials to the buyers,sellers as well as to the society.

The innovative and technological applications available have improved the customer base and have positively impacted the growth of online shopping.Online shopping reduces search cost for buyers and inventory cost for seller. In the words of different authors and researchers, following are a few definitions and interpretations ofonline shopping also referred to as e-commerce. They are

1. “The use of internet to do business transactions”.
2. “Electronic environment that allows buying and selling products, services and sharing of information on the internet”.
3. “Electronic Commerce (EC) popularly known as or e - commerce encompasses the process like buying, selling, transfer or exchange of products, services and information through computer networks and the Internet”.
4. “Online shopping or Electronic Commerce is the process of buying, selling, transferring or exchanging products, services and/or information via computer networks and internet”

2. OBJECTIVES OF THE STUDY

The two main objectives of the study are

1. To examine and discuss the challenges of online shopping from the technological and non-technological aspects.
2. To explore the potentials ofonline shopping in Rural India to the organization and to the customers.

3. METHODOLOGY

Thisentire study is based on secondary data only. Dissimilar sources were used to collect information from various reports, publications of the government; agencies like CRISIL; books and newspapers; reports and publications of various links connected telecommunication (mobile and internet) department like TRAI. Qualitative Analysis of various accessible literatures has been done using the methods of statistical accumulations and operations, reference and content analysis. The study is segmented in three parts, i.e. first objective, second objective and conclusion.

4. REVIEW OF LITERATURE:

The topic of online consumer attitude has been evaluated and examined under various contexts of commerce and management disciplines and have made significant progress in identification of its scope. The researchers through their work have helped in developing a framework with three keys, INTENT – ADOPT and CONTINUE, for the purpose of analysing consumer behaviour. Goldsmith and Limayem et al. have established innovativeness as the key trait of online consumers. The consumers based on urban cities both tier I&II were more attracted to online shopping in comparison to the rural folk. Chau in his work has established that appearance, search engines and navigation mode of products have attracted consumers to internet shopping.

5. Challengesfor online shopping

Challengesare much lesser than the potentials of online shopping.In the language of SWOT analysis, the opportunities are greater than the threats. The challenges that could possibly arise can be categorized as technological and non-technological.

5.1 Technological Challenges

1. **Lack of Technical Access:**
   Most of the rural population is without technical access, which restrict them to do the online shopping. Problem of availability of technological gadgets like, computers, smart phones and so required things.

2. **Lack of Technical skill**:
   Most of the rural population is without technical skill, where they are having access but don't know how to operate, which restrict them to go in for online shopping. There is a problem of understanding the online shopping mechanism.

3. **Absence of Virtual Coordination:**
   Since, the business has virtual presence; virtual coordination amongst the buyers and vendors are problematic. Constant monitoring and human interventions are required.

4. **Inadequate infrastructure:**
   Infrastructure facilities are insufficient to enrich online shopping penetration to bottom of the society: The Information and communication technology (ICT) infrastructure is still very inferior in India. Though computer literacy, internet access and use are escalating over the years but still it is intense aroundingurban areas.

5. **Threats of Cyber Crimes:**
   Cyber Crimes are the new age threats for rural Indians having preliminary knowledgeof online shopping.Further there is afear from hackers and online stalkers for transactions.The confidentiality of personal details and guarantee of the security of bank details be it debit or credit cards is not assured. Problem of virus attacks to the system and increasing concerns for privacy, secrecy and identity theft too are constant challenges faced by rural online shoppers.

6. **Other Issues:**
   Power supply and internet connectivity with greater bandwidth are major concerns for the success of online shopping to succeed in rural areas of India.

5.2 **Non-technological Limitations**

1. **Online shopping is expensive and unsecured.**
   There is a perception among Indian rural consumers that online shopping in comparison totraditional shopping is costly.

2. **No touch and feel experience.**
   The actual experience of touch and feel is missing in online shopping.

3. **Resistance to change.**
   There is resistance among customers to switch over from traditionalshopping to online shopping due to lack of trust in e-transactions.

4. **Unsolved legal issues related to cybercrimes.**
   The rural consumers fear to losetheir limited money as there is no full proof mechanism to solve legal issues of cybercrimes. Further the procedures for solving cases relating to online frauds are time consuming and costly.

5. **No proven methodology for measuring challenges.**
   Lack of mature methodologies for measuring challengesand justifying the success of online shopping is a limitation of online shopping.

6**. Potentials of online shopping**

Online shopping providesmassive potential not only to the buyers and the sellers, but also to the society at large. There is a huge inert potential in motivating customer to adopt online shopping. The resistance to change may be apparent but a noteworthy breakthrough is visible in the Indian scenario.

6.1 To the Organizations

The potentials of online shopping for the organizations are discussed below.

1. **Continuous connectivity:**
   There are no fixed timings as online store are open to business 24 X 7 whereverthe customer may be located and at the customers convenience.

2. **Real time communication:**

ISSN 2394 - 7780

With the help of technological advancement, it is possible in real time to connect through e-mail, fax, bar code scanning, online fund transfer, online payment and electronic data interchange system to takes care of everything after instigation. Automatic order processing, billing, invoicing, acknowledgement of receipt and real time tracking of consignments etc can also be done.

3. **Worldwide coverage:**
www stands for World Wide Web, now days there are rarest places were internet is not yet reached. Worldwide coverage expands the company's customer base with global outreach with minimal capital. A company can rapidly locate so many customers, as well as suppliers.It gives a systematic approach and help to cop-up challenges out of it.

4. Economical setup cost:
Online store requires comparatively less investment rather than to launch a physical store. Appreciating cost of land and building and real estate, enhance the physical setup cost.Digital presence is more economical than physical one, where is no need of cleaning, storage place.

5. Better customer service:
Customer service is quite easy with the help of advanced technologies. Automated systems are providing an opportunity to the vendors to handle or deal with the customer in better way.

6. **Economical and Effective publicity campaigns:**
Online shops are easy and economically advertised on web. Publicity expenditures for online shops are quite less for huge crowd. Designing of website and display on web is less time consuming as well as it helps cover a lot of aspects.

6.2 To the Customers:

1. Click andcompare:
Online shopping delivers products with a single click, it providesfacility to pick up, select and compare products with any possible measurement. Comparison is possible on various grounds like, the features, price, availability or anything else; a single click can help to buy products within seconds.

2. Customization:
The customers can ask for specific design or communicate for their own and unique requirement with the help of customization. It is possible for the online vendors as they do not store finished products. The choice of customization allows the customer to be extremely creative, innovative and engage with the product or service and with the vendor.

3. More options at lesser price:
Online shopping providinglot many options at different pricing options, most of the time customers are searching cheaper things in online shopping.

4. Time saving and hassle free:
Online shopping save time of visiting physical stores as well as after shopping customer is wasting their time to pay bills and come out of store. Online shopping not only save time but also gives hassle free shopping experience.

5. Easy to search and locate:
It is very difficult at big shopping malls to locate the exact item, customer face problem of searching things physically. Whereas online shopping starts at the exact product or service which is demanded on search engine.

7. CONCLUSION:

The study can be concluded on the opinion that there are more potential than challenges in online shopping for rural India. Online shopping helps customers to locate exact product in so less time as well as it can be shop hassle free. Online shopping gives opportunity to compare and then decide whether buy or not to buy, also gives search different options at reasonable pricing. As the study was conducted to understand the challenges in relation to online shopping in rural India. Rural India is not yet penetrated well by online shopping. Limited awareness of same due to limited exposure of resources require for online shopping. Rural India has less network coverage areas, which affects directly for the online shopping. As our government is focusing on digital India, the rural India should be connected with major areasthrough digital operations in Gram-panchayat Offices, SAHAJ Kendra where they should give support and guideline on online shopping. Government should permit as well asmake sure that every village must be connected through web. For this the number of mobile network towers need to be increased.This infrastructure will facilitate rural Indian to shop through mobile phones.

8. REFERENCES

1. Assocham, Dellote, (2016), Future of online shopping: Uncovering Innovations, Retrieved from www.deloitte.com/in

2. Bellman S, Lohse G, Johnson E., (1999) Predictors of online buying behaviour. Communications of the ACM; 42(12):32-38.

3. Joseph PT, (2012), Online shopping: An Indian Perspective (3rd Edition), PHI.

4. Kalakota R, Whinston AB, (1996), Frontiers of Electronic Commerce. Addison-Wesley, Reading, MA,.

5. Kenneth Louden C, Carol Traver G, (2005), Online shopping: Business, Technology and Society, Pearson Publication,

6. Kotler P, Keller KL, Koshy A, Jha M, (2009), Marketing Management: A South Asian Perspective (13 th Ed.). New Delhi, India: Pearson Education US.

7. McKinsey & Company, (2012) Online and upcoming: The Internet's Impact on India, Retrieved from http://www.mckinsey.com/~/media/mckinsey%20offices/india/pdfs /online _and_upcoming_the_internets_impact_on_india.ashx

8. Tata Business Support Services Limited (2014). India Retail Trends. Retrieved from http://www.tata-bss.com/pdf/whitepapers/india-retail-trends-2014.p.

9. Telecom Regulatory Authority of India (2014). Indian Telecom Services Performance Indicator Report for the Quarter ending, 7,Press Release No.68/2014Retrievedfromhttp://www.trai.gov.in/WriteReadData/WhatsNew/Documents/ quarterly% 20press%20release%20 -final.p

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON REVIEW OF LITERATURE OF CORPORATE GOVERNANCE IN INDIA

Vaishali Mehta
Research Scholar

ABSTRACT
This paper examines review of literature on corporate governance within India and other countries. The aim of this paper is to present literature review on corporate governance and to inform about the previous work done in the field of corporate governance. This paper will help you to get more insight in the field of corporate governance.

Keywords: Corporate Governance, Review of Literature, Financial Performance

INTRODUCTION OF CORPORATE GOVERNANCE

Corporate governance is concerned with ways in which all parties interested in the well-being of the firm (the stakeholders) attempt to ensure that managers and insiders take measures or adopt mechanisms that safeguard the interests of the stakeholders. Such measures are necessitated by the separation of ownership from management, an increasingly vital feature of the modern firm. A typical firm is characterized by numerous owners having no management function, and managers with no equity interest in the firm. Shareholders, or owners of equity, are generally large in number, and an average shareholder controls a minute proportion of the shares of the firm. This gives rise to the tendency for such a shareholder to take no interest in the monitoring of managers, who, left to themselves, may pursue interests different from those of the owners of equity. For example, the managers might take steps to increase the size of the firm and, often, their pay, although that may not necessarily raise the firm's profit, the major concern of the shareholder.

Empirical work in the area of corporate governance has undergone a remarkable growth, founded mostly on the basis of management–shareholder conflict and to a lesser but increasing extent on the stakeholder theory. Despite the volume of empirical evidence, there has been no consensus on how to resolve the problem. The lack of consensus has produced a variety of ideas (or mechanisms) on how to deal with the problem of agency. The mechanisms we are concerned with in this study can be divided into five: striking a balance between outside and inside directors; promoting insider (i.e., managers and directors) shareholding; keeping the size of the board reasonably low; encouraging ownership concentration; and encouraging the firm to have a reasonable amount of leverage in the expectation that creditors might take on a monitoring role in the firm in order to protect their debt holdings.

OBJECTIVES

1. To present literature review on corporate governance.
2. To inform about the previous work done in the field of corporate governance.
3. To identify how much research work has been done in the field of Corporate Governance in IT sector.
4. To fill the gaps in researched work done in Corporate Governance in IT sector.

Literature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits into thelarger field of studyLiterature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits into thelarger field of studyLiterature reviews are designed to provide an overview of sources you have explored while researching a particular topic and to demonstrate to your readers how your research fits into thelarger field of stu

REVIEW OF LITERATURE

1. In the journal "The Chartered Accountant" Agarwal Nitin has provided an overview of the latest changes in Corporate Governance norms in India. The article discusses the concept, initiatives in India, major changes through circular dated 29th Oct 2004. The 6 major changes along with 8 other minor changes are; discussed in detail. Various issues are considered like voluntary & mandatory regulation, interference, policing, punishment etc.
2. Corporate Governance Standards and Practices in engineering Industry in India" by S. C. Das The Management Accountant (2007-08) evaluates the quality of corporate governance standards and present practices in Engineering Industry in India, based on annual report of two major Indian corporate houses for the financial year 2005-2006. The study has been expected to serve as a pointer to the effectiveness of

current corporate governance practices in these companies, in particular, and Indian, corporate sector in general.

3. "Corporate Governance in India" by JayatiSarkar &S ubrata Sarkar-2011 has very good coverage of the CG issues in India. He analyzed the various internal CG mechanisms and various stakeholders' role which are crucial. He also expand on it by studying the dynamics of ownership structures, ownership structure in complex groups, highlighting the important role of families in ownership and management the behavior of multiple other shareholders 142 and related agency issues. He also covers the nascent market for corporate control in India. Their book an excellent Example of research which shows how CG actually takes place and what can be done to make it work better.
4. "An empirical study on Corporate Governance in Indian Banking" by Panchasara B. M. – 2012 A Research Report Sau. Uni., Rajkot. According to his study major findings are follow: Among the 18 surveyed banks, the study revealed that 15 bank board consist of 10 to 15 members and only 3 banks has board Comprising of 8 to 10 members. They also reveal that large bank boards are relatively small compared to medium and small banks. The study revealed that the position of the chairman of the board and the CEO/MD is filled by the same individuals in most of the 18 Banks in India.
5. La. Porta (1998) in journal of political economy has been studied corporate governance patterns in 27 countries and concludes that the principal agency problem in large corporation around the world is that of restricting expropriation of minority shareholders by the controlling shareholders.
6. K. Sundar (2005) in Indian Journal of accounting emphasized the role of the auditor and audit refunds, which would value add the style of corporate governance. He also pointed out board mechanism, status of auditors, auditor's independence and audit committee.
7. Chatterjee Debabrata (2010) did a comparative study on Corporate Governance and Corporate Social Responsibility – The case of Three Indian Companies ITC Ltd., Reliance Industries Ltd., and Infosys Technologies Ltd. He concluded that though the corporate governance practices are exemplary, there exist differences in the way the companies adopt the corporate governance practices. He rated Infosys better than the other two companies.
8. Feizizadeh Ahmed (2012), Faculty Member Of Azad Islamic University, North Branch Tehran, Iran in his study "Corporate governance: Frameworks "concluded that corporate social ethical and environmental performances are being viewed increasingly by investors as indicators of management quality and proxies for performance in other areas of the business. A good company must have good environmental management system.
9. Meenu (2012) in her paper titled Need of Effective Corporate Governance and its challenges in India acknowledged that corporate governance has been proving a very efficient and effective system for our economy and to save the interest of shareholders. But it requires more efficient monitoring and transparent internal audit system which can lead to effective corporate governance.
10. Ruchi kulkarni in her research paper on "Corporate Governance an Indian Perspective compare Clause 49 of Corporate Governance with Oxley Act and stated that the only difference between two isunder Sarbanes-Oxley legislation if fraud or annihilation of reports takes place, up to 20 years of imprisonment can be charged, but in case of Clause 49, there is no such condition. Being the controller of the market SEBI can commence a criminal proceeding.
11. Lucian Bebchuk, Alma Cohen in their research paper on what matters in Corporate Governance had concluded that firm valuation during the last five years of their sample period is correlated with firms' entrenchment scores as of 1990. They found that, even after controlling for firm valuation in 1990, high entrenchment scores in 1990 are negatively correlated with firm valuation at the end of sample period.
12. Sharukh Tara, Sorab Sadri stated in research paper on Corporate Governance and Risk Management: An Indian Perspective that there is close relationship between corporate governance and risk management. Good corporate governance means lower risk and poor corporate governance means higher risk; this has an immediate reflection in the cost of capital and shareholder value.
13. It was concluded that in the short run, corporate governance indicators and Audit quality influence the quality of financial reporting among the firms in Nigeria, by: Onuorah, Anastasia Chi-Chi on Corporate Governance and Financial Reporting Quality in Selected Nigerian Company.

ISSN 2394 - 7780

14. Priyanka Aggarwal, Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Corporate Governance and corporate profitability: Are they related? –A study in Indian Context found that governance rating has a positive but insignificant impact on corporate profitability of firm. Further, and also find that corporate profitability also has an insignificant positive impact on governance rating of firm.

15. "Quality evaluation of corporate governance in the Indian Context" by Kabita Kalita & Sujit Sikidar found that corporate governance rating procedure of various institutions situated in India. The main focus is on the three key institutions i.e. the CRISIL, the ICRA and the Unit Trust of India and the parameters fixed by them for evaluating the quality of corporate governance in India. Along with the quality of governance the focus is also on the wealth creation and wealth management of a company. Further it is also seen that the pillars of wealth management in India are visioning, monitoring, performance monitoring and accountability.

16. Recently, (McKinsey, 1999) found in a series of surveys that 80% of institutional investors are willing to pay a premium to well-governed firms. McKinsey reported that 75 percent of investors view board practices as important as financial performance in evaluating companies for investment.

17. Agarwal& Jain (2003) in Indus Valley Publications explained how the corporate governance can be more effective and objective. It explains the concept of corporate governance. Various ways to exercise governance and its emerging pattern, various challenges to corporate governance disclosure practices in India and abroad and social aspect of corporate governance.

18. According to Ram Sangapure there is a need to carefully address issues like transparency, ethics and values in Corporate Governance, ownership and control.

19. A number of studies investigate the impact of a single governance characteristic on firm performance such as Disclosure(Durnev and Kim, 2004),Board Composition (Hermalin and Weisbach,1991), (Bhagat and Black, 2002), etc. Board Size (Yermack, 1996) and (Eisenberg, et al., 1998) or executive compensation (Loderer and Martin,1997), block holdings (Demsetz and Lehn,1985),takeover defenses (Gompers, et al.,2003)..Etc.

20. Many researchers found no any relation between Corporate Governance and proportion of outside directors of firm like Fosberg (1989) finds no relation between the proportion of outsider directors and various performance measures (i.e., SG&A expenses, sales, number of employees, and return on equity); Hermalin and Weisbach (1991) find no association between the proportion of outsider directors and Tobin's Q; and Bhagat and Black (2002) find no linkage between the proportion of outsider directors and Tobin's Q, return on assets, asset turnover and stock returns.

CONCLUSION:

Based on the above review of literature it is clear that no research was done on corporate governance of IT Companies in India with different variables. I am filling this gap which will help practitioners, policy makers and researchers in the area of Corporate Governance.

Corporate governance is a vast area of study for researchers as well as for policy makers all over the world and it becomes crucial to make proper policy of it in a country like India so as to control frauds and malpractices done by big corporate.

REFERENCE:

1. Agarwal Nitin (2005). Corporate Governance -Recent Changes in Clause 49. The Chartered Accountant. 1456 -1461.
2. S. C. Das (2005). Journal of the Management Accountant. 719-732.
3. Jayati Sarkar & Subrata Sarkar (2011). Book on Corporate Governance in India.
4. Panchasara B. M. (2012). An empirical study on Corporate Governance in Indian Banking.
5. La Porta (1998). Law and Finance. Journal of Political Economy. 106(6).
6. Sundar, K. (2005). Fine Tuning Auditing for Finer Corporate Governance. Indian Journal of Accounting. XXXV(1). 56 – 61.
7. Debabrata Chatterjee (2010). Corporate Governance and Corporate Social Responsibility: The Case of Three Indian Companies. International Journal of Innovation, Management and Technology. 1(5). 507-510. ISSN: 2010-0248.

8. Ahmad Feizizadeh (2012). Corporate Governance: Frameworks. Indian Journal of Science and Technology. 5(9). 3353-3361. ISSN: 0974- 6846.

9. Meenu (2012). Need of Effective Corporate Governance and Its Challenges in India. International Journal of Computational Engineering & Management. 15(6). 53-55.

10. Kulkarni R.,Maniam, B. (2014). Corporate Governance - Indian Perspective. International Journal of Trade, Economics and Finance, 5(4).

11. Lucian Bebchuk (2004). What matters in Corporate Governance? Discussion Paper No. 491 09/2004. 1-62. ISSN 1045-6333.

12. Sharukh Tara, Sorab Sadri (2015). Corporate Governance and Risk Management: An Indian Perspective. International Journal of Management Science and Business Administration. 1(9). 33-39.

13. Anastasia Chi-Chi (2016). Corporate Governance and Financial Reporting Quality in Selected Nigerian Company. International Journal of Management Science and Business Administration. 2(3). 7-16.

14. Priyanka Aggarwal (2013). Corporate Governance and Corporate Profitability: Are they Related? - A Study in Indian Context. International Journal of Scientific and Research Publications. 3(12). 1-8. ISSN 2250-3153.

15. Kabita Kalita & Sujit Sikidar (2018). Quality evaluation of corporate governance in the Indian Context. A Peer-Reviewed International Journal of Humanities & Social Science. VII(I). 256-265. ISSN: 2278-5264.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

GROWTH AND DEVELOPMENT OF TOURISM INDUSTRY IN KONKAN-A CASE STUDY OF RATNAGIRI

Dhanashree Pramod Sawant
Associated Professor, Department of Economics, Sheth NKTT College of Commerce and Sheth JTT College of Arts, Kharkar Ali, Thane

ABSTRACT:
Owing to globalisation and other economic reforms initiated by the government, the region earns a good amount of foreign exchange for the exports of famous Alphonso mango, cashew nuts and fishes. The government of Maharashtra announced "Tourism Policy' in 2006 as well as in 2016 and long-term vision for the year 2025. The policy covers development of infrastructure, accessibility to amenities, recreational facilities, conservation of heritage sites, rural and cultural tourism, public-private-partnership, development and control of tourist destinations and many other reforms. The study aims to study growth and impact of tourism industry in Ratnagiri district. It is hypothesized that tourism industry is growing fast in the district and has a good economic impact. The study uses ANOVA and Chi-square techniques for analyzing local people's responses. It is concluded that tourism industry is growing fast in the district and has a god economic impact.

Key words: Tourism industry, local people, economic impact, tourism-based services and district GDP.

INTRODUCTION
Konkan region includes four districts, viz. 1) Sindhudurg, 2) Ratnagiri, 3) Raigad and 4) Thane (Mumbai & Navi Mumbai). Konkan region is surrounded by four boundaries. To its south is Ajgaon in Sindhudurg district and Gholvad in Dahanu Taluka, Thane is to the north of Konkan. The long strip of Arabian Sea is to its west and it has range of Sahyadri Mountain to its east. Konkan is endowed with all round natural beauty which makes it attractive for tourists. Traditionally speaking, Konkan population is engaged with cultivation, fisheries, horticulture and floriculture. Main crops of the region are rice, ragi, mangoes, cashew-nuts, kokum, coconut, betalnut, and flowers like marigold, aboli, lily and champa are produced on a large scale.

Owing to globalisation and other economic reforms initiated by the government, the region earns a good amount of foreign exchange for the exports of famous Alphonso mango, cashew nuts and fishes. Other sources of livelihood are fisheries, dairying and poultry. Industrial activities are mainly supported by Maharashtra Industrial Development Corporation (MIDC) estate. Food processing and fruit processing activities also run of a big scale in the region.

The region has great potential for tourism. There are numerous tourist attractions like beaches, temples, ancient forts and palaces, waterfalls, hill station, historical monuments and wildlife. The rapid growth of tourism is due to rise of middle class, increase in income, improved facilities, improved connectivity and of course the government's tourism policy. The government of Maharashtra announced "Tourism Policy' in 2006 as well as in 2016 and long-term vision for the year 2025. The policy covers development of infrastructure, accessibility to amenities, recreational facilities, conservation of heritage sites, rural and cultural tourism, public-private-partnership, development and control of tourist destinations and many other reforms.

BRIEF REVIEW OF RATNAGIRI:
The district is blessed with unlimited beauty which attracts many tourists. It has a variety of tourist spots such as Ganesh temple at Ganpatipule, historical monuments of Lokmanya Tilak, great Marathi poet Keshavsut and freedom fighter Swatantryaveer Savarkar, Thibaw palace, Marleshwar temple at Sangameshwar, Ganga water spring at Rajapur, Lord Parshuram temple and many more such tourist spots. The district is a blend of Northern and Southern culture. The main festivals celebrated in the district are Ganpati and Gaouree festival in August or September, Shimga or Holi in March, folk arts and dances like Dashavtar and Jakhadi.

OBJECTIVES
1. To study tourism industry in Ratnagiri.
2. To analyse the impact of tourism industry in Ratnagiri.

HYPOTHESES
1. Tourism industry is growing in Ratnagiri.
2. Growth of tourism industry has improved the economic conditions in Ratnagiri.

SCOPE AND LIMITATIONS

1. Present study surveyed local people from Ratnagiri district of Konkan from the prominent tourist spots randomly.
2. The study is based on government reports of Ratnagiri with respect to district income from 1999-2000 to 2011-12.

RESEARCH METHODS

The study is based on both primary data and secondary data. It used Chi-square technique and ANOVA for the analysis.

REVIEW OF LITERATURE

Ratnagiri district is spread over an area of around 8208 square kilometres. The population of the district is 1629886 as per census 2001. The headquarters is at Ratnagiri. The district is surrounded by Raigad district at its north, Sindhudurg district at its south, Arabian Sea at its west and mountain ranges of Sahyadri, Kolhapur, Satara and Sangli districts are at its east. Ratnagiri being a coastal district has hot and humid climate.

Government's Grading of Tourist Spots in Ratnagiri

The Home Department Notification of Government of Maharashtra dated 8 November 1996, declares taluka-wise list of approved tourist spots In Ratnagiri district so as to promote the development of Tourism in Maharashtra. Here the tourist spots are classified into three categories, namely A-grade, B-grade and C-grade. Ratnagiri district does not have any tourist spots in A-grade. The tourist spots included in B-grade are, 1) Ganpatipule,2) Pawas, 3) Velneshwar, 4) Panhalekaji, 5) Thibaw palace and 6) Machal.

Growth of District GDP of Ratnagiri

It is seen in following table that the district GDP at constant prices (2004-05) is rising since 1999-2000. It is important to note here that the contribution of services sector comprising tourism activities, such as hotels, trade and transport is rising as compared to the contribution of other major economic sectors.

Table-1

Sectoral Composition and Growth ofDistrict GDP at Constant Prices (2004-05) in Ratnagiri (in thousand)

Year	Agriculture	Industry	Services	District GDP
1999-00	78444	167744	215724	461914
2000-01	73467	141916	213077	428461
2001-02	84531	147270	235108	466910
2002-03	147023	158935	250542	556502
2003-04	155209	158861	267706	581777
2004-05	101936	169118	288087	559141
2005-06	105089	222226	316220	643535
2006-07	76168	233601	349747	659525
2007-08	86707	252331	381465	720503
2008-09	95442	298545	397920	791907
2009-10	108164	321048	458225	887436
2010-11	114781	361713	506517	983012
2011-12	130584	395994	545343	1071922

(Source: DES, Ratnagiri and Economic Survey of Maharashtra)

Contribution of the tourism-based services to the district GDP in Ratnagiri:

It has been observed that the tourism-based services, such as, railways, transportation means, communication, Trade Hotels & Restaurants (THR), Banking and Insurance are growing rapidly in the district since 1999-00 till 2011-12. Table-2 presents the information of the growth of different services in the district.

Table-2 Growth of Services in District GDP at Constant Prices (2004-05) in Ratnagiri

Year	Railway	Transport/ Warehousing	Communication	Trade/ Hotels& Restaurants	Banking & Insurance	All Services
1999-00	870	12607	49310	42712	18527	215724
2000-01	895.2	13293	61781	41164	17266	213077
2001-02	924.8	13668	65590	50923	19180	235108
2002-03	943.2	14044	58784	58060	21076	250542
2003-04	996	15553	68429	61592	21575	267706
2004-05	1635	23318	14956	82187	40980	288087
2005-06	1709	25173	18204	88714	47567	316220
2006-07	1837	27524	21038	101869	56697	349747
2007-08	1960	28937	24721	109867	66720	381465
2008-09	2247	29972	28970	100038	76599	397920
2009-10	2680	35059	43634	126330	82338	458225
2010-11	2617	37304	60631	134180	93663	506517
2011-12	2853	40008	69074	137506	104606	545343

Source: DES, Ratnagiri and Economic Survey of Maharashtra

It is seen in the Table-2 that the contribution of THR (Trade, Hotels and Restaurants) is highest among other services. This shows that the rising tourism industry in Ratnagiri.

Statistical Analysis and Interpretation of Primary Data:
Null Hypothesis-1: There is no significant difference in economic improvement according to age group of local people.

Alternate Hypothesis-1: There is significant difference in economic improvement of local people according to age group.

To test above null hypothesis ANOVA is obtained and F-test is applied. The results of the same are presented in Table-3.

Table-3 ANOVA

		Sum of Squares	Mean Square	F	p-value	Result
Economic condition improvement score	Between Groups	3146.829	1573.414	21.453	.000	Rejected
	Within Groups	23983.441	73.344			

INTERPRETATION OF THE RESULTS:
In this hypothesis ANOVA is used and F-test is applied to study whether there is any difference in three factors of improvement in different age groups.

Results of the hypothesis:
It indicates that p-value for ‘Economic conditions improvement’ is less than 0.05. Therefore F-test is rejected. Conclusion is that there is significant difference between the different age groups with respect to the ‘Economic conditions improvement’.

Based on the same data, Report of the hypothesis using the mean scores is prepared and presented in the Table-4.

Table-4 Mean Scores

Age group	Economic condition improvement score
Young age	72.2977
Middle age	76.0814
Elderly age	68.5764
Total	**72.7172**

INTERPRETATION OF THE REPORT:
The mean score for 'Economic conditions' is higher for 'Middle age' group than other age groups, implying that the respondents from Middle age group find more improvement in the economic conditions due to the tourism activity.

Null Hypothesis-2: There is no significant difference in economic improvement according to occupation of local people.

Alternate Hypothesis-2: There is significant difference in economic improvement of local people according to occupation.

To test above null hypothesis ANOVA is obtained and F-test is applied. The results of the same are presented below.

		Sum of Squares	Mean Square	F	p-value	Result
Economic condition improvement score	Between Groups	2880.776	720.194	9.652	.000	Rejected
	Within Groups	24249.493	74.614			

INTERPRETATION OF THE RESULTS:
In this hypothesis ANOVA is used and F-test is applied to study whether there is any difference in three factors of improvement in different occupation groups.It indicates that p-value for 'Economic conditions improvement' is less than 0.05. Therefore F-test is rejected. Conclusion is that there is significant difference between the different occupation groups with respect to the 'Economic conditions improvement'.Based on the same data, Report of the hypothesis u the mean scoresfor different occupations is prepared and presented in the Table-6.

Table-6: Mean Scores

Occupation	Economic condition improvement score
Service	69.6882
Business	73.1720
Domestic work	77.3632
House wife	74.9383
Student	73.3333
Total	**72.7172**

INTERPRETATION OF THE REPORT:
The mean score for 'Economic conditions' is higher for 'Business', 'Domestic work', 'Housewife' and 'Student' groups than service occupation group, implying that the respondents from Business, Domestic, Housewife and student groups find more improvement in the economic conditions due to the tourism activity.

CONCLUSION
The study concludes that there has been sufficient growth of tourism industry in Ratnagiri district. The impact of tourism on economic conditions also proves that there has been a positive impact of the growth of tourism industry in the district.

REFERENCES
Reports:
1) Social and Economic Analysis, 2012, District Statistical Office, Directorate of Economics and Statistics, Planning Department, Government of Maharashtra, Ratnagiri.

2) Social and Economic Analysis, 2012, District Statistical Office, Directorate of Economics and Statistics, Planning Department, Government of Maharashtra, Sindhudurg

3) Tourism Policy of Maharashtra, 2006, Government of Maharashtra, Department of Tourism and Cultural Affairs Resolution No. MTC-2005/2//CR-172/Tourism, Mumbai.

4) Economic Survey of Maharashtra, 2012-13, Directorate of Economics and Statistics, Planning Department, Government of Maharashtra, Mumbai.

5) Maharashtra Tourism Policy, 2016, Government of Maharashtra, Department of Tourism and Cultural Affairs Resolution No. MTC-2015.

WEBSITES:

1) www.konkanonline.com/maps/ratnagiritouristmap

2) www.maharashtratourism.gov.in

3) www.holidayfy.com/places/ratnagiri/sightseeing

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

A STUDY ON OPERATIONAL PERFORMANCE OF BRIHANMUMBAI ELECTRICITY SUPPLY AND TRANSPORT (B.E.S.T.) IN MUMBAI

Dr. Resham R. More[1] and Dr. Varsha Mallah[2]
[1,2]Assistant Professor, Department of Accountancy, Bhavan's Hazarimal Somani College, Chowpatty, Mumbai

1. INTRODUCTION

Mumbai is equipped withgood transportation network connecting the city- internally, externally and globally through the Rail, Road, Water, and Air Transportation services. Road transport network plays an important role in the development of any city. Brihanmumbai Electric Supply and Transportation (B.E.S.T.) is the premier public road transport service of Mumbai. It is a core transport network to Rail transport service throughout the city and suburbs areas of Mumbai.

In the year 1873 the Bombay tramway Company Limited received to operate trams in the Mumbai City. In the year 1899 the company applied to the BMC for operation of electrically operated trams. Brihanmumbai Electric Supply and Transportation (B.E.S.T.) was the first public transport company which started with horse-pulled Trams services in the year 1874. The Trams services have been closed in 1964. B.E.S.T. has the largest network of public road transport service in the city of Mumbai. At present, it is owned by Municipal Corporation of Mumbai. Their service is operated through 27 bus depots that are located at four different zones of the cities. There are 5 depots in City Zone, 7 depots operate in Central Suburb zone, 8 depots in Western Suburb zone and 7 depots in Eastern Suburb Zone.

A well-developed economy with a strong network of transport system leads tospeedy movement of men and materials. Mumbai is the commercial capital of India and a leading international business centre. Its inhabitants include people from all the walks of life. The majority comprises of lower and middle class people who need economical and efficient transport system. The B.E.S.T. has emerged as one of the most prominent means of road transport to fulfill the requirement of commuters. Its performance has a remarkable influence on the momentum of the Mumbai city. The present study is, therefore, an attempt to evaluate the operational performance of B.E.S.T.

2. REVIEW OF LITERATURE

- Shaikh B. et.al.,(2014), in their research paper "A Comparative Study of B.E.S.T. undertaking Buses and Mumbai Western Suburban Railway in providing Public and Transportation Services." examined the view of commuters regarding their satisfaction towards public transport of Brihanmumbai Electric Supply and Transport (B.E.S.T.) buses and Mumbai Western Suburban Railway. They stated that most of the commuters are using public transport to reach their destiny with safety and security. The study shows that Mumbai Western Suburban Railway is most secure, convenient and friendly mode of public transport as compared with B.E.S.T. service.

- Singh S. (2016), in his research paper "Assessment of Passenger Satisfaction with Public Bus Transport Services: A case study of Lucknow city (India)" assessed the passenger's satisfaction towards quality service provided by LucknowMahanagerParivahanSewa. The study reveals that due to increase in population the demand for public transport has increased substantially over the year but the public transport systems have not able to keep pace with the rapid and substantial increase in travel demand. As a result, commuters shifted towards personalized transport. The paper states that comfort and security on board is a major concern of commuters. The study infers that due to poor quality of services,commuters are not satisfied with LucknowMahanagerParivahanSewa.

- Doddy H., (2009), in his study "Study of service quality in the public bus transport: Customer complaint Handling and service standard design case study: Trans Jakarta bus way and Varmlanstrafik." reveals that the large cities in developing countries are mostly dependent on road transport. Congestion is the common problem faced by these big cities around the world. The study shows that the government is only responsible for the performance of transportation sector therefore for the good performance of transportation sector the government has to re-plan and implement the public policies in safe, comfortable and reliable manner.

3. OBJECTIVES OF THE STUDY

The following are the main objectives of this study-:

To evaluate the operational performance ofBrihanmumbai Electricity Supply and Transport(B.E.S.T.) in the Mumbai region in terms of following aspects:

- Fleet position and Fleet utilization

$$\text{Fleet Utilization} = \frac{\text{No. of vehicles on road during the year}}{\text{No. of vehicles held during the year}} \times 100$$

- Occupation ratio or Load Factor
- Accident Ratio
- Fuel Consumption
- Productivity per vehicle

4. RESEARCH METHODOLOGY

In order to pursue thisstudy the information has been collected through secondary source only. The secondary data weregathered from different sources such asreference Books, Newspapers, Journals, seminars, workshops and conference books, some published, unpublished reports, Internet, Official website of Brihanmumbai Electricity Supply and Transport(B.E.S.T.).The collected data is complied and analyzed for the purpose of the study. To facilitate interpretation statistical tools, percentages, ratio, averages are used. Bar diagrams, pie charts have also been used for presentation of findings.

5. FINDINGSAND DISCUSSIONS

The present study aims to evaluate the operational performance of Brihanmumbai Electricity Supply and Transport(B.E.S.T.) in the Mumbai region. Following operational aspects were considered for the same:

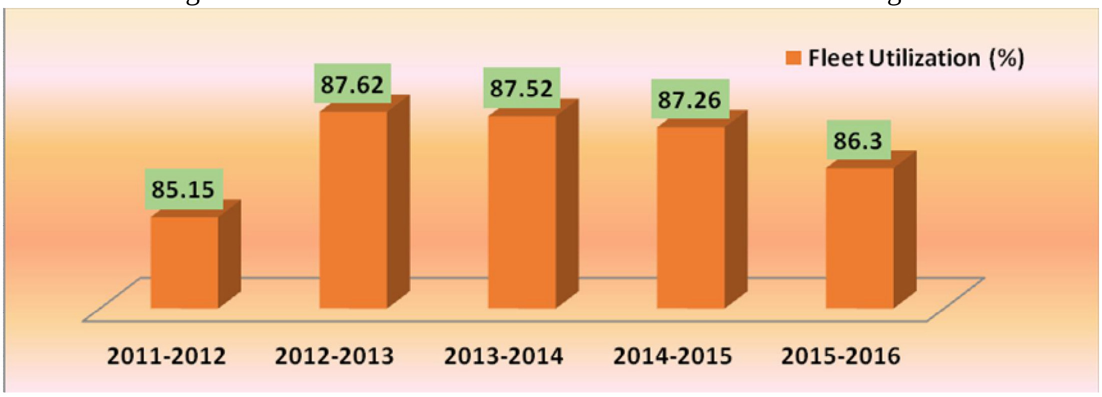
5.1 Fleet position and Fleet utilization

The corporation's ability to provide services is dependent on various factors such as: the number of vehicles, their average age, conditions and seating capacity. The fleet utilization reflects operational soundness as it portrays the percent of capacity utilized by the transport company. Fleet utilization is calculated by expressing the average number of vehicles on road as a percentage of average number of vehicles held by corporation.
It can Symbolically be presented as follows:

Table 1: Fleet Utilization of B.E.S.T. vehicles in Mumbai Region

Year	No. of buses on road	No. of buses in fleet	Fleet Utilization In (%)	Trend Analysis (%)
2011-2012	3923	4607	85.15	100.00
2012-2013	3799	4336	87.62	102.90
2013-2014	3753	4288	87.52	102.78
2014-2015	3636	4167	87.26	102.48
2015-2016	3489	4043	86.30	101.35
Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.				

Figure 1: Fleet Utilization of B.E.S.T. vehicles in Mumbai Region



Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

Table1 and Figure1 shows that in the year 2011-12 the Fleet utility of vehicles on road was 85.15 percent. There is a good improvement as fleet utilization gone up to 87.62 percent in 2012-2013. Thereafter, it has continuously decreased and has reached up to 86.3 percent in the year 2015-2016. However, the trend analysis shows an improvement over the base year 2011-2012 with 101.35 percent in 2015-2016. It indicates that there is an overall increase in the total number of buses in the fleet and on the road. The general year-wise fleet utilization shows declining trend. However, with the increase in population and demand there should be increase in the number of buses.Therefore the organisation needs to develop its capacity in terms of number of buses on the road which will help in the improvement of fleet utilisation.

5.2 Occupation ratio or Load Factor

Average seating capacity and Load factor are the other two indicators which also determine the operational efficiency of a transport company. It is the percentage of seat (carrying capacity) kilometer occupied to seat (carrying capacity) kilometer offered during a period by an undertaking. Alternatively, it is the ratio of actual earnings to expected earnings. Symbolically, it can be expressed as:

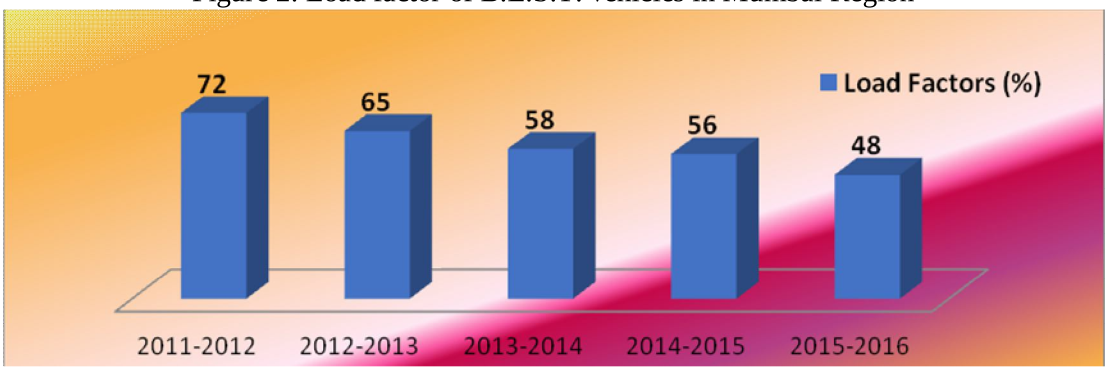
$$\text{Load Factor} = \frac{\text{Actual Earnings}}{\text{Expected Earnings}} \times 100$$

Table 2:Load factor of B.E.S.T. vehicles in Mumbai Region

Year	Actual earning (in lakhs)	Expected Earning	Load Factor In (%)	Trend Analysis In (%)
2011-2012	105974	147186	72.00	100.00
2012-2013	130699	201075	65.00	90.27
2013-2014	132804	228972	58.00	80.55
2014-2015	126650	226160	56.00	77.77
2015-2016	114826	239220	48.00	66.67

Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

Figure 2: Load factor of B.E.S.T. vehicles in Mumbai Region



Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

The study of Table2and Figure2 shows that the Load factor of the vehicles has decreased from 72 percent in 2011-20112 to 48 percent in the year 2015-2016. There is a continuous decline in the load factor of B.E.S.T. vehicles. The trend analysis shows that the load factor has come down to 66.67 percent.The poor quality of services is the major factor leading to the declining load factor of B.E.S.T. services. The private transporters are providing better services at affordable prices.

5.3 Accident Ratio (per one lakh km)

Accidents are the primary basis to judge the safety and security of bus transport undertakings. Accident ratio is calculated by total number of accidentson total effective km. of vehicles covered by corporation. It can symbolically be written as:

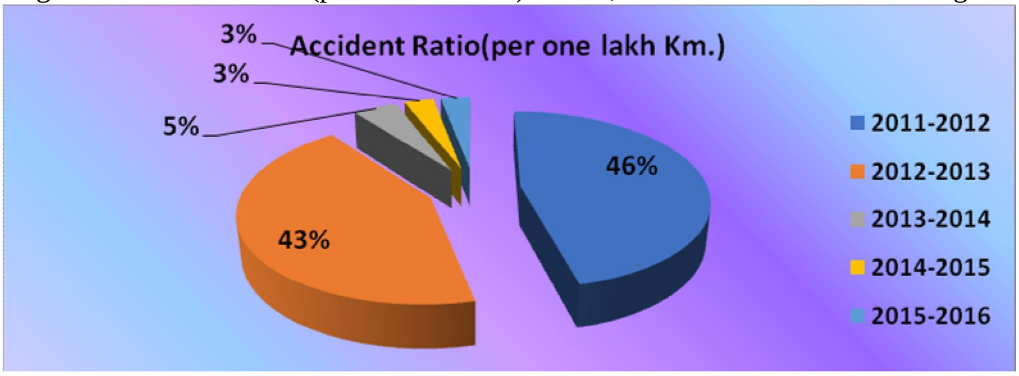
$$\text{Accident ratio (per one lakh km)} = \frac{\text{Total No. of Accidents}}{\text{Total Effective km.}} \times 100$$

Table 3: Accident Ratio (per one lakh km.) of B.E,S.T. Vehicles in Mumbai Region

Year	No. of Accidents (per one lakh km)	Total No. of Accidents	Total Effective Km. (In Lakhs)	Accident Ratio (per one lakh km)
2011-2012	3	7.97	2557.31	0.31
2012-2013	3	7.67	2652.00	0.29
2013-2014	0.27	0.69	2549.30	0.03
2014-2015	0.21	0.51	2436.67	0.02
2015-2016	0.21	0.51	1961.32	0.02

Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

Figure3: Accident Ratio (per one lakh km.) of B.E,S.T. Vehicles in Mumbai Region



Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

It is observed from theTable3 andFigure3 that the number of accidents per lakh kms has decreased from 0.31 in 2011-12 to 0.02 in 2015-16. This has been made possible by the undertaking through their initiative of providing better training to drivers, better maintenance of buses etc. This has resulted into improvement of the overall functioning of the system.

5.4. Fuel Consumption

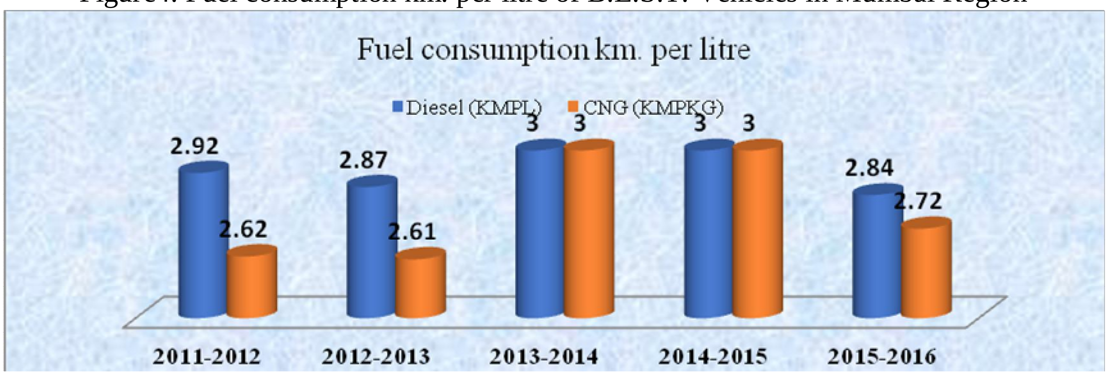
It relates to the rate of fuel consumption by vehicles. It is essential part of cost of material. It is measured in terms of average kilometer obtained per litre i.e. Kilometer per litre (KMPL).

Table 4:Fuel consumption km. per litre of B.E.S.T. Vehicles in Mumbai Region

Year	Diesel (KMPL)	CNG (KMPKG)
2011-2012	2.92	2.62
2012-2013	2.87	2.61
2013-2014	3	3
2014-2015	3	3
2015-2016	2.84	2.72

Source: Basic Transport & Communications Statistics for MumbaiMetropolitan Region-2016.

Figure4: Fuel consumption km. per litre of B.E.S.T. Vehicles in Mumbai Region



Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

Fuel consumption is one of the important parameters to assess operational performance of a transport organization. Table 4 and Figure 4 exhibit that the diesel consumption in the year 2011-12 was 2.92 KMPL. It has increased in the year 2013-14 and 2014-15 to 3 kilometer per litre. Similarly, the CNG consumption has also increased in the year 2013-14 and 2014-15 to 3 KMPKG.This is the result of age of vehicles, condition of vehicles, poor driving efficiency and habit, load factor, road conditions etc.

5.5 Productivity per vehicle

Productivity per vehicles is calculated to find out the kilometer covered per vehicle. It is obtained by dividing the total effective km. operated during the year by the total no. of vehicles held during the same period.Symbolically it can be stated as:

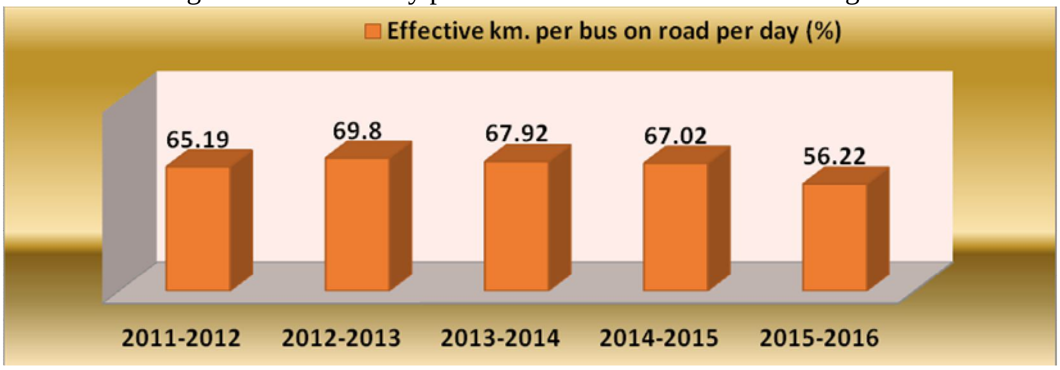
$$\text{Productivity per vehicle} = \frac{\text{Total Effective kms}}{\text{Total No. of vehicles}} \times 100$$

Table 5:Productivity per B.E.S.T. vehicle in Mumbai Region

Year	Effective km. (In Lakhs)	Total No. of vehicles	Effective km. per bus on road per day (%)
2011-2012	2557.31	3923	65.19
2012-2013	2652.00	3799	69.80
2013-2014	2549.30	3753	67.92
2014-2015	2436.67	3636	67.02
2015-2016	1961.32	3489	56.22

Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

Figure 5- Productivity per B.E.S.T. vehicle in Mumbai Region



Source: Basic Transport & Communications Statistics for Mumbai Metropolitan Region-2016.

The above Table-5 and Figue-5 indicates that, as per trend analysis productivity per vehicles has decreased during the year 2011-12 to 2015-16 from 65.19 percent to 56.22 percent. The productivity of bus services can be improved by providing fuel efficient buses, regular maintenance, updated technology and commuter friendly services.

6. CONCLUSION

There are various parameters which affect the performance of any organization. The operation performance is one of the important criteria of measuring an organisation'sperformance.Brihanmumbai Electric Supply and Transport Undertaking (B.E.S.T.) is the largest public bus transport service provider. It operates services within Greater Mumbai, and to major destinations outside the Greater Mumbai. Of late, Brihanmumbai Electric Supply and Transport Undertaking (B.E.S.T.) isincurringoperating loss. The organization needs to focus and pay attention on effective and proper utilization of various resources like human, physical, material and finance. The revenues generated by B. E. S. T. are not enough to cover t its operating cost. To control the consumption of diesel the corporation needs to adopt the better maintenance practices along with providing better training to drivers. Profitability of any transport undertaking depends upon the efficient use of its vehicles. This is possible by linking the long distance routes with short distance routes. Brihanmumbai Electric Supply and Transport Undertaking (B.E.S.T.) is competing with private cars and taxis such as Uber, Ola etc. Therefore the B.E.S.T. should address this market through luxury buses. The bus and railway are the core transport services in the city of Mumbai therefore the co-ordination between bus and railway is required. The area of strategic co-ordination can be ticketing, connection points, mobile apps etc.

REFERENCES

BOOKS:

- Shaikh B. and Natarajan C. (2014). A Comparative Study of B.E.S.T. undertaking Buses and Mumbai Western Suburban Railway in providing Public and Transportation Services. National Conference on Recent Sectorial Development and their Impact on the Indian Economy. K.P.B. Hinduja College of Commerce Rishabh Publishing, Mumbai.
- Singh Sanjay (2016). Assessment of Passenger Satisfaction with bus transport services: A case study of Lucknow city (India). Studies in Business and Economics No. 11(3).
- Doddy H.(2009). Study of service quality in the public bus transport: Customer complaint Handling and service standard design case study: Trans Jakarta bus way and Varmlanstrafik. Service Science Master Thesis-KaristadsUniversitets.
- Kulshreshtra, D.K., 1989, *'Management Of State Road Transport In India'*, New Delhi, K.M. Mittal Publications, pp-187 to 229.
- Kulshreshtra,D.K.1993, '*Transport Management in India'*, New Delhi, K.M. Mittal Publications, PP -96 to 100.
- Kitchin, L.D.,1952, *'Bus Operation*' London, life & sons ltd; pp -133-143.
- Modak, S.K. &Patkar, V.N., 1997, *'Selected Writing On Transport,'* Mumbai, SumitaPublication, pp - 169-178.
- Padam, s.,1990,*'Bus Transport In India,'*Delhi, Ajanta Publication

JOURNAL /ARTICLES :

- Indian Journal of Transport Management, April 1994, volume 18- No. 4, publication of State Road Transport Undertaking.
- Indian Journal of Transport Management, June 1994, volume 18- No. 6, publication of State Road Transport Undertaking.

REPORTS :

- Mumbai Metropolitan Region Development Authority, (2016). Basic Transport & Communications Statistics for Mumbai Metropolitan Region.

WEB SITES:

1. www.google.com
2. http://www.bestundertaking.com

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

IMPORTANCE OF EVENT MANAGEMENT IN DEVELOPMENT OF TOURISM INDUSTRY

Dr. Jadhav Bhika Lala
HOD- Commerce, Gokhale Education Society's, Arts, Commerce and Science College, Dist. Palghar

ABSTRACT

Tourism is known as the activities of persons travelling to and staying in places outside their usual place of stay for not more than one consecutive year for emptiness, business and other purposes which is not related to the activity remunerated from within the place visited. Tourism industry is growing very fast all over the world. Tourism has played an important role in the Indian economy as being the third largest important industry sector of national economy. Event management and tourism are interrelated and closely aligned with each other. Event management is a wider activity;the main object is messaging and connecting people. Today, events act are important for development of tourism Industry. Every year number of tourists are attracted by various kinds of events throughout a huge variety of destinations around the world. The development of tourism in a particular place is directly concerned with the development of event management. This paper highlights importance of tourism industry for development of Indian economy as well as importance of event management in tourism industry with the scope of event management.

Keywords: Tourism Event management, Indian Economy

I) INTRODUCTION

All over the world Importance of tourism industry has grown up very fast. Economy of every country depends on industrial development of that respective country. Tourism has played an important role in the Indian economy as being the third largest important industry sector of national economy.In 2016, the sector directly provided more than 25.4 million jobs. India is a tourism hotspot in the world, it has a large bouquet of tourist attractions to boast of. India is reach in natural resources in the world. Tourism is not a part of event management. But it is a set of activities related to traveling and learning new places, traditions, food, experiences, and people, of course. Although event management and tourism are inter related and closely aligned with each other. Event management is a wider activity, themain object is messaging and connecting people.

Today Events act is important for development of tourism Industry. Every year number of tourists are attracted by various kinds of events throughout a huge variety of destinations around the world. The development of tourism is mostly dependent on effective and proper management of events. For e.g. Niagara Falls is the most attractive, popular and prominent place to visit. But the event managers had begun to arrange tours and cruises across the basin of Niagara River. In short effective event management has led to the development of other entertainments around this destination.

II) LITERATURE REVIEW

The term event is very well established theme within tourism, the articles related to event were mostly published in the 1970s. In most tourism journals articles related to event-tourism were publish, but a complete review of all of them has not been attempted. The book of Saurabh Kumar Dixit 26 (2005) titled "Tourism and Economics" provides important literature on demand, supply, implications and impact of economics on tourism industry. During the last 3 decades Interest in participants, residents and tourists had also increased. Tourism-related journals covered a wide range of topics including music and festival tourism, social, image and economic impacts, visitor motivation, experience and spending, event quality and tourist satisfaction, etc. but there were no much articles related on the topic importance of event management in tourism. Hence this papers covers importance of event management in tourism industry.

III) OBJECTIVES OF THE STUDY

TheStudy is based on following objectives:

1. To know the present scenario of tourism industry
2. To know importance of event management in tourism.
3. To know the different types of Events
4. To know the tourist value of Events.
5. To Identify importance of Event management in Tourism

IV) RESEARCH METHODOLOGY:

 ISSN 2394 - 7780

The study is based on secondary data. Data has been collected from National and International Journals, Government publication and websites related to Tourism and Event management. On the basis of data available from various sources research finding and conclusion are made.

V) RESEARCH FINDINGS

SCIENTIFIC APPROACH OF THE TERM OF AN EVENT AND TYPES OF EVENTS

Event origins could be found in the social sciences and humanities, especially in management and arts. Event management is the area of application in science of events in practice. Today Event management is important in all sectors as private, public and non-profit sector. Basically, events are related to tourism sector are classified in to following four categories:

1) Mega events

Mega event is such event which has impact on the overall economic activity of the host country.It is strongly reflected in the tourism and economic infrastructure of the host country. These events are generally known as sports eventswhich include the Olympic Games, Cricket world Cup,Various tournaments, FIFA World Cup, etc.These events yield extraordinarily high levels of tourism, media coverage at large scale, as well as economic impact for the host community and country.

2) Hallmark events

Hallmark event is the event of the distinctive quality of the program. These events are identified with the spirit and soul of a host community. Such events haveplayed the important role in Tourism development. Hallmark events give importance and attractionsto participants and visitors, Classic examples of hallmark events are Carnival in Rio, the Tour de France, and the Oktoberfest in Munich and Wimbledon.

3) Major events

Major event is at large scale with strong public interest and media coverage. These events attract large numbers of visitors, and help the organizers achieve good economic results. Such events are easily managed and are often virtually sports-oriented, with an international reputation, and defined structure of competition for e.g. Formula one, Grand Prix, etc.

4) **Local events**

These events are targeted mainly for local audiences and stagedprimarily for their social, fun and entertainment value. These events oftenproduce a range of benefits, including engendering pride in the community,strengthening a feeling of belonging and creating a sense of place. Local events help with exposing people to new ideas and experiences, encouragingparticipation in sports and arts activities, and encouraging tolerance anddiversity.

TOURIST VALUE OF EVENTS

Events can be classified according to their attractiveness and importance for tourism. According to attractiveness of events for tourism, can be classified in three following categories:

- Festivals and events are organized at primarily level for local residents with the help of volunteers. In most of the cases, these events are small and have limited scope for tourist attractiveness, even though these events would create valuable opportunity for visitors to the area. These events are community and culturally oriented and would have potential negative impacts and probably corrupt their loyalty.

- Regional and provincial events have significant tourist attractiveness power. These events are celebrated at a large scale. Tourist potential can be developed in these events through attraction to tourist by celebrating with professional staff.

- From the tourist point of view, the events of national and international level are more attractive.These events attract national and international tourists.The primary goal of these events is to increase the tourism appeal of the host destination as much as possible and can further enhance the reputation and attractiveness of certain destination.

IMPORTANCE OF EVENT MANAGEMENT IN TOURISM

Events act is important for motivation to tourist in tourism. Every year number of tourists can be attracted by various types of events throughout a variety of destinations around the world. Therefore, the development of tourism in a particular destination is directly associated with the development of event management. For example, nobody will be interested in visiting a distant island, unless some attractive tourism events are arranged at this destination. If we look at the destinations that benefited popularity in recent times, it is observed that the flow of tourists to this place increasedafter the successful event management. Therefore, it’s the source to attract visitors and travelers to a particular tourism place. Effective event management has led to the

ISSN 2394 - 7780

development of other entertainments around this destination. The role of event management in tourism is so important because of tourists and travelers need to understand why they should visit a particular destination.

1) Events are used as trigger to boost of tourism

Event management is important in tourism industry. Tourists and travelers have visited a particular destination for a specific reason. Therefore, event tourism comes to the rescue. As like small stream that turns into a large river when supported by other streams by the same way small events of that particular destination support to create a hugh tourist place. organizing of small incentive trips, also definitely attract more customers to tourist destination.

2) Events are promote customer loyalty in tourism

Event management in tourism promotes the loyalty of regular customers. Just we imagine that our favorite destination for vacation offers some events which we have not experienced before. For this reason, the customers would prefer to such destination to the resort.

3) Stickiness of social events

The arrangement of social events promotes communication among people and creates new relationships. Such relationship which was created at a particular destination would be happy to recreate the romantic moments of their first meeting. In this way, event management is useful for both tourism and society development.

4) Wedding as a main social event in tourism

In the present scenario some of the places are specially developed arranging weddings. People want to make this special wedding incredible and unforgettable. The event managers do all their efforts to meet the requests of the most demanding customers. Right after the wedding, customers choose proper destination for honeymoon. Event managers help them to enjoythese memorable movement. The role of events in tourism is well demonstrated in this particular function.

5) Multipurpose Tourism

Event Manager provides various opportunities for the travelers to spend their time without being bored. If we plan our visit to some exotic country, it doesn't mean that our vacation will be limited with rambling across the sights and historical monuments of the destination. We can diversify our trip with popular events or some social activities.It proves that event management is too important in the development of tourism.

6) Development of bottom line local community

To make any destination attractive for tourism, detailed development plans are papered by event managers. These plan should focus on the planning of social events arranged by local community which are usefuland full potential of tourism.

VI) CONCLUSION

Since, we observe that tourism depends on event management.All over the world, tourism industry has grown up very fast. Economy of every country depends on industrial development of that respective country. Tourism has played an important role in industrial development as being the third largest important industry sector of national economy. In Tourism industry, social events can be implemented. In other words the tourism itself is quite important for social activities. The development of tourism and the introduction of new destinations are depending on growth of event management. The majority of most social activities, such as festivals, recreational events, have become possible with the help of better event management. Both tourism and event management can exist separately, but theirinter relationship can bring many benefits not only for the development of tourism but also for the development society, development of the economy of countries in total.

REFERENCES

- **José Manuel Hernández and others**, Event Tourism Analysis and State of the Art, European Journal of tourism, Hospitability and recreation Vol. 5, Issue 2, pp 83-102, 2014
- **Donald Getz a-Stephen J. Page**, Progress and prospects for event tourism research, Tourism Management 52 (2016) 593-631
- **Dr. Iris Mihajlović -Maja Vidak, mag.oec,** The Importance of Local Events for Positioning of Tourist Destination, European Journal of Social Sciences Education and Research, May-August 2017 Volume 4, Issue 4
- **Websites**https://www.researchgate.net/publication/23731052_The_role_of_tourism_in_sustainable_economic_development

- https://www.researchgate.net/publication/323635609_The_role_of_tourism_toward_economic_growth_in_the_local_economy
- http://www.eucentre.sg/wp-content/uploads/2013/12/EUCResearchBrief_TourismEU27ASEAN.pdf https://www.hks.harvard.edu/centers/mrcbg
- https://www.gevme.com/blog/5-reasons-why-event-management-is-important-in-tourism/
- https://scindeks-clanci.ceon.rs/data/pdf/2217-2769/2015/2217-276915020830.pdf
- http://www.academia.edu/1321398/IMPORTANCE_OF_EVENTS_AT_A_TOURIST_DESTINATION_Empirical_research_of_County_of_Istrias_management_attitudes

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

CONSUMERS ADAPTABILITY AND ACCEPTANCE OF E-WALLET

Mathew Lawrence
PhD Research Scholar, Nagpur University, Nagpur

ABSTRACT:
There has been a drastic change in the way payments are made from physical cash to payment through plastic cards and internet banking and now through e-wallets. E-wallet is a type of electronic card which is used for transactions made online through a computer or a smartphone. Its utility is same as a credit or debit card. An E-wallet needs to be linked with the individual's bank account to make payments. It is a start of a new era in the nation with life with digital money. The main objective of this research is to understand the consumer's adaptability and acceptance towards e-wallets. Also as a part of the research the paper does dipstick on the popularityon current players in e-wallet and their obstacles. To achieve the objectivea survey was conducted.

Keywords: cashless economy, e-wallet, electronic payment.

Cashless economy is a layout, where to make transactions one doesn't need to carry cash in physical form as a medium of exchange, but rather with the use of credit or debit cards or electronically[1]. It doesn't mean total elimination of cash but it is just transformation of economy into an ambiance that minimizes the use of physical cash by providing alternative channels for making payments. Globally both developed and developing economies are making great strides in minimizing the use of paper money. Sweden is on the way to be first cashless economy; as major banks had stopped working in cash. People in Belgium do not remember the last time when they had paid in cash. Denmark is also in the list where less than 25% of retail transactions are made incash[2].Toady smart phones are not only used as voice communication devices, but also to be used as socialized tool, entertainment tool, internet access tool, and even payment tool (Raj Gopal, 2012).Today Smart phones along with some application could be used to make money transaction for payment in the similar way as physical cash and with same properties as physical cash, it is then referred as "Digital Wallet" or widely known as "Mobile Wallet". Mobile wallet is in the process of adaptation many countries. M – Pesa a brand of VODAFONE started as CSR activity in Kenya in 2007 due the problem of physical money theft. Today it has good penetration in the Kenya and it's no more a CSR activity (Business Today Edition, 2014).Demonetization may not yet be making a significant dent on overall Indian cash usage, but it did give digital payments a jump start. A month after demonetization, daily transaction volume from digital wallets such as Oxigen, Paytm and MobiKwik reportedly went up by 271 percent from 1.7 million to 6.3 million. In India, the growth of digital payments remains bogged down by old regulations, which weren't cut out to support the recent growth of FinTech firms. For digital payments to grow, Soundararajan (an economist at Pahle India posted on 22 May 2017) said, regulations will have to be reworked. Thankfully, the Indian government seems to be moving in that direction. In February, Finance Minister ArunJaitley called for the creation of a Payments Regulatory Board under RBI, as well as an overhaul of the Payment and Settlements Act of 2007.

REVIEW OF LITERATURES

Wondwossen&Tsegaiand G. Kidan (2005) Completed their work on e-payment challenges and opportunities in Ethiopia and found; Poor telecommunication infrastructure, Frequent power disruption, People are resistant to new payment mechanisms, Lack of skilled manpower, Unavailability of payment laws, and regulations particularly for e-payment.

Jain, P.M.(2006) In his article "E-payments and e-banking, opined that e-payments will able to check black "An Analysis of Growth pattern of cashless transaction system. Taking fullest advantage of technology, Quick payments and remittances will ensure optimal use of available funds for banks, financial institutions, business houses and common citizen of India. He also pointed out the need for e-payments and modes of e-payments and communication Networks.

Dhanajay. B. And Suresh Chandra B. (2015) They have explained in their article entitled on"The Electronic Banking Revolution in India". This article reviews that electronic payment system has progressed in the recent year in so many countries and India also. The RBI was its vision statement has set the objective to promote electronic payment and less cash economy. *Pream Kumar (2015)* In his article "An analysis of Growth pattern to cash less Transaction system". This article reviews that the cashless transaction system is reaching its growth day by day in India and markets become globalised and the growth of banking scheme more and more the people moves from cash less transaction.

 ISSN 2394 - 7780

Deloitte Touche Tohmatsu India LLP. (2017) According to the Member of Deloitte Touche Tohmatsu Limited,the mobile wallet industry has been on a strong growth trajectory in the past five years. Between FY13 & FY17, transaction volume and value saw a phenomenal CAGR c.120%, both having more than doubled between FY16 and FY17 itself. There are a number of tailwinds pushing the industry along its growth trajectory, which include increased technology adoption, overall growth of the e-commerce industry and rising need for convenience among consumers.It is clearly evident from the above review of literatures that e-wallet and digital payment is increasing and many consumers are using. These demand has given birth to many e-wallet payment gateways, which indirectly motivated me to do a dipstick on the consumer's adaptability and acceptance towards e-wallet.

RESEARCH OBJECTIVE:

To study the consumer's adaptability and acceptance towards e-wallet.

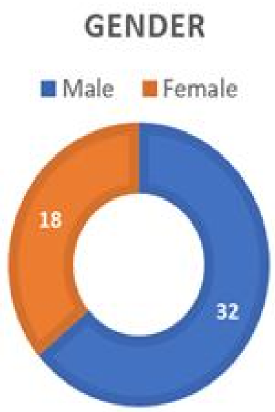
RESEARCH METHODOLOGY

The survey was conducted in Mumbai among the users of e-wallets who have used or experienced in the past at least once. A questionnaire was circulated through google-form and the respondent's data were analysed and conclusions were derived. For the study 50 respondents were considered using the convenience sampling procedure

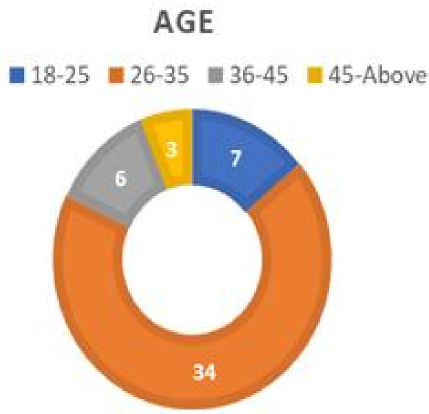
ANALYSIS AND INTERPRETATION

Findings from the survey:

Demographic Profile of the respondents



Majority respondents were male which consisted 64% and female 36%.



Majority respondents were in the age group of 26-35. In percentage it shows 68%.

Comparison of e-wallet with other modes of payment

Options	Frequency
Alternative choice	28
Substitute	5
Supportive Instrument	17

Out of 50 respondents 56% i.e. 28 respondents favoured e-wallet as an alternative choice when asked in comparison with other modes of payments. Also 34% i.e. 17 respondents considered e-wallet as only a supportive instrument. Moreover, e-wallet cannot be substituted as a mode of payment choice as there are many other external obstacles like- internet usage, smartphone usage, education on e-wallets, etc.

Usage of E-Wallets

Options	Frequency
Money Transfer	2
Recharge	6
All of the above	27
Utility &bill payment	11
Recharge, Utility &bill payment	4

Primarily all the respondents used e-wallet for –money transfer, recharge and utility & bill payment i.e. 54%. Out of all the parameters utility & bill payment were the highest rated with 22% i.e. 11. Money transfer were the lowest parameter used in e-wallet.

Preference of e-wallet

Options	Frequency
Ease of use	15
Time saving	12
Time saving, Ease of use	23

46% i.e. 23 respondents favoured for dual preference time saving and ease of use. This clearly shows e-wallets are better medium when compared to other digital modes of payment. Security had zero preference when asked in comparison with other digital modes of payment.

Devices used for e-wallet

Options	Frequency
Smart phone	35
Computers	1
Both	14

Smart phones were the clear choice of use for e-wallets with 70% i.e. 35 respondents. There was also certain user base who used both phone and computers. This proves that the growth of e-wallets will depend on the digital growth of a country. There were hardly any users who used only computers for e-wallets.

Competition preferences

Options	Frequency
Freecharge	3
Google pay	10
Mobikwik	4
Paytm	14
All of the above	3
Paytm, Google Pay	16

Paytm and Google pay were the two most popular e-wallets used across by all the respondents. Paytm had 28% users and Google Pay had 20% users. But put together it had 32% i.e. 16 users. Freecharge was the least popular among the users followed by Mobiwik.

Source of information about e-wallets

Options	Frequency
Friends	16
Social Media	15
Television	2
Social Media & Friends	10
All of the above	7

Friends and Social media were the most popular source of information with 20% i.e. 10. Individually friends were the most popular medium for information with 32% preference followed by social media 30%. Television was the least medium of communication. Certain respondents i.e. 14% got to know about e-wallets from all medium which were asked.

Customer benefit of using e-wallets

Options	Frequency
Cashback	11
Discounts	4
Discounts, Cashback	3
Discounts, Offers, Cashback	20
Offers	12

Put together discounts, offers and cashbacks were the most sorted benefits everyone expected 40% i.e. 20. Separately offers and cashbacks were also expected from the use of e-wallets.

ISSN 2394 - 7780

Frequency of usage

Options	Frequency
5-10 times	15
More than 10 times	34
Only once	1

Options	Frequency
Daily	16
Monthly	12
Weekly	22

From the survey 44% of respondent had used e-wallet on a weekly basis that to more than 10 times i.e. 68%. There were 32% of respondents who used on a daily basis for different uses like- money transfer, bill payment etc.

Overall Feedback on the use of e-wallets

Options	Frequency
Cannot be used for International transaction	9
Involves danger of losing money	23
Security of mobile payment	13
Too time consumption to set up	2
All of the above	3

Options	Frequency
Neutral	11
Satisfied	27
Unsatisfied	1
Very Satisfied	11

46% of the respondents feared loss of losing money i.e. 23. Security of mobile payment was also a great concern with 13 respondents voted their concern. Overall 54% of the respondents were satisfied with using e-wallet service. There were still some improvements which can be looked into like- security, international transactions etc.

CONCLUSION:

With the growing awareness on e-wallets many consumers responded as a positive and alternative choice. Main purpose of e-wallets used were for money transfer and payment of utility bills which was the convenient and easy mode of payment. The growth of e-wallet is directly proportional to the growth of smartphone user base. According to Ministry of Electronics and Information Technology (MEIT), Digital transactions in India have seen big growth in volume — from about 10,000 million transactions in 2016-17 to 20,540 million in 2017-18. Government initiative like Bhim app is also trending after the demonetisation. Friends and social media plays a critical role in promotion and marketing of these wallets. There are too much money going into the e-wallets as many respondents had loaded 1000 and above on a monthly basis. The government needs to take the necessary steps and make some policy considerations when they are preparing for a cashless economy. The payment systems have to be protected from the cyber-attacks which are the major threat for cashless transactions. E-wallet providers promise to stay firm and fight the battle harder, hoping to eventually win the war against cash.

REFERENCES:

1. Ajayi, L. B. (2014). Effect of cashless monetary policy on Nigerian banking industry: Issues, prospects and challenges. International Journal of Finance and Business Management Research, 2, 29-41.
2. Deloitte Study: Leading the cashless charge –Evolution of the digital wallet industry in India
3. Pradeep H. T, (2017). Future and scope of cashless economy in India. International Journal of Advance Research and Innovative Ideas in Education, Vol 2 Issue-3
4. Online reference:

   https://www.bigdecisions.com/article/top-5-cashless-countries-in-the-world

   https://www.pymnts.com/cash/2017/cash-usage-india-post-demonetization/

ISSN 2394 - 7780

A STUDY ON UNDERSTANDING WORKPLACE STRESS IN HIGHER EDUCATION INDUSTRY

Vijay K Vishwakarma
Assistant Professor, Department of Commerce, S M Shetty College of Science, Commerce and Management Studies, Mumbai

ABSTRACT
This study is conducted to understand workplace stress in Higher Education Industry. This study will empower us to understand the Stress faced by teaching community.

Purpose – To examine the probable effects of workplace stress in academics on the student learning experience.

Methodology – Questionnaires were designed and distributed to all academic staff. This stately perceived levels of stress amongst academic staff and the possible influence of this on the learning experience of students.

Findings – Stress can be perceived to impact both negatively and positively on the student learning experience. However, over half of respondents considered themselves to be considerably or extremely stressed and similar levels perceive that stress causes their teaching to be "below par" thus impacting negatively on the student learning experience.

Research limitations – The research was carried out in various institution in some parts of Mumbai and hence results cannot be generalised to cover the whole higher education sector.

Practical implications – The findings, together with a growing awareness of the impact of employee stress on organisations, emphasise the need for the institution, and individuals within it, to control stress levels to ensure the student learning experience does not suffer.

The paper does not address the growing phenomenon of e-learning which may act as a stressor: further research is recommended in this area.

Originality/value – This paper highlights that the damaging effect of stress does not only impact upon members of staff; stress may also impact negatively on the student learning experience.

Keywords: Workplace,stress, Higher education,teaching.

OBJECTIVES:
1. To study about workplace stress.

2. To identify the problems faced by the teachers and its impact on teaching -learning.

HYPOTHESIS:
H1- Teacher's work in stress free environment in Higher education industry

REVIEW OF LITERATURE:
NitiSharma; et.al (2017), has identified various causes of stress and techniques to overcome it.Stress is a real challenge for college teachers and their employing institution. A majority of the employees face stress in education sector also. The study shows most of the respondents believed that they face medium level of stress. Stress in education sector is mostly due to high work load, job insecurity and work life imbalance the organization should support and encourage taking up roles that help them to balance work and family. The outcomes of stress are sadness, depression, job dissatisfaction etc. Stress cannot be considered just as an individual issue because reduced job satisfaction and lower productivity has a direct effect on the institution as a whole. In order to manage stress within the organization,researcher has recommended that the organization encourage employee development and arrange seminar and workshop to reduce stress level and the management must take several initiatives in helping their employees to overcome their stress.

Dr. V. Antony Joe Raja. (2016), has identified two elements self-perception and stress. 83.33% of the associates have suggested new training programme and training should be given effectively. The attitudes of the staff found to be effective as per the expectations of the management. Self-perception helps the individuals in controlling stress level. It helps to organize various in-house training programs for the employees and to increase the enthusiasm among the employees.

Hoboubi; et.al (2016) has identified employees' perception towards job stress and job satisfaction were moderate high & moderate, their productivity was assessed as moderate. The study also states "roleinsufficiency" and "role-ambiguity" were the factors responsible for decrease in productivity, "supervision support" is the factor to increase productivity. Following are the recommendations:

• Identifying and optimizing the factors influencing job stress and job satisfaction

• Providing direct staff support by management

• Employing individuals according to their expertise and abilities

• Providing exact definition and description of jobs for employees

• Selecting fit employees for shift working

Bhui; et.al (2016) has identifiedthree higher themes that netted the aims of the study:Perception of stress at work,individual and organizational stress management interventions and their professed effectiveness**,** personal mediations to manage stress at work.

Researcher has suggested employees in private organizations and NGOs report perceived causes of stress and fewer interventions to help employees to manage stress compared with public sector organizations.

DikshaGarg&Kavita Rani (2014),in this research paper, researcher has identified severe stress related to psychological problems. Stress is created due to work pressure and work life imbalance, so management must come up with some employee development and training interventions for employees.

Aqsa Akbar, Waheed Akhter (2011), has identified work stress in education sector. Stress is more in private sector as compared to private sector. Research shows that female has great amount of stress as compare to male. It is found that average stress scores of the faculty members in the Business Schools have significant differences due to their designation, as high stress is associated with lower designations, i.e. Lecturer, Assistant Professors. So stress & designation moves in opposite direction; higher the designation, lower will be the stress. Similarly, high stress is associated with faculty members having low qualification and as the qualification increases, stress decreases. The relationship of stress & salaries is also investigated and found that low salaried members experience high stress as compared to high salaried faculty members. This study will invite further research to explore, implement and evaluate intervention strategies for prevention of stress and improvement in job satisfaction of faculty in other disciplines as well, such as engineering, literature etc, in Pakistan.

RESEARCH METHODOLOGY

Data collection- Research methodology was used to ensure that data is collected from multiple sources. The primary data is collected through questionnaire and the secondary data includes reference books, journal, research papers and internet.

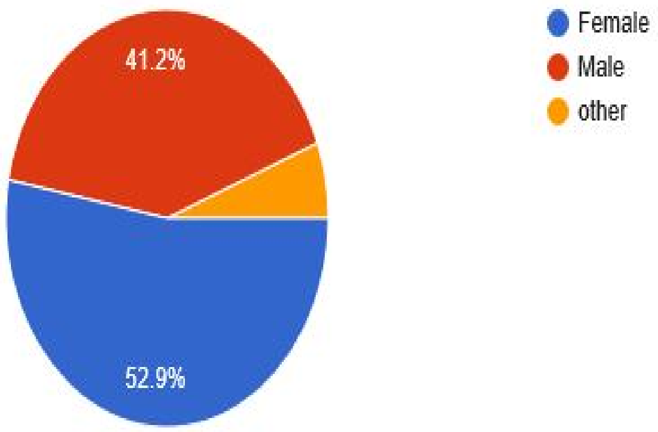
Study location- Respondents were selected from Mumbai.

Sampling Method- This study was conducted by convenience sampling method.

Sample size- 100 teachers from colleges across Mumbai.

DATA ANALYSIS & INTERPRETATION

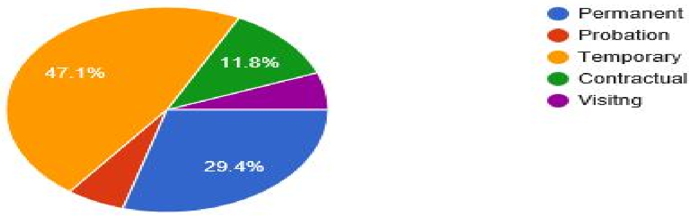
Gender



Designation level

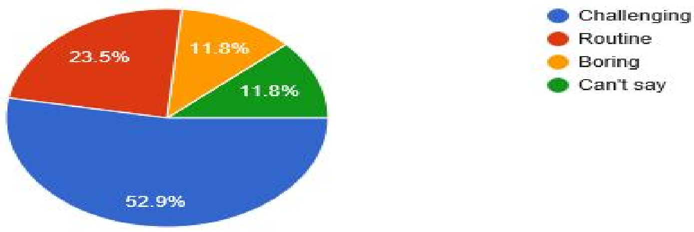
Approx 71% response were from Assistant Professor

Nature of Job



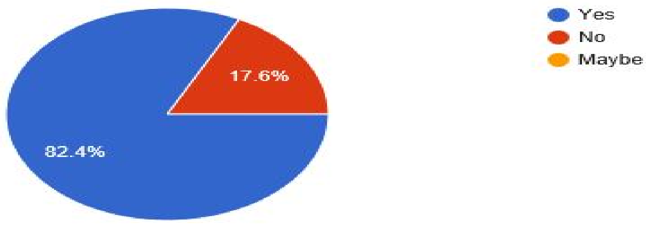
Out of the total approx. 47% are in temporary post.

How do you feel about your job?



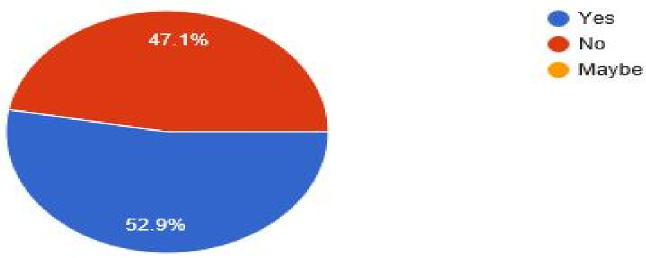
Approx 53% feels that job has become much more challenging.

Do you agree that you can complete your work within the specified time?



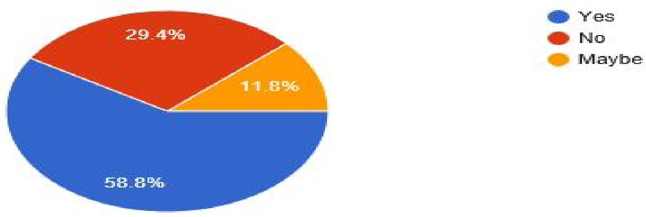
82% feels that work can be completed before time.

Are you overloaded with work ?



Approx 53% feels they are overloaded with too many of work apart from teaching.

Do you suffer any stress in your job?

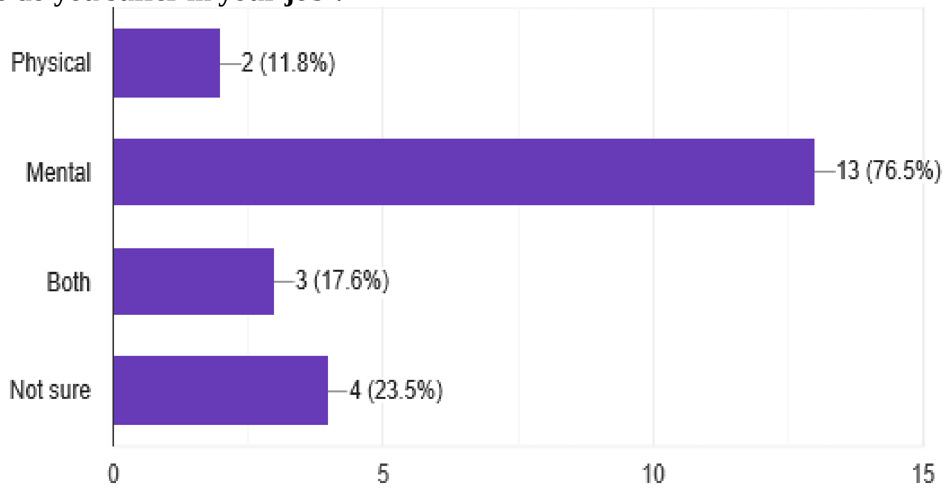


Approx 59% feels stress level is more in their job.

Which of the following factors cause more stress ?

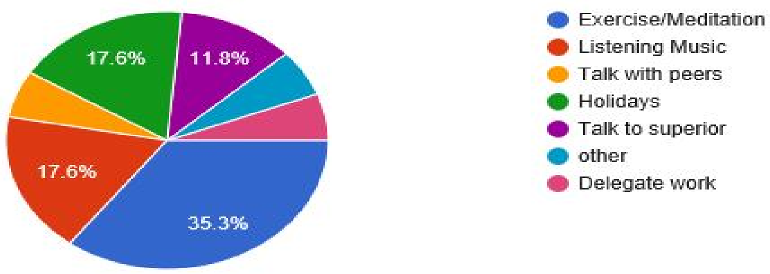
Approx 42% feels one of the major factor of stress is interpersonal relationships.

What kind of stress do you suffer in your job ?



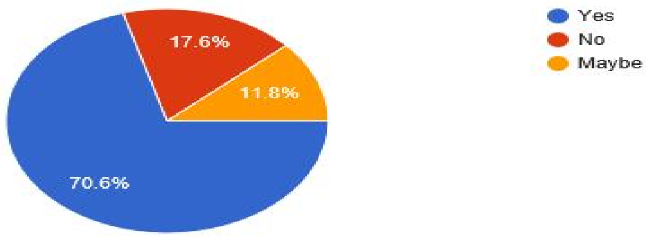
77% feels mental stress is more as compared to physical stress.

What kind of steps have you taken to cope up with stress ?



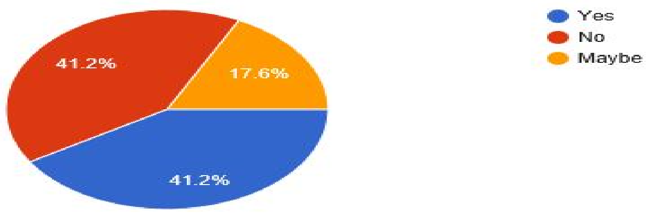
Approx 35% prefer Exercise/Meditation to overcome with stress.

Does stress grow along with responsibility



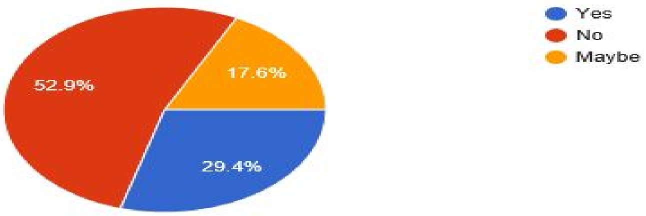
71% feels as the responsibility increases , stress also increases.

Does stress act as a motivator?



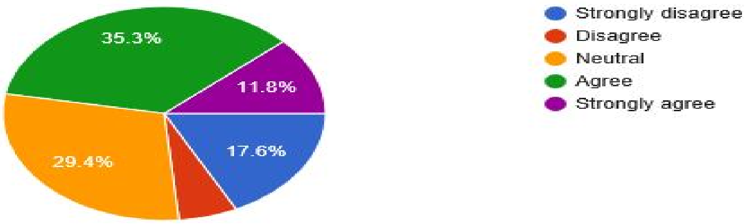
Attimesthey feel stress act as a motivator. Researcher has got mixed reaction.

Does your personal problems affect the job in workplace ?



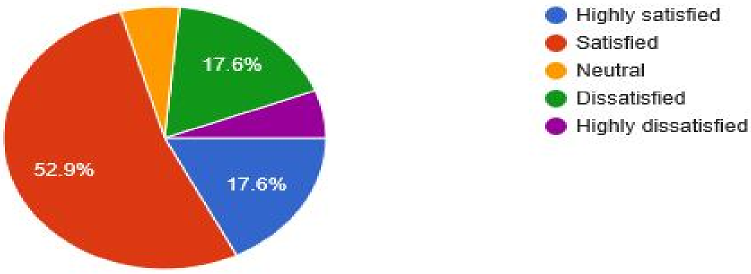
Above question has clearly answered that there is no relationship between personal problem and professional problem.

Relationships between you and your peers at workplace ?



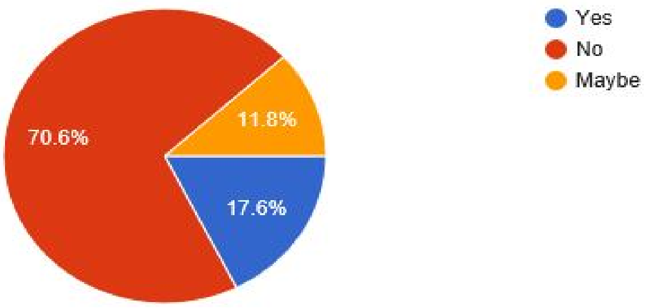
Approx 35% feels Relationship with peers is soothing.

What is your satisfaction level in the current job ?



In terms of satisfaction there is mixed reaction .

Does your organisation take any suitable steps to manage stress ?



From above data it states that Organisation is least bothered to take any measures for their employees.

FINDINGS

- Out of the total approx. 47% are in temporary post.
- Approx 53% feels that job has become much more challenging
- 82% feels that work can be completed before time.
- Approx 53% feels they are overloaded with too many of work apart from teaching.
- Approx 59% feels stress level is more in their job.
- Approx 42% feels one of the major factor of stress is interpersonal relationships.
- 77% feels mental stress is more as compared to physical stress.

- Approx 35% prefer Exercise/Meditation to overcome with stress.
- 71% feels as the responsibility increases , stress also increases.
- Attimes they feel stress act as a motivator. Researcher has got mixed reaction
- There is no relationship between personal problem and professional problem.
- Approx 35% feels Relationship with peers is soothing.
- In terms of satisfaction there is mixed reaction.
- From the data, it states that Organization is least bothered to take any measures for their employees.

From the above findings,
Hypothesis: H1- Teacher's work in stress free environment in Higher education industry.
is rejected. It is a major concern in HEI to think upon and work on improving stress factor in the organization.

CONCLUSION
From the study, researcher has identified various factors which obstructs them to come out with the stress. Even the organization is not thinking about their employees. They are being overloaded with admin work, no fixed working hours, stress from superior side, NET SET candidates are exploited and no approval for them, salary is so meagre even the watchman earns or even more as compared to the teachers in HEI.

SUGGESTIONS:
Following are the suggestion that can be adopted by the authority to overcome the stress level among teachers:

1. Teachers should be given the job of teaching only.
2. No administrative work.
3. Salary should be given as per scale
4. Counsellors should be there to understand the problems of the employees.
5. Principal must think for the betterment of the employees.
6. Some innovative methods can be thought by the authorities to cope up with the stress

REFERENCES
1. Anne Stevenson, Sarah Harper, (2006) "Workplace stress and the student learning experience", Quality Assurance in Education, Vol. 14 Issue: 2, pp.167-178, https://doi.org/10.1108/09684880610662042
2. Hoboubi, N., Choobineh, A., Kamari Ghanavati, F., Keshavarzi, S., & Akbar Hosseini, A. (2016). The Impact of Job Stress and Job Satisfaction on Workforce Productivity in an Iranian Petrochemical Industry. *Safety and health at work*, *8*(1), 67-71.
3. Bhui, K., Dinos, S., Galant-Miecznikowska, M., de Jongh, B., &Stansfeld, S. (2016). Perceptions of work stress causes and effective interventions in employees working in public, private and non-governmental organisations: a qualitative study. *BJPsych bulletin*, *40*(6), 318-325
4. Nitisharma , Arjun sharma (2017) . A study on stress management in education sector ,International conference on Recent Innovations in Science, Agriculture ,Engineering and Management .260-267
5. DikshaGarg&Kavita Rani (2014) . A study of occupational stress in Education sector. International Journal of Research (IJR) Vol-1, Issue-9, 640-648
6. Aqsa Akbar, Waheed Akhter(2011) Faculty Stress at Higher Education: A Study on the Business Schools of Pakistan.International Journal of Educational and Pedagogical Sciences .93-97
7. Dr. V. Antony Joe Raja. A Study on Stress Management in Education Sector. International Journal of Education, 4(1), 2016, pp. 01-14 http://www.iaeme.com/issue.asp?JType=IJE&VType=4&IType=1

A STUDY ON THE EFFECTIVENESS OF E-CRM AS A TOOL TO BUILD CUSTOMER RELATIONSHIP

Maansi Bhavnani
Student, NMIMS' Kirit P.Mehta School of Law, Vile Parle (W), Mumbai

ABSTRACT
Electronics customer relationship management (E-CRM) is a business and marketing strategy that analyzes about consumer's needs and behavior so as to create an effective relationship between an organization and its consumers. E-CRM is a blend of hardware and software, process, applications and commitment of management activities to develop high caliber of customer service, and customer's maintenance.However, little is thought about how E-CRM directly impacts customer relationship with the organisation.This current paper's center is to examine the dimensions of E-CRM for its in depth analysis and to study the impact of E-CRM to build consumer relationship. This paper further suggests measures to enhance the effectiveness of E-CRM so as to reach its maximum capacity.

Keywords: E-CRM, customer relations, consumer behaviour.

INTRODUCTION
It is believed that relationships are as old as humanity.A relationship that is developed and maintained with customers is the most important one when it comes to building commercial relations. In recent times, E-CRMis a popular buzzword in the cooperate world.E-CRM provides a means to lead interactive personalized and relevant correspondence with customer over electronic channels. It utilizes a complete view of customer to make decision about kneading, offers and channels delivery.

The E-CRM or electronic customer relationship management encompasses all the CRM capacities with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all types of overseeing relationships with customers making use of data technology (IT). E-CRM is enterprises utilizing IT to integrate internal association resources and externalmarketingstrategies to understand and satisfy their customers' needs and guide to the best approach to full fill the need.

The concept of relationship marketing was first founded by Leonard Berry in 1983. He considered it to comprise of pulling in and keeping up customer relationships inside associations. In the years that followed, companies were engaging more and more in a meaningful exchange with individual customers. In doing as such, new hierarchical structures just as technologies were used, eventuallyresulting in what we know as customer relationship management. We can say that in Morden business era.

As the Internet is becoming more and more critical in business life, numerous companies consider it as a chance to reduce customer-service costs, tighten customer relationships and most vital, further personalize marketing messages and enable mass customization. E-CRM is being adopted by companies because it increases customer devotion and customer retention by enhancing customer fulfillment, one of the objectives of E-CRM. E-steadfastness results in long haul benefits for online retailers because they bring about less expenses of recruiting new customers, in addition to they have an increase in customer retention.

Together with the creation of sales force mechanization where electronic methods were used to gather information and analyze customer data, the trend of the forthcoming Internet can be seen as the establishment of what we know as E-CRM today.

REVIEW OF LITERATURE
Daminni Grover (January-June, 2011), "Effective customer relationship management through E-CRM", Viewpoint, Volume 2 No. 1. Reviews developments in E-CRMthat facilitates online service to customers and identifies areas that provide a trust to growth in E-CRM.

Dzopalic M et al.,(2010), "Effective implementation of E-CRM strategy", Polish journal of management studies, Volume 1. Elucidates the need to adapt new business philosophy by implementing digital modern technology and software solutions like E-CRMto reach the goal of a digital economy.

Usman Musa Zakari Usman et al., (March,2012), "Impact of electronic customer relationship management on customer behaviour", International journal of advances in engineering and technology, volume 3 issue 1, pp-500-504. Talks about the positive and negative impacts of electronic customer relationship management and focuses on the global impact of the introduction of E-CRM.

ISSN 2394 - 7780

OBJECTIVES

1. To study the dimensions of E-CRM.
2. To analyse the effectiveness of E-CRM to build customer relations and retain customers.
3. To suggest measures to enhance the effectiveness of E-CRM.

RESEARCH METHODOLOGY

This research is a doctrinal research in which the researcher has used various secondary sources such as books, news articles, journals, research projects and the internet to gather information and come to a well analysed conclusion.

SIGNIFICANCE & IMPORTANCE

I. **E-CRM CONSISTS OF THE FOLLOWING DIMENSIONS**.

Their strategies generally revolve around:

a) Information Quality

Based on data systems literature, data quality is a reflection of relevancy, recency, sufficiency, consistency and understandability. Since a consumer's decision making efficiency improves when searching is simplified, data presented on the sites ought to be easy to understand and up to date.

b) Ease of Navigation

To sum things up, ease of route includes both great association (position) of the content format just as simple-to-use route (ease of use). Sites that are easy to navigate offer brisk access to data needed with minimized effort.

c) Consumer Service Quality

Consumers always demand for careful, constant, useful correspondence with organization representatives. Since these attributes are frequently identified as salient dimensions in store selection behavior, organization representatives ought to have the knowledge and essential technology aptitudes to answer online questions. They ought to understand consumer-specific needs, have the ability to handle problems that arise and address consumer grievances in a friendly manner.

d) Fulfillment

The order fulfillment process is concerned with delivering the correct item at the opportune time and responding to consumer inquiries.

e) Integrated Marketing Channels

For click and-mortar companies, integration of the virtual and physical operations is pivotal to ensure ceaseless consumer relationships in the two channels. This is because consumers need to be able to deal with companies as single entities. They likewise expect to get the same consumer service level through all channels.

f) OnlineCommunity

Consumers can exchange data with each other and acquire online help from their online members when an item related problem arises. These experiences create stickiness – the extent to which an organization can pull in consumers to use a site relatively longer and return, and consumers are more likely to revisit the site.

g) Rewards

Reward is another attribute deemed vital to pulling in consumers to repatronize. Reward programs enable consumers to collect focuses for every purchase from or visit to a site, in exchange for free blessings, coupons or money rebates. The program additionally provides greater membership privileges for returning consumers.

h) Personalization Level

Personalization draws in consumers to come back repetitively since it transforms consumers into item 'makers' rather than essentially item 'takers' (Winer 2001), Thus, consumers are empowered in manners that they can choose their own preferred design, shading, item updates and other attributes that run well with their tastes.

i) SiteSecurity

Consumers are concerned about online payment security, reliability and protection arrangement since they have to provide their personal details and credit card data in the ordering process. This concern increases the perception of hazard and simultaneously reduces the level of trust in an online organization, which thus adversely affects fulfillment. Hence, online companies that clearly communicate to consumers on how their private and exchange information are secured are more likely to benefit from increased consumer fulfillment.

j) Value-addedServices

Consumers will feel empowered and in control when they are able to easily discover item/service, learn more about it and rapidly make a purchase decision. For example, a site may provide features, for example, shopping baskets, one-tick ordering and order following to provide superior convenience and higher levels of consumer control.

k) Perceived Trust
Since online exchanges are associated with perceived hazard, trust and confidence in the firm seem imperative in a consumer's decision making. Assurance of security in utilizing the Web should be possible by implementing security features, for example, advanced certificates, secure servers and outsider confiding in agencies.

l) PriceAttractiveness
Online consumers can easily compare prices crosswise over e-tailers (retailers who use the Internet as their solitary marketing channel). Consequently, if a price paid is higher than what is found in other e-tailers for a comparative item, the consumer is essentially less satisfied.

II. IMPACT OF CONSUMER BEHAVIOUR

An advertising research establishment characterizes purchaser conduct as the dynamic collaboration of effect and cognizance, conduct and the environment by which individual leads the trade parts of their lives. This definition showed that effect and discernment are huge perspectives in understanding buyer's conduct. Influence and insight are buyers mental react in different kinds of circumstances. A consumer is the last client of an organization's item or administration. Purchaser conduct includes mental procedures that customers experience for them to distinguish their necessities. subsequently when endeavoring to explain these requirements, there is a requirement for settling on a buyers choice (model is whether the customer will buy an item or not, in the event that truly, at that point which brand and where), decipher data, make the arrangements, and execute the plans by correlation on assortment of item or buying a product.

Consumer conduct is critical factor decides shopper's conduct and expectation to acknowledge or dismiss new data about an organization's item. The psychological cacophony hypothesis expresses that under typical conditions, a person's subjective framework is in conduct conflicting, which will prompt make strains and clashes in the person's brain, making he/she to change disposition or alter practices.

III. E-CRM IMPACTING CONSUMER RELATIONSHIP

The E-CRM framework is developed from co-partnership of the new innovation, for example, the web, telemarking and email, with client relationship management. E-CRM is worked for the business and showcasing enterprises. Most associations with a decent E-CRM framework usage are moving towards more positive than negative impact.An association utilizing E-CRM programming framework will almost certainly speak with their clients and access client data and history, and this will lead the association to upgrade its buyer's devotion verifiably. E-CRM gives association odds of understanding the shopper's future desires level, which will give the association a more profound take a gander at the dimension of buyer satisfaction.

Kotler discloses that fulfillment alludes to an individual's sentiment of delight or frustration that outcomes from contrasting an association's items saw execution or result in connection to his/her desires. Fulfillment can be related with sentiment of acknowledgment, and satisfaction. Variables that influence consumer loyalty's incorporate inviting workers, proficient representatives, and precision of charging, charging courses of events, focused evaluating quality, great esteem and quick service.Other positive effects of utilizing E-CRM are enhancing client administration and offering help, productive and empowering cost decrease. In expansion E-CRM helps in gathering, refreshing and satisfying requests remotely and precisely. For any association, this requires a long dating and keeping up procedure to hold the current clients and draw in new clients. Organisations additionally use E-CRM as an instrument for incorporating the whole client's information into a single database stockpiling and enable every division inside an association to trade client profile.

IV. MEASURES TO IMPLEMENT EFFECTIVE E-CRM STRATEGIES

When an organization has recognized the requirement for E-CRM, it needs to get ready for usage for which following angles should be considered.

1. Creating client centered business techniques: The target of this progression is not to endeavor to change the client to the organization's objectives yet to tune in to the client and attempt to make openings valuable to both. It is essential to offer clients what they are as of now requesting and foresee what they are probably going to request later on. This can be accomplished by giving an assortment of existing access stations for clients, for

ISSN 2394 - 7780

example, email, phone and fax, and by getting ready to accommodate future access channels, for example, remote correspondence.

2. Retooling business capacities: Beginning to work together by means of E-CRM requires troublesome hierarchical change so as to figure out which divisions/capacities are genuinely overhauling the client and which ones are just adding to overhead. In the wake of distinguishing and decreasing surplus labor, managerial time and cost should descend. A central point here is that the progressions required amid an E-CRM usage might be conceivable with purchase in from the best dimensions of the executives and with far reaching responsibility all things considered. Positive hierarchical change won't just emerge without anyone else. It is the duty of senior administration to guarantee that all workers comprehend the need of the changes, how the new structure will profit by them, and how it will improve their capacity to serve their clients better.

3. Work process re-building:Departmental job and duty changes from rebuilding business capacities will needs receiving new work forms. Decisions here are to adopt the customary advance shrewd strategy or a coordinated one towards enhancing work effectiveness. Under the progression insightful methodology, divisions are treated as isolated productivity substances. This once in a while creates great outcomes on the grounds that the objectives of every division can turn out to be excessively parochial, and offices will in general contend inside for their very own advantage to the detriment of what's best for the organization.

4. Innovation decisions: The concentration here is to think about the organization's business, the organization's situation inside its industry, which E-CRM executions are great contender for the organization specifically. Criteria for innovation choices incorporates adaptability of programming, apparatus set adaptability for customization, solidness of the current E-CRM application code,compatibilityof E-CRMapplicationwith inheritance and Internet frameworks, dimension of specialized help accessible amid and after usage, upgradable help, accessibility of extra modules and security.

5. Preparing and execution: This territory is evidently the most critical one in E-CRM execution exertion. Depending upon the quantity of clients, preparing times will fluctuate from organization to organization. Preparing of workers ought to happen before the new E-CRM framework has been executed to guarantee a consistent change for clients. Instances of preparing incorporate sending clients to preparing offices at impressive expense or acquiring an on location specialist. Any individual who expects access to the framework ought to get full, fitting and auspicious preparing. Preparing ought to be a progressing, oversaw action as frameworks should persistently change and develop. All preparation and apparatuses utilized ought to be altogether recorded for existing, new and future representatives. Without appropriate documentation, E-CRM framework may not work.

CONCLUSION

The E-CRM system exhibited in this paper addresses the present hardware business needs for an association to become successful in an exceptionally aggressive electronic trade condition. The investigation of shopper's practices in an electronic market and the elements that control the buyer's conduct towards authoritative objectives are additionally exchange in this paper. Buyer's viewpoint about hierarchical plan of action may impact the aftereffect of a succeeding procedure of E-CRM. Different variables that impact the consequences of an effective E-CRM usage are accessible there for different expects as well as scientist to perceive later on. Concluding, the author would like to state how the strategies of building customer relationship grandly affect the functionality of the organisation. It is important for companies to keep up with the modern digitalized world and work towards building customer relations because the companies now don’t rely on their sales or their production but in how happy they make their customers so as to come back and purchase commodities from them again.

BIBLIOGRAPHY

- McKinney, K. Yoon, and F. Zahedi, The measurement of web-customer satisfaction: an expectation and disconfirmation approach. Information Systems Research, 2002. 13(3), pp. 296- 315.
- E-Customer Relationship Management: Training Module 2008,http://www.mmv.vic.gov.au/Assets/219/1/ElectronicCustomerRelationshipManagement.pdf, [Accessedon 8th February,2019]

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

A STUDY ON THE FACTORS INFLUENCING CUSTOMER RETENTION.

Shivangi Mugdha
Student, NMIMS' Kirit P.Mehta School of Law, Vile Parle (W), Mumbai

ABSTRACT:

Purpose: The purpose of this paper is to make people understand the factors which influence customer retention and what steps can be taken by any company or cooperation to retain customer in order to grow and increase their customer base.

Research Implications: This research paper tries to bring to light the factors which affects customer retention and how it can be used by a cooperation. Further research should use alternate methods, and verify and elaborate the findings.

Findings: The author found various ways which a company can use to retain customers. Also, it was observed that there are various other factors which affect the retention of a customer and their association to a company.

Originality: The research paper presents various analyses on the correlation of customer retention. It also gives a detailed study of the factors and methods to be used and how resent changes in the economy affects customer retention. Through the paper the author has tried to bring to light the impact the changing customer lifestyles, EMI-driven economies and dual income economy on customer retention and has suggest methods to enhance customer retention which most of the research paper published before have not done.

Keywords: Customer retention, relationship, marketing, organization, customer involvement.

INTRODUCTION: Recent years have shown a growing interest in customer loyalty and retention. The globalisation of competition, capacity of markets, and development of information technology have amended customer awareness and created a situation wherein long-term success is no longer achieved through optimised product price and qualities. Instead, companies build their success on a long-term customer relationship and customer retention. Customer retention alludes to the exercises and moves companies and organizations make to lessen the quantity of customer defection. The objective of customer retention programs is to enable organizations to hold however many customers as could be expected under the circumstances, frequently through customer loyalty and brand loyalty activities. Companies need to remember that customer retention starts with the primary contact a customer has with organization and proceeds all through the whole lifetime of the relationship**.**Retention can be also defined as a group of marketing tactics a company uses to bring people back to their company. Just as they use tactics to acquire customers, they use tactics to keep them engaged. It is already stated that retention begins after a purchase, so marketers need to reframe the way they think about serving their customers. Marketing has historically been focused only on strategies to make the brand appealing to a larger audience.Retention changes the marketing paradigm: a company no longer just look for new potential customers but they also focus on making more money from their existing ones. This is not to say that the company should stop doing "traditional" marketing altogether; rather, the company should complement their marketing tactics focused on acquisition with those that focus on retention.It is said time and again that it is cheaper to get current customer to make a re purchase than to find a new one and according to former studies, it can cost as much as 6 times as much to win a original customer than it does to keep an prevailing one. In recent times the key factor for long term success of companies has shifted to retaining of loyal customers. While most company for a long time have been spending more money on customer acquisition because they feel it is quick and effective way to increasing revenue, they fail to understand that customer retention is often faster and, on an average, costs up to seven times less then customer acquisition. Selling to customers with whom the company already has a relationship is often a more effective way of growing revenue because they don't need to appeal, educate, and adapt new ones.In short, acquisition creates a foundation of clients while a retention strategy is how a company maximize revenue for each one. Whether a company should focus more on acquisition or retention is heavily influenced by where a store is in its lifecycle. A store that started yesterday is vastly different than one that's been up and running for many years and thus the time when they should focus on customer retention or acquisition is important. The importance and relevance of focusing on retention is, the company can increase the rate of a customer purchasing again as well as increasing the order frequency and the average order value of each repeat purchase. This, in turn, increases the customer lifetime value (CLV) as well as their long-term profitability. We also live in the age when customers have more choices then anytime before and every attitude of a company affects their image in a customer's mind. For instance, those companies which pay attention on developing a positive public image and commit to doing right are impactful and find themselves ahead in terms of competition and retaining customers. Price value for money will always be a primary concern for customers while considering which service to chose and to stay with them or not but companies having a negative impact and falling in the circle of ethical scandal always drives customers away from a associating themselves to a certain company. Companies need to understand that they are under constantpressure to put ethical concerns and

ISSN 2394 - 7780

better practices at the heart of their strategies and operations. The rise of social media and the ability for customers to easily share news and opinions on brands only adds additional pressure.Those companies that fail to recognise and act on this may well find themselves falling behind their competitors; and it may not be a situation that is easily recoverable.

REVIEW OF LITERATURE:

- "Affecting customer loyalty: do different factors have various influences in different loyalty levels?" by Andres Kuusik studies the influence of various factors on customer loyalty or retention. The main hypothesis of the study insists that the list of most important factors affecting loyalty and retention of customer is dependent on the level of loyalty of customer.

- "The impact of customer-specific marketing expenses on customer retention and customer profitability" by Sander van Triest et al reviews the effect of customer specific marketing expenses on customer retention and customer profitability in a business-to-business setting. They study the dynamics of customer behavior and how various market factors affect the same. The paper also mentions various ideas used to retain customers and factors which affect the retention of customers.

- "The meaning and measurement of customer retention" by Edward Aspinall et al elucidates on the point that how important is the retention of good customers and is most of the important topics in customers relationship marketing(CRM). It also explains various aspects which are important for customer retention.

OBJECTIVES OF THE STUDY:

1) To study the factors influencing customer retention.

2) To understand the impact of changing customer lifestyles, ethics, IT and advanced technology on customer retention.

3) To suggest measures to enhance the effectiveness of customer retention.

RESEARCH METHODOLOGY: To meet the objective of this study the researcher has used the secondary mode of research. As the research has taken the help of several methods such as e-books, online journals and other relevant materials, primary research method of survey and interviews pose to be infeasible and ineffective means as the ambit of the topic is based on conversion based study.

SIGNIFICANCE AND IMPORTANCE:

Expanded of customer retention lead to critical impacts to the organization specifically; it can add to the organization salary step by step and this is vital in monetary down turn, and steadfast customer will stay with on add to the company in long run. Existing customers likewise in general tend to buy more than new customers. Back in time, an organization could just hope that their customers would return. The one-on-one consideration they could give and the way the entrepreneur realized what their customers needed helped them make an increasingly customized involvement, which thus drove retention up.

While the online world gives endless chances—more selection, better costs, and comfort, among others—in the meantime, it makes erosion in the shopping knowledge. The company never again realizes what every particular customer needs and likes.

With the assistance of innovations like big data and AI, the company can find what individuals purchase, and dependent on that, prescribe conceivable buys which drive the retention up. The following strategies can help in the retention of customers:

Create peaks in the customer experience

A couple of unique, minimal effort activities can go far to enchanting your customers and building loyalty. Think about the last time you got an unforeseen pleasure, it is most likely simpler to review than its unwelcome partner. Discover achievements in the customer relationship and discover approaches to compensate customers that they won't anticipate. For instance, envision a customer arranges their third pair of shoes. After seven days, they get a couple of socks that coordinate with a written by hand note saying thanks to them for their business. These sort of startling presentations of thankfulness could go far (particularly in the social sharing world) to enhance customer experience and balancing the expense of the thing many times over.

Continuously test email strategies

In addition to utilizing the information a companyalready has on their customers — like what they have bought or browsed — to tailor the substance and item suggestions in their email marketing efforts, they should also make continually test motivations and different variables to perceive what is best. For instance, discover which headlines evoke the most opens and what rhythm of email builds customer engagement for your group of onlookers.

Tailor company's loyalty program to their business goals

Loyalty isn't one size fits all. The best loyalty programs boost the activities that matters most to the company. For instance, if the company is hoping to support lifetime esteem, they'll need to base VIP tires with respect to spending conduct, similar to the aggregate sum a customer spends or the occasions they buy. Be that as it may, in the event that the company need to boost brand commitment, they should concentrate on activities like social offers, composing surveys, or alluding companions.

Be where your customers are

Customer conduct has without a doubt advanced. The shopper presently manages the brands where, when, and how they need to lock in. Thusly, it's occupant upon retailers to give a predictable and consistent experience on all channels, especially when something turns out badly and customers need assistance. Research from Zendesk recommends that 87% of customers think brands need to put more efforts into giving a consistent customer administration experience.

Be passionate and engaged

A company should genuinely care about their customers! For an organization, that doesn't mean grinning at their gatherings and sending them little blessings, yet really doing their due perseverance to continually find out about new innovations or choices that may profit them. They should be receptive to their requirements and proactive in conveying thoughts to the table — assembling and connecting with their customer criticism is the way to customer retention for any business.

Offer time-limited promotions

Top eCommerce marks frequently present flags featuring a period constrained advancement — guests must total the buy inside a preset measure of time, dictated by the group of onlookers fragment they have a place with. Likewise, the company can consequently add the special gift voucher to the guest's truck and feature the advancement amid the checkout procedure.

The advantage is twofold: the time-delicate advancement supports transformation rate and the gift voucher takes customers back to the site to make another buy.

Be transparent and honest with your customers

As an organization, they shouldn't keep anything away from their customers and endeavor to set up a relationship based on straightforwardness. A company should work out of their customer's ad accounts so they're constantly ready to investigate the work being done and will forever claim the information.For eCommerce brands or for any brand being open and forthright about everything from installment and merchandise exchanges to any causes etc. should always be first priority if they honestly want their customers to stay.

Don't over-promise

A company should Adjust desires to their customers consistently. They should also remember that they just comprehend what the company let them know. Over-promising and under-conveying is a simple method to lose believability. Enhancing customer trust goes far towards motivating customers to adore the company's image — so keep everything from item depictions to limited time offers as precise as could reasonably be expected.

Create a customer community around the brand

Individuals don't really associate with the brand image, they interface with the other individuals that associate with the brand. A company should always give those individuals a voice on their site to remind their visitors they aren't purchasing an "item" they are purchasing their way into a network of similarly invested individuals, or individuals they need to be progressively similar to.

Incentivize social shares

Customers are frequently high-potential returning purchasers who simply need a feeling of earnestness, or a point of association with the company to return for another round. Social sharing rivalries that include customer photographs and offer incredible prizes are the ideal method to set up that association in a period touchy manner. But not all motivating forces are equivalent. Some fill in as unadulterated retention instruments, while others can lure brand representatives to do some informal advertising. The latter, which saves money on promoting cost not far off, enables the companies to legitimize a progressively huge reward for their most faithful customers when they share the company's image and items on social. This builds customer commitment, while bringing you fantastic traffic that you would endeavor to achieve something else.

describing IT, it is imperative in today's business environment to build communication strategies with mobile phones, which is increasingly becoming the prime means of internet access for a majority of Indians, especially in Tier II and III cities. To this the companies should develop numerous new mobile IT solutions to improve their brand presence in the medium. IT is an increasingly relevant and important arm for any organization today, and wields considerable leverage in the highly competitive QSR industry of which many companies are a part. Understanding and effectively implementing IT solutions can thus be the deciding factor in determining the leader in various retail sector, and thus companies should constantly be on the lookout to better their IT strategies to develop and strengthen the relationship with their customers.

What a company has to sell has a huge impact on which strategy they should focus on. A retailer selling high-end leather furniture is going to be categorically different than a store selling tea and coffee.A store whose customers purchase expensive items frequently will have the highest customer lifetime value (CLV). These are the types of companies that have the most to gain from a solid retention strategy.

LIMITATIONS:

The study is not exploratory as it is based only on secondary data. As the researcher is a student there is a time constrain, limited funds and thus primary data is missing. The data in this research paper has been taken from books, journal, news paper articles, websites etc.

CONCLUSION AND SUGGESTION:

The findings of the present study reveal that it is not accurate to treat all customers equally in terms of methods of increasing their retention. Thepaper examines the impact of targeted marketing expenses on customer retention and what measures can be used to improve it. It was found that customers who are targeted with customer-specific relationship expenses show higher retention rates, and that these customers have higher sales and higher profits.

Instead of endeavor to oversee customer retention with a jumble of customer retention methodologies, numerous organizations use customer retention programming frameworks and focused on customer retention intends to enhance customer retention. A few organizations offer customer experience the executive's arrangements that upgrade customer retention rates. It is helpful to follow retention rates so organizations can put their customer retention measurements into point of view and measure results after some time. when the company pull in a customer to make business with them for a second time, they have been in fact held, yet the motivation behind why they did as such isn't because of their loyalty towards the organization. The motivation behind why they purchased from the company for a second time may need to improve evaluating, better choice, and better sending rates, among different reasons.

Presently that it's getting to be less demanding for advertisers to make utilization of advances, for example, AI, enormous information, and machine learning, the manner in which promoting is done will keep on developing. Along these innovative advances, advertisers additionally need to open their minds and spotlight on exercises that stretch out past customer obtaining. Disregarding the business channel and working just on a piece of it won't cut it any longer. In 2018, the new stretched out channel will push advertisers to chip away at alternate parts of the pipe, the ones where the ROI lies. Retention has turned into the new promoting.

Whatever strategies an organization may pick as a component of their procedure, they should ensure that it starts with them. They ought to dependably Remember the impacts of customer retention compound after some time. Indeed, even a minor change in retention rates can increase after some time. On the off chance that development and long-haul benefits are what they are looking for, at that point make customer retention a need.

REFERENCE:

1) Aaker, J. L. The Malleable Self: The Role of Self-Expression in Persuasion. – Journal of Marketing Research, 1999, Vol. 36, Issue 1, pp. 45–58
2) Doney, P. M., Cannon, J. P. An Examination of the Nature of Trust in Buyer-Seller Relationships. – Journal of Marketing, 1997, Vol. 61, pp. 35–51.
3) Fournier, S. Consumers and their Brands: Developing Relationship Theory in Consumer Research. – Journal of Consumer Research, 1998, Vol. 24, pp. 343–373.
4) https://www.echo-ms.com/knowledge-centre/blog/the-role-of-ethics-in-customer-retention
5) https://www.ngdata.com/what-is-customer-retention/
6) https://www.campaignmonitor.com/blog/email-marketing/2018/02/customer-retention-new-marketing/

7) https://www.emeraldinsight.com/doi/abs/10.1108/02634500210428003?mobileUi=0&journalCode=mip

8) https://www.dmn3.com/dmn3-blog/5-critical-factors-that-drive-customer-retention-strategies/

9) https://www.shopify.in/blog/customer-retention-strategies

10) https://www.yotpo.com/blog/10-ways-to-improve-customer-retention/

11) Jacoby, J., Kyner, D. B., Brand Loyalty Vs. Repeat Purchasing Behavior. – Journal of Marketing Research, 1973, Vol. 10, pp. 1–9.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON MILLENIALS AND THEIR IMPACT ON OVERALL ORGANISATIONAL BEHAVIOR AND PRODUCTIVITY

Pearl Yezdi Vakharia
Student, M. L. Dahanukar College of Commerce, Vile Parle (E), Mumbai

ABSTRACT
This research paper provides preliminary understanding about generational diversity bringing out different perspectives of employees from differing generations, it mainly focuses on a single variable i.e. Gen Y also known as Millennial and their expectations, engagement and impact on organization behavior and productivity.Although generational conflict is seen as larger social issues, they play out every day on the team level which may hinder productivity and lead to frustration or trauma. This paper aims to target Gen Y and understand their expectations from the organization, naming a few benefits that employees enjoy can be work lifebalance, flexible working hours, fun environment and being part of challengingprojects. The major objective of this paper is to evaluate the impact of millennial on working of an organization in a multi-generational workforce. Also it works on to give ways to tackle any generational hinders that is restraining one's productivity as well as the organizations growth. It greatly contributes towards gaining better view about the existing generational diversity in the workplace presently and speaking of its positive impact on workplace dynamics. The paper generally speaks that job satisfaction is the core objective that millennial presently look while beginning their journey with an organization and when that is provided to them through different means is when they perform more efficiently which has better impact on an organizations present productivity.

KEYWORDS: Generational diversity, millennial, gen Y, organization behavior, performance, employees.

INTRODUCTION
This research paper focuses to evaluate variousassessmentson generational diversity existing in the workplace to analyze and bring about the impact it leads on an organization's productivity. One of the most daunting diversity challenger heard of can be Generational diversity. Generational diversity is having people of a wide range of different ages represented in the workplace. Speaking of generational diversity, the four prominent generations with differing mindsets, working styles can be classified as Veterans, baby boomers, Gen X, Gen Y. The paper mainly focuses on Gen Y also known as Millennial as a particular variable to gain knowledge about their working, body of work or impact on organization behavior. Millennial known as Generation Y is the generation preceding Generation X. The purpose of this paper is to provide background knowledge about existing generational differences in workplace and in depth knowledge about millennial and the factors affected by them influencing organization behavior and productivity.

OBJECTIVES
- To study what is generational diversity and its dynamics in an organization.
- To analyze the implications of millennial in organization behavior.
- To identify expectations of millennial and ways to engage them in workforce.
- To understand impact of millennial on organization behavior.

RESEARCH METHODOLOGY
This research is accomplished with the help of secondary data available from books and on the internet .Secondary data refers to the data collected by someone else and presented to the researcher in the form of articles, write ups, journals, blogs, etc. The main motive of researching with the help of secondary data is to get subtle understanding about the research topic.

LITERATURE REVIEW
"Not every Millennial think in the same way. A demographic is not a psychographic."
– Andy Dunn.

"Fear is something that keeps a lot of people from doing what they want to do and one thing I can say about the Millennial I know is that we redefine what it means to be successful. We are redefining the fight against racism, we are redefining how to support feminism, we are confronting all of these 'isms and are contributing to a new age in society." –McMullen

"I have been adopted by the millennial, and I'm enjoying every minute of it! I'm learning a new language." – Maxine Waters.

ISSN 2394 - 7780

FINDINGS

Generational Diversity

It simply suggests having individuals of a wide range of different ages represented in the workplace.

Generational diversity has great impact on employee’s mindset, perspective and body of work in a workplace which more or less affects organization productivity and behavior. Generational differences is the changing trend where for the first time there is a possibility that four generations of people could be working alongside each other in today's workplace.

Each generation could have specific workplace expectations and requirements.

The four different generations can be categorized as follows:

• Veterans: Born between 1922 and 1945.

• Baby Boomers: Born between 1946 and 1964.

• Generation X: Born between 1965 and 1980, referred as Gen Xers.

• Generation Y: Born between 1981 and early 2000s. These are the newest entrants to the workplace and are sometimes referred to as Gen Y or Millennial.

The working pattern of Generation Y also known as Millennial and their impact on organization behavior and productivity will now be explored in depth.

Who are Millennial?

Born between 1981 and 2000. Parents of generation ‘Y’ changed their focus from workaholic 80’s to balanced work life presently. Millennial have a lot of self-confidence and are keen to learn and explore. While working for an organization, job satisfaction plays a major role for them. They are always interested to take up challenging projects and prove themselves.

The common characteristics of Millennial:

Millennial are Tech-Savvy.

Millennial are Family-Centric.

Millennial are Achievement-Oriented.

They are Team-Oriented.

They are prone to Job-Hopping

Generation Y possesses many characteristics that are distinctive in comparison to past generations. They work hard and efficiently.

Millennial in the Workplace and Implication of Millennial in Organization Behavior

Some adaptations have come about from employers accommodating Millennial. Millennial work for, providing honest, free and convincing public relations.They are more likely to leave or back out from jobs with an unpleasant work environment than previous generations and much more likely to use social networking to address their concerns. Having grown up being bombarded by advertising, Millennial tend to be skeptical about promotional material of any kind. Be it buying products and availing services or considering employment, Millennial are quite interested to listen to their friends referring to marketing or public relations material. This feature makes both conventional marketing and employee recruitment practices often ineffective for Millennial.

Millennial – Their expectations from workplace

Millennial are pushing companies to evolve, and that can be good for the well-being of everyone. It seems like millennial have greater culture mindfulness and a desire to shape it. Millennial have helped to advance the concept of an “ideal” work environment to an expectation of an excellent workplace culture.

Here are a few things millennial want in a company culture and how this culture shift is good for every generation’s well-being:

- Flexible Environment: Millennial desire a flexible schedule and remote working options.
- A Sense of Community: Millennial are interested to know how they fit in and how they can contribute to the community in which they work.

ISSN 2394 - 7780

- Personal Development: Millennial put lot of emphasis on personal growth which they feel is the most essential quality of a company's culture.

How to engage millennial?
For an organization creating engagement strategy is a major goal.Some tips about companies to engage millennial in the process:

- Building an environment that allows employees to share their ideas and take ownership for them rather than advising how things should be done.
- Contribute to build social connections among people across the organization and encourage the use of space for collaboration on work, wellness and social activities. Comfortable spaces, rooftop offices with natural light and room for yoga, access to bikes, field trips to the farmer's market, cooking classes, etc. allow people to renew their energy.
- Adopt such a mindset that encourages growth rather than a having a particular fixed mindset. Shaping employee experienceby providing learning and development by training them.

By 2020, around half of the workforce will consist of millennial and they will continue to transform work culture as baby boomers retire and rather than looking towards it as a negative aspect, it's time for organizations to accept the positive things that this generation is offering to the workplace.

Impact of Millennial on Organization behavior or dynamics
As the business world navigates the 21st century, Millennial in the workplace are at the helm. Here are few ways Millennial are changing the organization dynamics for better, leading to high level of productivity. These are some mantra for a productive workplace for the millennial.

1. Transparency in the Workplace: Millennial are all about transparency in everything from politics to the workplace. They believe everyone should be kept informed and no one is blindsided by any change. Bringing Transparency, this organization behavior in workplace has always an upper hand for businesses to grow in a better way.
2. The Remote Workplace Phenomenon:Most of millennial want a greater work life balance, the way to bring together their work and home lives helps to serve the purpose by removing the manacles of the standard 9-5 schedule and allowing remote working millennial to work as per their suitability resulting in a higher degree of productivity and work engagement. Allowing remote workplace helps the organization and results higher employee job satisfaction which results in growth.
3. Experience over Degrees: Millennial being one of the best- educated generations, for management positions should be recruited based on one's skills, experience, and established results than based on only college degree, this brings more efficiency among employees.
4. Work-Life Balance: Millennial in the workplace expect to work towards their job in such a way that it will not take a toll on their personal life, that they will not be expected to wait back till late with no compensation. Millennial if asked to choose, they are more likely to choose greater freedom over financial rewards. Such benefits brings progress related to working conditions and good results.
5. Technological Adaptation: Millennial are contented being a part of technological connection movement in the workplace, here the complete company can be well-connected without even being in the same building or even thesame city or the country. Use of updated technology has a competitive advantage for the organization over others.
6. Work with a Purpose: Millennial want that their work actually contributes towards the organization's goals even if in a small way. They wish to be an asset and hope to use their talents and strengths to do give in their best every day. They want to learn and develop. They want that their job offers them to match their way of living.
7. They want Stability: When they do change jobs, more than half of employees rate greater stability and job security as "very important" in their new role. Millennial want to work for companies that provide solid footing and are poised for growth. Stability plays an important factor, as stable they view the organization higher the rate of them seeing their future with it. When an organization assures stability to the employees is when they feel a point of belonging towards it and give better efforts towards their work.
8. Cultural Acceptance: Millennial are more tolerant of differences in race, religion, culture, sexual orientation, and economic status than previous generations. Because Millennial have grown up in a more diverse society,

they show a willingness to embrace and accept cultural differences.They have the least bias against people and embrace all features. So that brings in unity among employees and works in the favor of organization's betterment.

CONCLUSION

The above research about millennial supports that each and every generation has their own core values and the experiences they have faced, when workplaces are redesigned with new innovative strategies keeping in mind the generational differences is when productivity of an organization will increase. Focusing on millennial, they have different expectations and motivating factors for keeping oneself engaged in the organization, these needs should be identified by their managers to provide them satisfaction which will in turn lead to better productivity.

Factors like work life balance, career advancement, ,constant feedbacks, fun work environment are found attractive to millennial and providing mentors to guide them, can greatly reduce stress and improve productivity and most importantly. Today's organizational leaders need to work towards developing Millennial in some new management roles, while simultaneously improving the overall inter organizations organization culture. It is a smart procedure where first the expectations should be noted, working on it can bring about millennial engagement and engagement can then bring about positive results, satisfaction of highly efficient millennial is proportional to their efforts put in organizations wellbeing.

Millennial in today's time are an investment which can bring better and greater results for the organization in the future, so they should be always nurtured. In latter time,nearly half of the workforce will consist of millennial and their productivity will continue to plays a major role towards organization's success. By concluding, these aspects highly describe the great level of influence that millennial have on organization behavior and productivity.

REFERENCES

- Teri C. Tompkins, PhD, Nancy C. Wallis, PhD and Kent Rhodes, EdD ; Gen Y and Organizational Life –A peer reviewed article:
- https://gbr.pepperdine.edu/2010/08/gen-y-and-organizational-life/VOLUME 9 ISSUE 3
- Business News Daily Staff (2012); Gen: Your Work BFF? : https://www.businessnewsdaily.com/2434-gen-work.html
- Journal of Corporate Real Estate; Impact of Generational Differences on Workplace:
- https://www.researchgate.net/publication/235312670_The_impact_of_generational_differences_on_the_workplace
- SallyKane (2019); The common characteristics of Millennial Professionals: https://www.thebalancecareers.com/common-characteristics-of-generation-y-professionals-2164683

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON THE IMPACT OF CUSTOMER LOYALTY AS AN EFFECTIVE CRM TOOL WITH SPECIAL REFERENCE TO EDUCATION SECTOR

Adwait Kolwalkar
NMIMS' Kirit P.Mehta School of Law, Vile Parle (W), Mumbai

ABSTRACT
Customer's loyalty is considered a significant intangible asset for many companies. Customer Loyalty exhibit loyalty when they buy good/services from a particular brand over a period of time. In the era where importance to education is more than ever, we seem to look at how Customer Loyalty helps institutions retain students. The references were related research papers.

Keywords: Customer Loyalty, CRM, Customer Retention, Education

INTRODUCTION-
Globalisation has made competition between companies tighter than ever. Hence, it has become a need to satisfy customers to gain profit and survive in the market. Customers exhibit Customer Loyalty when they buy from a particular brand over an extended period of time. Customer Loyalty in its most literal sense refers to the loyalty of a person towards a particular brand or company. It is necessary for a business to make customers loyal as businesses aim to have customers for a prolonged period of time than for only a particular transaction. Apple is the greatest example of customer loyalty in the phone sector. A study published by Morgan Stanley shows 92 percent of iPhone users who are "somewhat or extremely likely" to upgrade within 12 months intend to buy Apple, a good indicator that this year's iPhone revamp has the makings of a so-called "super cycle."

The importance of customer loyalty is that they lead to customer retention and can also market the product by word of mouth publicity or buzz marketing. Economists after researches on the TOP500 enterprises found out that, the loyal customers are not only doing repurchase enterprise products and services to save expenses of advertising and publicity, but also recommend the products or services to their relatives and friends.Loyalty is considered to be more profitable i.e. it is more convenient to retain the existing customer than to gain new ones. Thomas and Tobe (2013) emphasize that "loyalty is more profitable."

With market competition aggravating these days, customer loyalty is the only way which guarantees long term profits to the businesses. Customer loyalty is not increased by an accident, they are constructed through the sourcing and design decisions. It is a long process which starts with providing for the customer's needs and wants and hence providing them satisfaction.

OBJECTIVES OF THE STUDY
1. To study the impact of customer loyalty as an effective CRM tool.
2. To understand the difference between customer retention and customer loyalty.

Customer loyalty as an effective CRM tool
Customer loyalty refers to the tendency of the customers to buy from a particular company/brand. Customer satisfaction is often the prerequisite for Customer loyalty. In order to satisfy the customers it is important to know their needs and wants. Knowing a customer's needs and wants will lead to accommodation of their needs into their product to make product better and hence satisfying the customers. For example, providing a survey to your customers and formulating it would mean that their satisfaction matters to you.

Building strong relationships with the customers would lead to better understanding of their purchase history and preferences.

Gremler and Brown (1999) had divided customer loyalty into three different categories that include behavior loyalty, intentional loyalty, and emotional loyalty. Behavior loyalty is repeat purchase behavior while intentional loyalty is the possible buying intention. Emotional loyalty, on the other hand, is achieved when a customer feels that a brand corresponds with their value, ideas, and passion.

However, one of the drawbacks is that many of the businesses in a perfectly competitive market provide same level of good or services. At this time, it is important to provide not only better quality goods and services but also build a relationship with a customer which would give one business an advantage over its competitors. The most important thing to customer relationship is to build customer rapport and build a product or service which is customer centric hence catering to their needs and wants.

ISSN 2394 - 7780

Customer Loyalty has direct or indirect effect on a business' results. Corporate/Institution image has a positive effect on its customers. In the case where a company understands its need to implement better CRM tools, it would give itself a competitive advantage and hence take over its competitors.

Customer Loyalty v. Customer Retention

Retention rate is usually defined as the percent of a customer population who were "active" as of some earlier date and are still considered active a year later. So retention is a number, like 83% (that's good) or 21% (that's bad). Most importantly, retention rate is not a measure of individual customer behavior but a measure of the behavior of an entire customer population.

Loyalty on the other hand is the measure of the performance of individual customers. A customer who continues to do business with you could be retained, but not necessarily loyal. Therefore, the ideal client should be retained and should be loyal.

Customer Retention may lead to customer loyalty and satisfaction. It is important to retain customers as the amount invested in converting possible customers to your brand is higher than retaining the existing customers. Customer Satisfaction may also lead to word of mouth publicity or buzz marketing. According to studies done by Bain & Company, increasing customer retention by 5% can lead to an increase in profits of 25% – 95%, and the likelihood of converting an existing customer into a repeat customer is 60% – 70%, while the probability of converting a new lead is 5% – 20%, at best.

Retaining a particular customer for a time period would not mean he is loyal to the brand. Retention should be for a long course of time and the customer should not get distracted by other brands to be called Customer Loyalty.

Retention rate is as useful as a company measuring stick, but it offers no actionable information to help improve business success. Customer loyalty scores, on the other hand, contain information that enables marketers to make relevant offers that result in more sales.

What you can effortlessly measure is your company's overall retention rate. What you want is the good business performance that comes with strong customer loyalty. What you get depends upon your willingness andyou ability to measure and market quantitatively.

Customer Loyalty in Education Sector

Education is important for a country's development. In India, where Adult Literacy Rate is 72.1% and Youth Literacy Rate is 86.1%. Many institutions are competing to be the best at providing literacy. Customers in the education sector do not specifically stop after just providing them education but many of these might come back to teach in the concerned school/university.

The main determinants of student loyalty are perceived service quality, student satisfaction and institution image. Determining which facets of institution experience are crucial for student satisfaction and their magnitude of impact, are the continuous subject of inquiry.

Significant changes in the expectation of students contribute to the relevance of relationship management strategy. While it might seem counterintuitive to view students as customers, changes in the under graduation sector necessitate this shift in thinking. Viewed from the CRM lens, the concept of customer life cycle can be mapped to the stages that a student progresses through when considering and using the services of a learning institution to form the student life cycle. Within a student life cycle, a student progresses through the following stages:

- **Suspect:** A suspect is any student who might be a potential candidate for the college.
- **Prospect:** A prospective student is at the information gathering and opinion forming stage.
- **Applicant:** A student is an applicant when he/she makes the decision to join the institution.
- **Admitted:** A student is admitted when the college makes a decision to accept the student.
- **Enrolee:** This is the stage where students become a part of the institution.
- **Alumni:** At this stage, students who are satisfied with their academic experience will develop long-term loyalty to their alma mater.

The concept of students as customers is not completely agreed upon. The arguments are that students like customers depend on the ROI involved in education. For example, University courses providing expensive education attract students because of the Return on Investment(ROI) involved.

Educational institutions are student centric organizations that encompass a wide range of student outreach and counselling activities such as admissions, academic advising, job placement and more. While CRM usage is widespread in the corporate sector, education sector is far behind with CRM implementation.

A survey was done taking 50 students of various age groups from 19-25 and were asked whether they might go to an institution just on the basis of someone recommending to them. Out of which, 37 said yes they might get influenced by someone they know, mostly, peers who go to the same institution.

CONCLUSION

Every company aim is to maintain the long-term relationship with the customers and the business organization. In order to acquire the potential customers, needs and demands should be acknowledged also customer satisfaction has a great impact on the entire business operations. Therefore, it is very important to the organization to understand what exactly the customers need and how to gain loyalty for the successful business.

REFERENCES

1. Ahmad Saifalddin Abu-Alhaijaet. Al. *Service Quality And The Impact On Student's Satisfaction Loyalty To Master Of Management Program In Surabaya.* Journal Of Research In Economics And Management (JurnalRisetEkonomi Dan Manajemen) Volume 17, No. 1, Januari - Juni (Semester I) 2017.

2. Mark D. Uncleset. Al. *Customer Loyalty and Customer Loyalty Programs,* Journal of Consumer Marketing October 2002.

3. Munshik Suh, Henry Greene, BaiastanIsrailov&Taeseok Rho (2015) The Impact ofCustomer Education on Customer Loyalty Through Service Quality, Services Marketing Quarterly, 36:3, 261-280, DOI: 10.1080/15332969.2015.1046776

4. Mazhar Ali et al. *Determinants of students' loyalty to university: A service-based approach, MPRA Paper No. 84352*

5. ShaheenMansori et al. *Service Quality, Satisfaction and Student Loyalty in Malaysian Private Education, Asian Social Science;* Vol. 10, No. 7; 2014 ISSN 1911-2017 E-ISSN 1911-2025.

6. S. Harish et al. *CRM in Education Institutions- A Study with Special Reference to Student life cycle in management affiliated to Bangalore University.* International Journal of Engineering and Technical Research (IJETR) ISSN: 2321-0869 (O) 2454-4698 (P), Volume-5, Issue-1, May 2016.

7. Rekha Arvind Katheeth,*CRM techniques in higher education*, International Journal of Commerce and Management Research ISSN: 2455-1627, Impact Factor: RJIF 5.22 Volume 3; Issue 6; June 2017; Page No. 113-119.

8. UNESCO Institute of Statistics, 15-08-2015

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

A STUDY ON IMPACT OF CASHLESS TRANSECTIONS TRAVEL AGENCIES WITH RESPECT TO ULHASNAGAR REGION.

Prof. Menghani Payal[1], Prof. Komal Sharma[2] and Dr. Vinod S. Chandwani[3]
Assistant Professor[1, 2], Smt. C.H.M. College, Ulhasnagar
[3]Joshi Bedekar College, Thane

ABSTRACT
Ulhasnagar is a small town located in the district of Thane where the major business of people includes dealing in Jeans manufacturing & its Exports, Furniture market, Cloth Market, Camp; few services such as Travel Agent business which is a part of Service Sector. Due to the emergence of Cashless Transactions, the priority of many customers has diverted from personally visiting to the shops of travel agents & searching for different travel packages provided by them at different rates to booking their tickets, hotels, etc., directly through online services available through different applications with the help of internet in mobile phones, computers, etc. This paper analyze the challenges faced by & opportunities available to the Travel Agents of Ulhasnagar town due to the emerging concept of "Cashless Transactions", its effective use & its outcome on their business.

Key Words: Ulhasnagar, Travel Agents, Cash free/Cashless/Non-Cash Economy, Challenges, Opportunities, Effect.

INTRODUCTION
Ulhasnagar is a small town, located in the district of Thane, Maharashtra state, Konkan division. After the partition of India, over 1 lac Sindhi refugees who were Hindu from Sindh, Pakistan were repositioned to evacuate military camps which were 5 k.m. from the city of Kalyan. It was named as Ulhasnagar by The Governor-General of India, C. Rajagopalachari who also laid the foundation stone for the township. Due to its vincinal to Ulhas Plateau and its valley it was called Ulhasnagar. Ulhasnagar is highly famous for its jeans manufacturing businesses which is also exported worldwide. Apart from this Ulhasnagar is also famous for its furniture market, cloth market and electronic market. Not only this Ulhasnagar has various small scale service firms which deals with hotel, tourism, transportation etc.

A society which is cashless present a picture of an economic state where the transactions which comprise of a financial nature are not conducted with money in the form of hard cash, but rather through the electronic transaction (usually a digital representation of money) between the concerned transacting parties. Cash free societies have its existence since the human society came into subsistence, based on different methods of exchange, noncash transactions are possible too in this modernistic times with the use of digital money.

8 November 2016, the day when the Prime Minister of India Narendra Modi announced demonetization policy not only to eradicate black money, but also to stimulate a digital and cash free economy. Initiatives were proposed to reduce corruption at all levels of society by enhancing the use of plastic money, cheques, or cell phones for almost all transactions with the introduction of the term "Digital India". As per the initiative of "Digital India", there are different tools and services for cash free transaction, some of which are pertinent to the town like Ulhasnagar. Debit card or credit card are the most common ones, such as a Visa or MasterCard. The methods for online transactions and banking service in a cashless economy also include major tools like mobile phones and the internet. Internet banking, or Net banking, is one type of online service, but there are also a number of mobile applications available as well. Cash Free economy is inclusive of various mobile applications such as United Payments Interface (UPI) application, through which users can easily transfer their money between multiple bank accounts. Besides this, mobile wallets such as PayTM, Freecharge, Jio Money, etc., also help the customers to link their bank accounts directly. Prompt transfers between different bank accounts has also been made easy through BHIM application which is recently launched by Prime Minister Narendra Modi.

But, the biggest challenge faced by small towns like Ulhasnagar for the adoption of cashless transaction system is financial literacy. Cashless transaction systems adopts the adequate use of technology with the help of powerful sources such as computers, cell phones & the internet & help its users to enhance their knowledge, skills & information on the different financial instruments available in the market.

REVIEW OF LITERATURE

DR. VIPIN KUMAR & KADAMBINI KUMARI (2014) in their research paper titled "**A shift Paradigm of Consumer towards online shopping**", have identified Shopping and its paradigm shift due to the effect of technology with the majority people are used to online shopping and not traditional physical store shopping. This research refers to understand the comparison between online shopping & physical shopping. Referring to study the people are shifting towards the modes of shopping.

DR. GARIMA MALIK et al (2013), in the paper entitled **"A exploratory Study onAdoption and Use of SMS/Mobile Banking in India with Special reference toPublic Sector Banks",** investigated the perceptions of banks and customers regardingthe adoption of technology. The study include that "SMS/Mobile Banking services are gaining popularity among the users day by day but still banks have the potential of increasing its usage for customers. However, lack of Regulations for Electronic Banking in India remains a setback for mobile banking which needs to be addressed to ensure customer trust and to make it more effective in the times to come.

SYED NITAS IFTEKHAR et al (2015) in their research paper titled **"ICT Based Education for Literacy in India: Vision Beyond"** have explored that adaptation of skills and Information Communication Technologies (ICTs) with functional literacy skills as base for lifelong learning has to be a core element. In India there is need to expand formal and non-formal adult education with the concept of life-long learning using ICT. It is suggested in the paper, how India can develop a strong and effective ICT based education system to impart literacy.

Dr. HITESH KAPOOR (2016), in his research paper titled**" Consumer satisfactionand E-Banking"** has attempted to identify the factors that contribute to the consumer satisfaction with internet banking. Banking sector is one of the first sectors to make global presence. Dimension of service quality like tangibility, reliability,responsiveness, assurance and empathy have shown more or less a great impact oncustomer satisfaction with internet banking services.

KARAMJEET KAUR AND DR ASHUTOSH PATHAK (2016) have explained intheir research paper titled "**E-Payment System on E-Commerce in India"** thedifferent types of cashless transactions methods including their functionality andprocessing.Some systems are quite similar, and differ only in some minor details. Thus there are number of factors that affect the usage of e-commerce payment systems.

CHANDRA GNANASAMBANDAM et al (2012) in his technical report **"Onlineand upcoming: The Internet's impact on India"** which was published for the McKinsey and company, has explored and interpreted the role of internet in China, Brazil, Russia, and India facilitating the cashless transactions in last five years.The study assesses the impact of the Internet on various groups of users which has classified them into four broad types: individuals, entrepreneurs, enterprises, and the government.

VIJAY M. KUMBHAR (2011), the research **paper "Determinants of customersatisfaction in ATM service setting: Empirical evidences from India"** strived toprovide a preliminary investigation of factors affecting the customer satisfaction inATM service. The study revealed that system availability, e-fulfilment, costeffectiveness, security and responsiveness, efficiency, easiness and convenience andcontact were most important factors. This study is with reference to private and publicsector banks. However, co-operative banks have not been considered.

SACHIN KUMAR (2011), In the article **"India riding the ATM wave"** presented the reader with rising number of ATMs in the country by nearly one third while cash withdrawn through ATM rose three times between Jan 2010 and Jan 2011. Present day ATMs have turnedinto mini financial stores offering services like money transfer, mobile and electricitybill payment, income tax payment, cash deposit and even air ticket booking.

RESEARCH METHODOLOGY

Research Methodology is a process adopted by researcher. It's a Blue print or Road map which will give clear idea what type of work researcher has to do. He or she should understand the importance of Research Methodology. In the present research paper the researcher has taken the cash less transection in the light of demonetization which is main root cause of this. Researcher has tried to find out how the schemes of cashless is going properly following are the details for the same.

As the study requires in-depth knowledge and analysis of data, the research would be descriptive, analytical, as well as comparative in nature.

The Human Development Index (HDI) of cities is calculated by taking the arithmetic mean of the three disaggregated dimension indices and therefore the inequality in the weight of each index for each city is already adjusted. The researcher has selected the top cities on the basis of highest HDI score between 0.710 – 0.757.

RANKING	CITY	HDI
1	ULHASNAGAR	0.755
2	KALYAN	0.744
3	AMBERNATH	0.729
4	BADLAPUR	0.720
5	DOMBIVLI	0.710

SAMPLING TECHNIQUES

1. Probability sampling (Simple Random Sampling) will be used for the followingreasons:

- The population is infinite.
- The distribution of the sample in geographical location is not even.
- The population is homogeneous in nature

2. Non probability sampling (judgmental Sampling) may also be used.

SAMPLE SIZE

The following sample size formula for infinite population will be used to arrive at a representative number of respondents

$$SS = \frac{Z^2 \times (p) \times (1-p)}{M^2}$$

Where:

SS = Sample size for the infinite population (more than 50,000)

Z = the value of confidence level (e.g., 1.96 for 95% confidence level)

P = Population proportion (expressed as decimal) assumed to be 0.5 (50%) since this provides the maximum sample size.

M = Margin of error at 5% (0.05)

In this study a sample size of 384 is suggested by the above said formula for infinite population given by Bill Godden, which makes it true representative of the population. To make the research less unbiased the sample size for each city has been rounded off and therefore the researcher has proposed a sample size of total 400.

DATA COLLECTION

The data for the study will be collected through both primary and secondary sources.

Primary data

The primary data will be collected from the respondents through a self-structured questionnaire which will be executed to the respondents for the Pilot study. Any amendment which would be felt necessary will be made in the final questionnaire before administrating it to the full and final respondents.

Secondary data

The secondary data will be collected from various sources like websites, online and offline annual reports, magazines, journals, newspapers, and thesis.

CONCLUSION:

The latest World Bank report has mentioned that the demonetization will not have any long-term adverse effect on the health of Indian Economy. Rather it will prove beneficial with growth of the Indian economy rising to 7.6% in fiscal year 2018. Liquidity expansion in the banking system post-demonetization has helped the banks to lower lending rates, which in turn is bound to lift economic activity. True, there are difficulties in implementing the idea of cashless economy in a vast country like India where a large number of people are living under misery and poverty, yet a beginning had to be made someday. Today, there is a sea change in the mindset of people with regard to digital means of monetary dealings which are safe, easy, convenient and transparent.

REFERENCES

1. Dr. Garima Malik and Mr. Kapil Gulati (2013), An exploratory Study on Adoption and Use of SMS/Mobile Banking in India with Special reference to Public Sector Banks, Pacific Business Review International Volume 5 Issue 11
2. Sachin Kumar, Online articles, India riding the ATM wave, http: //www.hindustantimes. com /india /india -riding-the-atm- wave /storyO8SfQv GlKoD8dAss0 B6GMI .html (date of access 25/02/2017).
3. Jashim Khan and Margaret Craig-Lees (2014), “Cashless transactions: their effect on purchase behavior”, University of Auckland, International Business & Economics
4. Nagendra Kumar Maurya, Sapana Singh and, Shagun Khare, Human Development in Uttar Pradesh: A District Level Analysis, Social Science Spectrum.
5. Timothy E. Putnam (2006), Environmental Paradigm Shifts: Their Causes, Attributes, and Implications for Environmental Sustainability, Proceedings of the National Conference on Undergraduate Research (NCUR) 2006, The University of North Carolina, Asheville, North Carolina, April 6–8, 2006
6. Karamjeet Kaur et al (2016) “E-Payment System on E-Commerce in India” Journal of Engineering Research and Applications, www.ijera.com ISSN: 2248-9622, Vol. 5, Issue 5, and (Part 6) May 2015, pp: 63-73.
7. Dr. Hitesh Kapoor (2016), Customer Satisfaction and E – Banking services: a Case Study of Tricity, International Journal of Innovative Research in Science, Engineering and Technology Vol. 4, Issue 10, October 2015, ISSN: 2319-8753.
8. J. Raja, M. Senthil Velmurgan, and A. Seetharaman (2008), E-payments: Problems and Prospects, Journal of Internet Banking and Commerce, April 2008, vol. 13, no.1
9. Hock HanTee and Hway Boon Ong (2016), Cashless payment and economic growth, financial innovation, Springer Open.https://jfinswufe. Springe ropen .com/articles/ 10.1186/ s408540160023z5. (Date of access 26/12/2016).
10. Suja R. Nair (2004) “Consumer Behaviour in Indian Perspective”, Himalaya Publishing house, ISBN: 9788178661698

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

PROBLEMS AND CHALLENGES FACED BY FOOD CORPORATION OF INDIA

Aarti Devi Sharma
Student, M. L. Dahanukar College of Commerce

ABSTRACT:
India is an agro based Country with majority of its population depending upon the agricultural activities majorly working in the primary sector. In financial year 2018, India witnessed the largest food grain production of all time but also at the same time, loss incurred due to damage of food grains is also the highest. The damage is particularly because of the inefficient storage facilities of FCI. On one hand there is an inflationary trend in the prices of some of the essential grains depicting an excess demand and on the other hand 30% of the population does not even have the access to one meal a day. Private sector participation in agriculture warehousing sector has also increased making this segment much more competitive but a lot more needs to be done. Food Logistics Chain in India, therefore, needs huge investment and effort in providing proper storage facilities.

This paper has mainly two objectives

1. *To find out the issues and challenges faced by FCI in agricultural warehousing sector.*
2. *To prepare the work around models to address the warehousing issue.*

This paper reveals the core problem of supply-demand disequilibrium which is due to storage inefficiency. The further requirement is to synthesize the status of knowledge and to provide directions in order to minimize the post-harvest loss of grains in different regions of India.

Key words- Supply demand disequilibrium, Challenges, Issues, Work around models.

I.INTRODUCTION

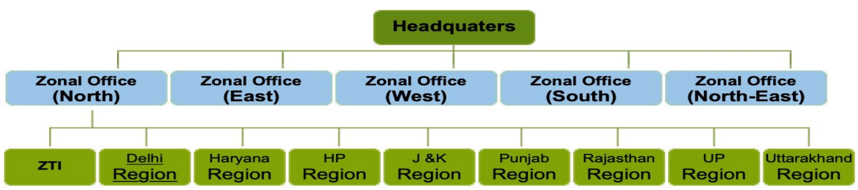
FCI, established on 14 January 1965,with district office at Thanjavur and headquarters at Chennai under the Food Corporations Act 1964 to apply these are the objectives :

1. Effective price support operations to safeguard farmers
2. Effective use of Public Distribution System (PDS) to distribute food grains countrywide.
3. Maintaining an adequate level of operational and buffer stocks of food grains
4. To ensure National Food Security
5. Regulation of market price of the food grains

It has 05 Zone offices and 24 Regional offices. Every year, the FCI purchases up to15%-20% of wheat and 12%-15% of rice of output . The Government Of India prescribes the rate at which FCI purchases from farmers. Which is known as minimum support price (MSP). Purchase in terms of volume here has no limit; that is no limit of quantity of goods to be produced by FCI but the stock has to satisfy FAQ (Fair Average Quality) specifications given by Food Corporation Of India.

I.I ORGANIZATIONAL STRUCTURE

Food Corporation of India operates through its Depot headed by its Manager. Every district has few depots to cater to the needs of the district's rural population. An assistant general manager designated as Area manager headed few depot reports to district office.QC work is undertaken by Assistant general manager. Under Area Manager Control, there are Managers to deal with each and every section, who look after field level work and authorization with the help of area managers, One of the major task is transmission of vital information and frequent reports to the regional managers of respective managers.Daily operations are handled by the managers with help of assistant grades who work under managers.



II. LITERATURE REVIEW

The Problems Of Supply and Demand of Food Grains have been in Newspapers since a very long period, for which many Solutions have been planned and Implemented but have drastically failed. The problem created by bountiful harvest this year has been met by harnessing every inch of storage space - old places, school buildings and abandoned airstrips. From a record crop of 116 million tonnes, 17 million tonnes have been put by in these storage's. The Total Storage Count for Warehouses in 64000 and 900 registered warehouses India is as Follows:-

Sr. No.	Name of the Organization/Sector	Capacity (Million tonnes)
1.	Food Corporation of India(FCI)	35.92
2.	Central Warehousing Corporation	9.91
3.	State Warehousing Corporation	27.08
4.	State Civil Supplies	11.30
5.	Cooperative Sector	5.07
6.	Private Sector	57.75
	Total	**157.03**

III. NEED FOR STUDY

FCI and the state government warehousing companies have stored more than 244.38 million tonnes of rice paddy by the beginning of the year. FCI has increased its warehousing facilities by a one-third in the last six years to 81.48 million tonnes whereas central and state warehousing corporation, along with private investors have built an addition of 480.53 million tons. The huge boost of storage facilities can lead to three major issues i.e.:

- Inadequate maintenance of storage facilities leading to destruction of stored crops/grains.
- FCI’s inefficiency to use available storage space
- Unmonitored movement of grains.

With this research, we plan to find the root causes of the above-mentioned problems and present our understandings as well as our findings.

IV. RESEARCH METHODOLOGY

The data gathered is secondary data.Along with secondary, the research focuses on exploratory method of research design. The paper tries to analyse the issues faced by FCI in their storage silos.

V. DISCUSSION AND ANALYSIS

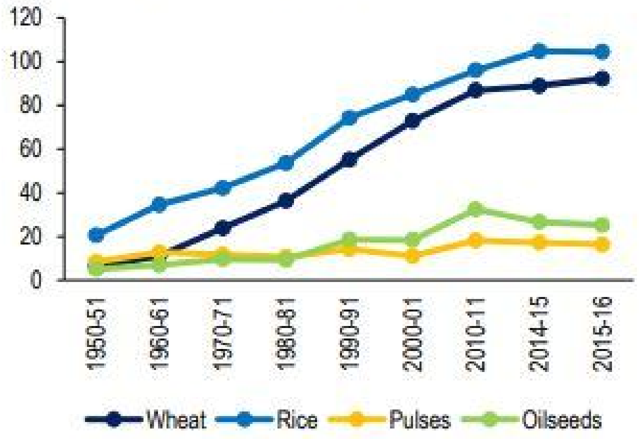
I. Surplus food in India

Total of 57676.74 ton of food grains was wasted in India between 2013 and March 2018 It is said that of the damaged stock, around 84% was rice and 14% wheat. 50% damage of Punjab’s stock and 10% of Maharashtra. The Honourable Supreme Court in its order, dated 27th July 2010 had observed, that: In a country where admittedly people are starving, it is a crime to waste even a single grain, full efforts must be taken to avoid wastage of food grains.

II. ANNUAL CROP CULTIVATION IN INDIA

The agricultural sector in India accounts for about 17% of GDP and 10% of export earnings. India’s arable land area is the second largest in the world of 159.7 million hectares (394.6 million acres). About 65-70% of the total food grains produced in India is kept by farmers either for self consumption or other financial needs.Storage structures of the food grains at farm level are by modern as well as traditional means. These are in bulk and are neither rodent proof nor moisture proof. Past records say that substantial quantity of food grains (about 6.0% to 10% of total production) are destroyed in these storage receptacles due to rodents, fungi, moisture and insects and also due to transportation. After harvest, the grains are stored at three different levels.Trader's or private rice millers Level, LevelProducers or farmer’s Level,Urban Organizational Storage Level for the central pool by Food Corporation of India, SGAs (Sate government agencies).

Figure 5: Agricultural production (million tonnes)



Sources: Ministry of Agriculture; PRS.

III. Food grains management

Food Corporation of India is the only government agency entrusted for connecting procuring states and consuming states through a network of storage infrastructure owned or hired by Food Corporation of India in the whole of India. The work of distribution is done by the state governments through TPDS and other welfare schemes (OWS). The food grains are also disposed of in the open market through sale under open market sales scheme (OMSS) to contain inflationary tendencies and generating storage space in the states.

While four months requirement of food grains for issue under TPDS and OWS are earmarked as operational stocks, the surplus over that is treated as buffer stock and physically both buffer and operational stocks are integrated intone and are not discriminant. For distribution of food grains under TPDS and OWS, the GoI makes monthly allocation of food grains to the states and UTs on the basis of their average annual off take of food grains from the Cardinal pool.

IV. Uneducated storing practices

Usually storage in open in the form of CAP is needed to be resorted to during peak procurement seasons. The retention in the CAP should not be more than a year with at least one turn-over of the stock every 6 months. Further, for proper aeration, the cover is to be removed at least 2 to 3 times in a week.

Unfortunately, lot of stock is lying in the open where even the plinths are not available. During acquisition season, for want of adequate CAP storage facilities, stocks are damaged as they are simply dumped and seepage of water damages most of it.

VI. RESULTS

The Following are the Observations deduced in the Study About :-

1. Food Wastage in India despite having Surplus Production
2. Improper Storage Practices
3. Unfair Pricing For The Farmers
4. Inadequate Utilization Of Available Stores

VII. Developing Hypothesis

According to our studies and recommendation it is a Exploratory and inductive studies, where we have recommended an online portal developed by Food Corporation India, thus no hypothesis can be formed but the study can be utilized by future researchers to develop hypothesis.

VIII. CONCLUSION AND RECOMMENDATION:

FCI has tremendous potential in serving the nation if it caters to few existing problems. The storage space in Northern India is huge but that remains unrealized for over 10 months in an year and in other parts of India, there is considerable amount of lack of storage capacity. FCI should do the needful to utilize the unused space efficiently in order to relieve of the stress from other locations. This storing process, the warehousing should be privatized by opening online portals wherein the farmer and the primary buyers which are companies like Reliance, Big Basket, D mart, Big Bazaar would come under one umbrella and would buy directly from the farmers. This would be a panacea for all the stakeholders i.e., farmers would be able to get good money for their production and the end consumers would also get good quality grains/crops at a decent price, it would be a win-win situation for everyone involved. For running this portable a fixed amount of tax to be levied by FCI to run this portal. The grains would go directly to the godown/warehouses of these private players. There should be an annual harvest prediction forecast so that these private players can get to know the amount they would like to demand the stock and keep safe for the future. These players can then figure out who's going to sell in which locality and how.

IX. LIMITATIONS:

Due to time constraint, geographical constraint and complexities in buying a new land, we have ignored the possibility of buying new lands to relieve off the stress. As generally a tender has to be passed, a suitable location has to be found to make for a new warehouse/location. Due to the paucity of area and time, we have restricted ourselves by not looking into this aspect which could play a major role in tackling with this problem.

X. REFERENCES

[1]. Report of the Comptroller and Auditor General of India on Performance audit of storage management and movement of food grains in FCI, 2013

[2]. Singh, P. K. (2010), a decentralized and holistic approach for grain management in India, Current science, 99(3):1179-1180.

[4] Report on Gross irrigated by India Stat https://www.indiastat.com/agriculture-data/2/irrigation/145/stats.aspx

[5] Report on Grain loss percentage http://shodhganga.inflibnet.ac.in/bitstream/10603/58275/13/13_chapter%206.pdf

[6] Report On FCI storage mgt and stats by FCI. http://fci.gov.in/

[7] DNA Report On Food Wastage https://www.dnaindia.com/india/report-72-percent-of-india-s-fruit-vegetable-produce-goes-waste-1163946

[8] Report On Why Is Reforming The FCI Such a Difficult Task by live mint. https://www.livemint.com/Opinion/BjEzMjpPpLhhdPhbDNSF5K/Why-reforming-the-FCI-is-such-a-difficult-task.html?fbclid=IwAR3gkaeBOzX2Pp72sdEZeCF9z1wKNt4DQqBA7DiBbu_8bgFKMO-bNaSd-jA

[9] Report on Problems Faced By FCI https://www.scribd.com/document/142824583/Other-Problems-Faced-by-FCI?fbclid=IwAR2sk1AX-Qu9P4Xvbe6UiV2AMeGCdtl4Y216U_ic-8ftb18X_sy4lyk2hfI

[10] The Financial Express Report On The Real Issue Food Corporation Of India. https://www.financialexpress.com/opinion/missing-the-real-food-corporation-of-india-issue/798267/?fbclid=IwAR27HDZUkms6xneLacV3VDiyJlkUe8srQUHRV1VUf80VZTeEP_uYxF8Ctn8

[11] TOI Report On FCI. https://timesofindia.indiatimes.com/topic/FCI

[12] Rs 2 lakh crore: This is what government owes the Food Corporation of India https://www.downtoearth.org.in/news/agriculture/rs-2-lakh-crore-this-is-what-government-owes-the-food-corporation-of-india-61476

ISSN 2394 - 7780

STRATEGIES TO OVERCOME LABOUR EFFECTIVENESS IN MID SEGMENT HOTELS IN VARANASI- CASE ANALYSIS ON HOTEL VIBHAV HARSH

Alok Sharma and Mrigank Tripathi

RESEARCH PROPOSAL

Research Question: Strategies to overcome labour effectiveness in Mid segment Hotels in Varanasi- Case analysis on Hotel Vibhav Harsh.

THEORETICAL FRAME WORK

VH is a hotel industry which is situated in the heart of the city Varanasi (India) and is not able to effectively deal with the issues of employees. This topic interested us because we felt that, for the hotel to work efficiently it is important that the employees are always motivated. This would enable the hotel to achieve a higher profit and solve labor issues. If we take into consideration the tertiary sector, we know that employees are the key to success for a business after customers and thus at all times they must be taken care of and kept satisfied. Therefore the employees should always be kept contented and be informed about all the effective communication taking place within the hotel.

METHODOLOGY

Primary Research

For primary research an interview with the owner of the Hotel Mr. Virendra Jaiswal and the manager of the Hotel was personally conducted. This interview with the owner and the manager was beneficial for the research as it enabled us to get valuable information about the operational functionality of the hotel. Followed by the interview, a survey was also carried out with the employee to identify the problems that they are facing and the reason for their inefficiency and de motivation.

Secondary Research

For secondary research, reference of several business and management textbooks was taken into consideration for the right application of business theories, tools and terminologies. Lastly the internet was also used to investigate the information about the competitors and customers views regarding the Hotel VH.

Anticipated Difficulties

- ✓ **Language barrier**: As most of the employees did not speak English, the questionnaire for the survey was translated into Hindi for the convenience of the employees
- ✓ **Biased data**: As the employees are working in the organization, they did not readily trust me regarding to reveal the problems faced by them. This created a barrier while answering the questions in the survey. Therefore there could be an element of bias in my survey answers.
- ✓ **Barrier in conducting the primary research**: At the beginning of the research the manager of the Hotel VH was worried about revealing information about the problems faced by the employees in the hotel. However, gradually this hitch was over when I assured him of confidentiality of the information provided to me.

INTRODUCTION

Hotel VH is a medium sized business in the city of Varanasi and its profit has been consistently having an increasing trend till date. The hotel has an excellent establishment; welcomes their guests with a warm and friendly gesture and makes them feel comfortable and relaxed with their hospitality. However the proprietor of the business Mr. Virendra Jaiswal has been off late complaining regarding issues related to labor in the hotel.

The main problem behind the hotel not achieving its target profit is because of the de motivated workforce and some lazy workers who are not willing to work hard. Another reason could be the educational background of the workforce as there are certain employees who belong to the rural part of India and might not be educated enough to work in a sophisticated place.

As we happen to be comfortable in solving labor issue in a business, we chose to deal with the labor issues faced by hotel VH and provide them with appropriate strategies. For carrying out the research, the tools and theories from the Human Resource unit from Business and Management by Paul Hoang was applied. Lastly the main aim of this research is to reduce the amount of labor related issues occurring in hotel VH for which strategies would be devised to deal with the problems. In conclusion, this research will aim to answer the question, How can Hotel Vibhav Harsh increase it profitability by reducing it labor issues with the help of motivational theories?

MAIN RESULTS AND FINDINGS

Figure 1 below shows the wages of employees working in VH

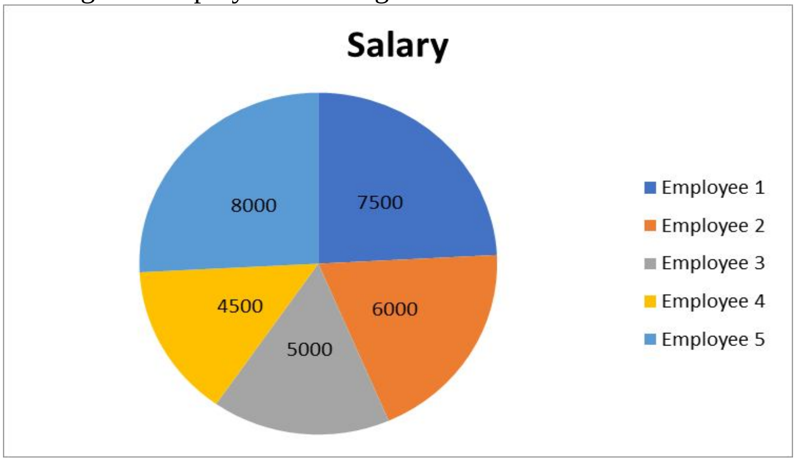


Figure 2 shows the number of working hours of employee in Hotel VH.

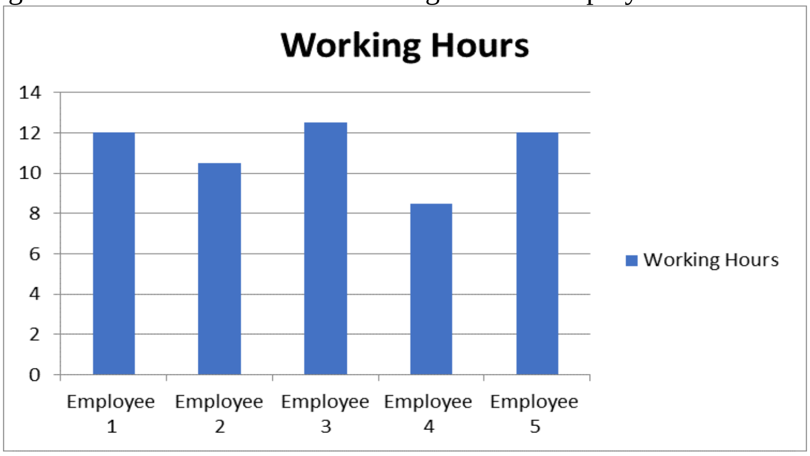
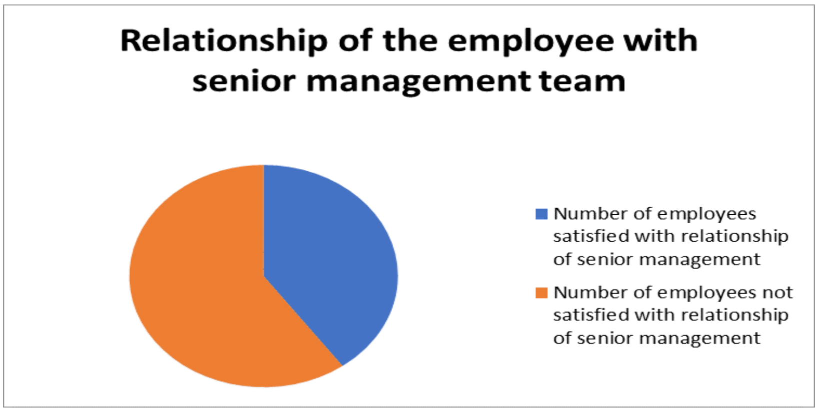


Figure 3 below shows the satisfaction and dissatisfaction of the employees at work

Figure 4 below shows the relationship of the employees with senior management team at work.



ISSN 2394 - 7780

ANALYSIS AND DISCUSSION

Motivation Theory

The reason why Professor Fredrick Herzberg theory could act as a suggestion for the Hotel VH to solve labor Issue and Profitability is because this motivational theory focuses on the sociological and psychological aspects of employee at work. Herzberg's research resulted in two categories of factors affecting the level of motivation at workplace: hygiene factors and motivators.

Hygiene factors are the most basic factors that meet the most basic needs of people at workforce. But according to Herzberg these are not the factors for motivation but as and when they are not being achieved by a business could lead to labor issue. Thus hotel VH could use the hygiene factors to decrease the amount of labor issue problem taking place in the hotel by treating every employee equally, providing the employee with a good working conditions, paying the salaries to the employee at the right time and providing them with job security. If hotel VH changes from autocratic to democratic style of leadership then the hotel can benefit because the employees would feel that they are valued and this would reduce the amount of labor issues that are occurring in the hotel. Following a democratic style of leadership will keep the employees satisfied for their input of work. Even if Hotel VH could provide training to kitchen staff in using the hi-tech machines, treat every employee equally and if the hotel does not underestimate the capabilities of the employee then it would solve many of the labor issue problems.

Motivators, the second factor of Herzberg theory is linked to employee motivation which comes from intrinsic conditions of jobs. Motivators include the factors that could lead to both psychological growth and satisfaction of the employee at work. Herzberg argued that employee's can be motivated using a democratic style of leadership style, training, being valued at work, having a say in the organization. Thus hotel VH could use Herzberg motivation through three key areas:

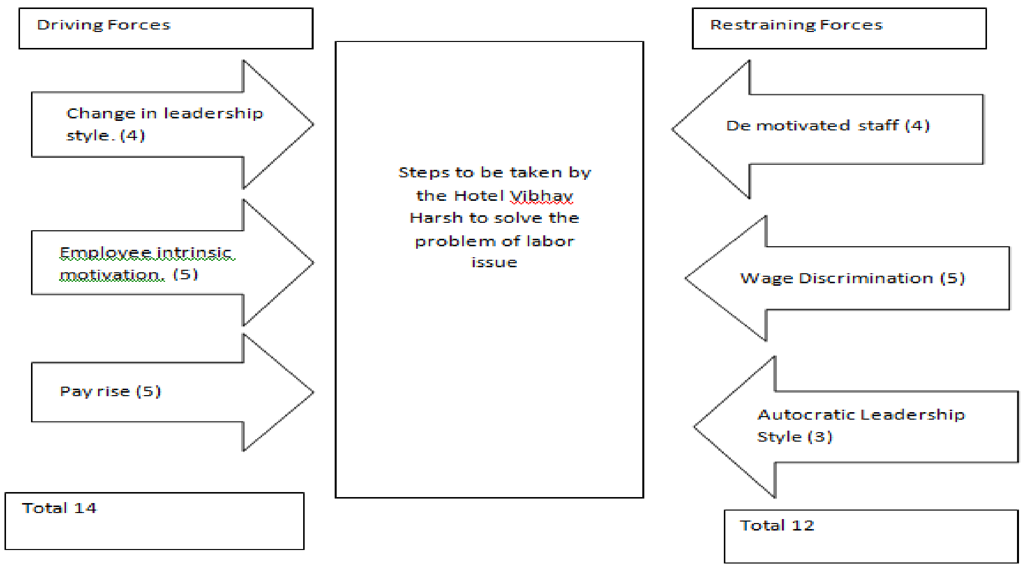
Job Enlargement: hotel VH can have job enlargement which involves providing variety to the employees in their work. Therefore if hotel VH provides more variety of work to their employees and makes them do multitasking then the employees will learn to handle extra responsibilities and feel valued at work. When entrusted with extra duties workers will be motivated and work efficiently.

Job Enrichment: this refers to providing employee with challenges. Thus hotel VH can adopt this by giving the employees' challenging tasks to exploit their potential and help them in learning a new skill. This will add to his job profile and make them more committed which in turn would reduce labor issues.

Job Empowerment: hotel VH could also adopt this as a strategy for motivation of the employee's by delegating higher roles and responsibilities and making the employee valued and honored. This could also be used to reduce the labor issues also.

Lewin's Force Field Analysis

FFA is a quantitative tool which helps the business in examining the several forces that act in favor and against a decision that is to be made in a business. FFA is a tool which helps a business in developing decision making strategies in terms of strengthening the forces in support of a decision and reducing the impact of any opposition. Hence a FFA of the Hotel VH was done below to counter labor issue and increase profitability.



The weights in FFA are attached to the driving forces and restraining forces might be done subjectively rather than based on facts. Not all relevant forces might be considered perhaps deliberately to overemphasize the need for change. Thus we can say that if Hotel VH adopts this decision making quantitative tool then it is going to be beneficial as it would benefit the Hotel in many ways as it is one of the best decision making quantitative tool in business and management theory.

Carrying out FFA would be beneficial because it would help the hotel VH in making important decision based on their driving forces and restraining forces for solving the labor issues. This important tool would help the Hotel VH in weighing up the advantages and disadvantages of the changes that they are going to bring in the Hotel to solve labor issue and increase its profitability. Lastly if hotel VH works on strengthening its driving forces and reducing its restraining forces efficiently then the Hotel VH would be definitely successful in solving the labor issues and aim to increase their profitability. It would also be useful for the manager in analyzing both negative and positive effects of the forces to solve the labor issues and increase profitability.

Financial and Non-Financial Rewards

Financial and non financial rewards are the strategies that Hotel VH can adopt to reduce labor issues and increase efficiency within employee with the help of some monetary or non monetary factors. The main tactics that the Hotel VH can consider for reducing labor issue are considered below:

1. Salaries: if Hotel VH wants to increase labor issue then they must set up standardized salary for employees' in the same post. The Hotel VH must not discriminate its employee by unequal distribution of salaries. Moreover, if Hotel VH wants to reduce labor issues then they must also be punctual in providing salaries on time to their employees.

2. Performance Related Pay: Hotel VH can use this rewards for the employees' who are dedicated towards the Hotel and are working hard in achieving the Hotel objectives. Thus this would lead to increase in motivation for the employee and make them work efficiently and reduce labor issue problems because the employees now are more committed and dedicated towards their work rather. PRP can be paid to the employee in various ways:

   i. Pay Rise: Hotel VH can increase employees' pay for meeting his/her target on time.

   ii. Performance Bonus: Hotel VH can pay performance bonus to the employees in the organization who have efficiently worked for achieving quality targets for the Hotel.

   iii. Gratuity: in order to reduce labor issues the hotel can also pay gratuity to employees who have completed their contract of their service.

3. Empowerment: if hotel VH awards empowerment to their employees then it would reduce labor issue because this award boosts motivation among the employee and make them work efficiently. This award would also make the employees' feel valued and committed to the Hotel because with this award the employees' get an incentive to function in the hotel. With this opportunity they will have their own opinion to share with the management and thus feel empowered

4. Teamwork: Hence if Hotel VH organizes its staff and make them works in teams then it would be able to reduce labor issues. This would help the Hotel VH because it would lead to reduction in boredom for employees and in addition it would also help the employees in meeting their social needs. Teamwork would also help the employees to build a sense of belongingness thereby reducing absenteeism and labor turnover and boosting labor productivity.

CONCLUSION RECOMMENDATION

In order to answer to the question 'How can Hotel VH increase it profitability by reducing it labor issues by using motivational theories'? The justification stated below answers the question as well provides recommendation to the Hotel VH. Firstly, the hotel should start from scratch by motivating the employees'. An appropriate motivational theory that is applied to the hotel is the Herzberg two-factor theory. This theory is beneficial to the Hotel VH so that they can solve their labor issues. This theory would provide the steps to be taken by the senior management team to solve the labor issues with the help of job enlargement, job enrichment, job empowerment and increase labor productivity and increase profitability for the Hotel VH. Another suggestion could be that, it could carry out FFA which would help them to identify the driving forces and restraining forces and depending upon the weights of the forces, sensible decisions for solving the labor issues and increasing profitability could be taken by the manager. Lastly, if the Hotel VH wants to come out of their labor issues then it could provide the employees with financial and non financial awards. If the Hotel VH

ISSN 2394 - 7780

provides these rewards then the employees would be motivated and will work efficiently. The efficiency and motivation of the employees' will in turn increase the sales revenue and result in higher profitability for the hotel VH.

BIBLIOGRAPHY

- 2016. . [ONLINE] Available at: http://literacy.kent.edu/eureka/strategies/force_field_analysis.pdf..
- Advantages & Disadvantages of the Force Field Analysis. 2016. Advantages & Disadvantages of the Force Field Analysis. [ONLINE] Available at: http://www.ehow.com/info_8613855_advantages-disadvantages-force-field-analysis.html.
- Herzberg - Motivation-Hygiene Theory. 2016. Herzberg - Motivation-Hygiene Theory. [ONLINE] Available at: http://www.netmba.com/mgmt/ob/motivation/herzberg
- Herzberg's Motivators and Hygiene Factors - from MindTools.com. 2016. Herzberg's Motivators and Hygiene Factors - from MindTools.com. [ONLINE] Available at:https://www.mindtools.com/pages/article/herzberg-motivators-hygiene-factors.htm.
- Herzberg's Two-Factor Theory. 2016. Herzberg's Two-Factor Theory. [ONLINE] Available at:https://www.boundless.com/management/textbooks/boundless-management-textbook/organizational-behavior-5/employee-needs-and-motivation-46/herzberg-s-two-factor-theory-239-6609/.
- Herzberg's Two-Factor Theory: Hygiene Factors & Motivation - Video & Lesson Transcript | Study.com. 2016. Herzberg's Two-Factor Theory: Hygiene Factors & Motivation - Video & Lesson Transcript | Study.com. [ONLINE] Available at: http://study.com/academy/lesson/herzbergs-two-factor-theory-hygiene-factors-motivation.html.
- Hoang, Paul. International Baccalaureate Business and Management. 3rd Edition ed. S.l.: Ibid, 2014. 102,103,176,182,184,187,188. Print.
- Hotel VH . 2016. Hotel VH . [ONLINE] Available at:http://www.hotelvibhavharsh.com/.
- http://blog.hotelvibhavharsh.com/
- http://www.ehow.com/info_8613855_advantages-disadvantages-force-field-analysis.html

 ISSN 2394 - 7780

A STUDY ON EMPLOYEES WELFARE SERVICES PROVIDED BY PRIVATE SECTOR ORGANIZATIONS LOCATED IN MUMBAI CITY

Prathamesh Navale and Sana Sayyed
Research Scholar, K.P.B Hinduja College of Commerce

ABSTRACT

Employee welfare is the term that is always changing the image of the organization. Employee welfare is a term including various services, benefits and facilities provided to the employee for his worth living. Employee welfare may increase the expenses of the organization but it helps the organization in many ways. Investing in employees pays dividends in terms of higher productivity and greater loyalty. The basic purpose of employee welfare is to improve the lot of working class and thereby make a worker as a good employee and a happy corporate citizen. Employee welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. Employee welfare includes monitoring of working conditions creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. The present study is made an attempt to identify welfare facilities and employee's satisfaction level about welfare facilities adopted by MNCs. To achieve the aforesaid objective data is gathered from 120 employees of the organization with random sampling technique. It is found that most of the respondents are aware about the legislative and non - legislative employee welfare facilities provided at the Company, welfare facilities like medical, canteen, working environment, safety measures etc., are provided by the company. And most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare.

Keywords: Employee welfare, Industrial harmony, MNCs.

INTRODUCTION

Employee welfare facilities in the organization effects on the behaviour of the employees as well as on the productivity of the organization. While getting work done through employees the management must provide required good facilities to all employees. The management should provide required good facilities to all employees in such way that employees become satisfied and they work harder and more efficiently and more effectively. Welfare is a broad concept referring to a state of living of an individual or a group, in a desirable relationship with the total environment – ecological economic and social. It aims at social development by such means as social legislation, social reform social service, social work, social action. The object of economics welfare is to promote economic production and productivity and through development by increasing equitable distribution. Labour welfare is an area of social welfare conceptually and operationally. It covers a broad field and connotes a state of wellbeing, happiness, satisfaction, conservation and development of human resources1. Employee welfare is an area of social welfare conceptually and operationally. It covers a broad field and connotes a state of wellbeing, happiness, satisfaction, conservation and development of human resources and also helps to motivation of employee. The basic propose of employee welfare is to enrich the life of employees and to keep them happy and conducted. Welfare measures may be both Statutory and Non statutory laws require the employer to extend certain benefits to employees in addition to wages or salaries.

Organizations provide welfare facilities to their employees to keep their motivation levels high. The employee welfare schemes can be classified into two categories viz. statutory and non-statutory welfare schemes. The statutory schemes are those schemes that are compulsory to provide by an organization as compliance to the laws governing employee health and safety. These include provisions provided in industrial acts like Factories Act 1948, Dock Workers Act (safety, health and welfare) 1986, Mines Act 1 962. The non-statutory schemes differ from organization to organization and from industry to industry.

The necessity of labour welfare in India can easily be realized if we see the working conditions of the labour class. The working environment in a factory adversely affects the health of employees because of excessive heat or cold, noise, fumes, dust and lack of sanitation and pure air. Such oppressive conditions create health problems forworkers. These have to be contained through preventive steps aimed at improving thelot of workers. Commodity concept of labour still prevails in the country. The workers in India are poorer than the workers in other countries & as such they cannot be expected to spend anything for their own. In western countries, the labour is regarded as the partner in 138 the affairs of the industry. The attitude of the employer is sympathetic to workers in western countries & they provide various welfare facilities as a measure to improve industrial relations & better conditions.

REVIEW OF LITERATURE

1. **Nanda and Panda (2013)** stated that Rourkela Steel Plant has adopted a better kind of welfare activities which create an effective working environment and thus better productivity. The different kinds of welfare schemes like medical allowance, death relief fund, insurance, housing, transport, recreation club facilities, etc., are provided by the company to the employees to maintain better industrial relations.
2. **Venkataramana & Lokanadha (2015)** conducted research with objectives of welfare measures in South Central Railways and its impact on employee satisfaction. The study concluded on with basis of observations are Extra-Mural particularly on Sports, Cultural, Library, Reading, Leaves on travel, Welfare Cooperatives, Vocational, Welfare facilities to Children and Women, where as in Intra mural particularly protective clothing, crèches, restrooms and drinking facilities are in poor state to improve the rate of employee satisfaction.
3. **Manzini and Gwandure (2011)** studied that the concept of employee welfare has been used by many organizations as a strategy of improving productivity of employees; especially in the mobile industry since work related problems can lead to poor quality of life for employees and a decline in performance. It is argued that, welfare services can be used to secure the labour force by providing proper human conditions of work and living through minimizing the hazardous effect on the life of the workers and their family members.

OBJECTIVE OF THE STUDY

1. To find out various employees welfare measures provided by MNCs in Mumbai.
2. To study the level of satisfaction of various employees towards welfare measures.
3. To know the Socio-Demographic characteristics of the respondents.

METHODOLOGY

The data has been collected from primary as well as secondary sources. The primary data was collected through a structured questionnaire whereas the secondary sources include references to number of journals, magazines and electronic information. A detailed schedule was prepared and analysed on 120 sample respondents.

Brief sketch about Mumbai

Mumbai is one of the largest and most densely populated cities in the world with total population of 12,442,373 according to 2011 census. It is situated on the western coast of Maharashtra. Mumbai lies between 18°58’30°N latitude to 72°49’33°E longitude. The name ‘Mumbai’ is derived from ‘Mumbai” – the patron goddess (kuladevata) Mumbadevi of the native Koli community.

Data Analysis and Interpretation

The employees of various private service sector organizations are contacted for their opinion regarding the perception on the welfare measures practiced in their organizations.

Table 1: **Employee’s Responses towards Welfare Measures**

Sr. No.	Factor	Agree		Neutral		Disagree		Total	
		No.	%	No.	%	No.	%	No.	%
1	Housing Facilities	28	23%	36	30%	56	47%	120	100%
2	Education Benefits	69	58%	33	28%	18	15%	120	100%
3	Medical Facilities	46	38%	32	27%	42	35%	120	100%
4	Retirement Benefits	58	48%	15	13%	47	39%	120	100%
5	Work Environment	64	53%	30	25%	26	22%	120	100%
6	Canteen Facilities	83	69%	33	28%	4	3%	120	100%
7	Retention Policies	55	46%	34	28%	31	26%	120	100%
8	Recreation Facilities	43	36%	49	41%	28	23%	120	100%
9	Grievance Handling	49	41%	36	30%	35	29%	120	100%
10	Transport Facilities	49	41%	35	29%	36	30%	120	100%
11	Drinking and Sanitary Facilities	87	73%	19	16%	14	11%	120	100%
12	Other Amenities	47	39%	48	40%	25	21%	120	100%

Sources: Primary Data

Table.1. shows the responses of the employees on provision of various welfare measures in private servicesector organizations. Well when taking the response of different employees over the effectiveness of welfare measuresprovided to them, 12 indicators were taken to form a consensus. The observations ascertained from the tabulated data are analysed.

1. Housing facility being the primary need of every employee, 23% respondents agreed that they were good enough for them, compared to30% respondents showing neutral satisfaction. Number of employees who voted against good housing facilities accounted to 47% in private organizations.
2. The educational benefits provided for the employees and as well as their children in public organizations have held its head high. The respondents who agreed with positive impact in private organization constituted to 58%, people who has foot on both sides with mixed reactions accounted for 28%. Employees who disagreed with proper educational benefits accumulated to 15%.
3. Health has always been a matter of concern with employees in their workplace irrespective of their work and when it comes to medical facilities, organization has been on top of their game and employees who agree with good medical facilities comes to 38% whereas the percentage went down to 27% in case of neutral satisfaction. And employees who disagree with the concept of good medical facilities accounted for 35%.
4. Employers play a significant role when it comes to post retirement of employees. The employee’s response in this regard is has been recorded, the statistics proves that 48% of employees in MNCs agree with the effectiveness in retirement schemes, employees who share neutral opinion accounts for 13% and employees who disagree with concept of proper retirement plans accounts to 39% in private organizations.
5. The working environment should be clean and hygiene enough for employees to seek a sense of satisfaction in one way and when surveyed there was a turnaround in the favour of private organisations a statistics convey 53% of employees agree with the fact that private organisation provide better working conditions. Employees having neutral opinion constitute 25%, disagreement is also a criterion to judge the facilities where private organisation constitutes 22% disagreement.
6. Canteen facility is very important for every employee in their free or break time and when asked about how good the canteen facilities were the numbers accounted as follows. Employees who agreed that facilities are good were around 69%, 28% employees hold neutral opinion about effectiveness of canteen facilities and speaking about the employees who are often disappointed with these facilities account for just 3%.
7. The employees being faithful to employer holds a strong point but when comes to the efforts put in by the employer in retaining the employees there has been a significant difference in public organisation and private organisation as we have seen, 46% of employees agree with the fact that their organization putting good effort in retaining employees, well employees who disagree with fact of retaining employees accounts for 26%. Employees who have neutral opinion on retention policy followed in their organisation have come up to 28% in their respective organisations.
8. Recreational facilities are very important for every employee whether public or private given the fact that these facilities energize the employees and push up their confidence, in fact the statistics when collected from different employees 36% of employees agreed with the fact that recreational facilities are often given to them. Employees who are in neutral zone account for almost at 41%, employees who disagree with the availability recreational facilities counts for 23%.
9. Grievance handling being the tool to bring justice to employee problems by different organizations, the employees who agreed with the fact that grievances are handled efficiently accounts for 41%, people who have foot on both sides with mixed reactions accounted for 30%. Employees who disagreed with proper Grievance handling accumulated to 29% in private organizations.
10. Employees who agreed that Transport facilities are good were around 41%. 29% employees hold neutral opinion about effectiveness of transport facilities and speaking about the employees who are often are disappointed with these facilities account for 30% in private organization.
11. It is fact that one of the basic physiological need of human being is drinking water and sanitary facilities and when asked to different employees 73% of them agree with the, employees who hold mixed opinion to these facilities come to 16%. Employees who disagree with the provision of these facilities account for 11%.
12. Finally, considering other amenities like cooperative stores facilities, insurance facilities, post offices, etc., which enhance employee performance can be analysed as follows given the statistics that 39% of employees agree with the good provision of other amenities, taken the other side of the equation employees who do not agree with the fact accounts for 21% and employees who hold neutral opinion comes for 40% in private organisation.

Table 2: Classification of Respondents by their Level of Satisfaction with OverallEmployees Welfare Measures

Sr. No.	Level of Employees Satisfaction	No. of Respondents	Percentage (%)
1	Highly Satisfied	38	31.67%
2	Satisfied	48	40.00%
3	Unsatisfied	34	28.33%
Total		**120**	**100%**

Sources: Primary Data

The above table reveals that 31.67% of employees are highly satisfied, 40% of employees are satisfied and remaining 28.33% of employees are not satisfied with welfare measures provided by their company.

SUGGESTIONS AND RECOMMENDATIONS

1. Recreation facilities should be provided to the workers to boost their morale and bring little diversion from their continuous routine work and to retard stress of the workers.
2. Complete Medical facilities should be given so as to minimize the absenteeism and to keep the employees more immunized and fit enough.
3. Company should be more committed to promote welfare facilities as it creates more productivity which in turn benefits the company.
4. Annual health check-up, employee counselling, various health camps, hospitalization facilities should be much more improved by conducting the health camps at least once in a month.
5. The number of medical practitioners or physicians should be increased.

CONCLUSION

From the critical study it is observed that organization is highly satisfied on quality and hygiene of food, Transport on required place, Satisfied on drinking water, organization provide eco-friendly environment and employee satisfied on moderate temperature in working conditions. The organization may concentrate on social security's like workmen compensation, maternity benefit, old age benefit, medical benefit etc. which helps to increases employee job satisfaction. Human resource plays an important role in any organization. Employee welfare facilities are concern to any department, if the employee is happy with welfare facilities then only the productivity of that organization can be increased. Based on the study of Employee Welfare Facilities in various private sector organisations it is clear that the companies are very keen in the promoting all the welfare facilities provided by them.

REFERENCES:

1. Manzini, H., & Gwandure, C. (2011). The Provision of Employee Assistance Programmes in South Africa Football Clubs. Johannesburg, South Africa: University of the Witwatersrand.
2. Nanda, N., & Panda, J.K. (2013). Challenges and effectiveness of industrial relation environment in Indian Industries study on Rourkela Steel Plant. International Journal of Financial Services and management Research.
3. Reshma, S., & Basavaraj, J. (2013). Employee welfare measures in mining industry-A study with reference to statutory welfare measures in NMDC, Donimalai Ironore Mine, Bellary District. EXCEL International Journal of Multidisciplinary Management Studies, 3(7), 157-164. ISSN:2249-8834.
4. Srinivasa, K.T. (2013). A Study on Employees Welfare Facilities Adopted at Bosch Limited, Bangalore. Research Journal of Management Sciences, 2(12), 7-11. ISSN:2319–1171.
5. Kumar, S. & Yadav, S.S. (2002). Satisfaction level from labour welfare schemes in sugar factories of Gorakhpur division. The Indian Journal of Economic, 33(329), 171-188.
6. Lalitha, K., & Priyanka, T. (2014). A Study on Employee Welfare Measures with Reference to IT Industry. International Journal of Engineering Technology, Management and Applied Sciences, 2(7), 191-195. ISSN: 2349-4476.

7. Ramesh, K.B. (2012). Labour Welfare in India: An Overview. International Journal of Environment, Ecology, Family and Urban Studies, 2(3), 79-92. ISSN: 2250-0065.

8. Prasad, L.M. (2000). Organisational Behaviour (3rd Edition). New Delhi, India: Sultan Chand & Sons.

9. Rajkuar, B. (2014). A Study on Labour Welfare Measures and Social Security in IT Industries with Reference to Chennai. International Journal of Enterprise Computing and Business Systems, 4(1), 1-10. ISSN: 22308849-V4I1M9-012014.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

STUDY ON EMPLOYEE ATTRITION &RETENTION AT UNIVERSAL EXPRESS Co.

Farheen Ahmad[1] and Dr. Dinesh Gabhane[2]
Assistant Professor[1] and Associate Professor[2], Rajeev Gandhi College of Management Studies

ABSTRACT

With rapid increase seen in Attrition level of employees across different sectors; retention of employees has become one of the important factors known to be crucial for the development and the accomplishment of the organization's goals and objectives therefore seen as a vital source of competitive advantage for any organization. This study attempted to explore the main factors which contribute to Attrition of Employees & Employee Retention practices adopted or existing in the private sector. The study is based on both primary & secondary data. Attrition study involves Sample of employees are taken using Stratified Random Sampling among data infused in Attrition tracker software of Universal Express Company. Retention Study involves interviewing the HR Manager; Mr. Manindersingh. keeping retention factors in mind. With the study, suggestions are made on how the company can further improve their employee retention practices.

Keywords:Attrition, Retention, Organizational Culture, Strategic HRM.

INTRODUCTION

Retaining talent has never been so important in the Indian scenario; however, things have changed in recent years. In prominent Indian metros at least, there is no dearth of opportunities for the best in the business, or even for the second or third best. Retention of key employees and treating attrition troubles has never been so important to companies. In an intensely competitive environment where HR managers are poaching from each other, organizations can either hold on to their employees tight or lose them to competition. For gone are the days when employees would stick to an employer for years for want of a better choice. Now, opportunities are abounded. Employees stay and leave organizations for some reasons. The reason may be personal or professional. These reasons should be understood by the employer and should be taken care of. The organizations are becoming aware of these reasons and adopting many strategies for employee retention. A strong retention strategy, therefore, becomes a powerful recruitment tool.

Companies today have realized the importance of retaining their qualitative workforce contributes to productivity of the organization and increase morale among employees. The organization culture in a long run converts to organizational ethics and people feel reluctant to leave by making it as a stepping stone when appreciation and rewards in form of compensation awaits them in comparisons to the market trend.. There are four basic factors that play an important role in increasing employees' retention, include: salary and remuneration, providing recognition, benefits and opportunities for individual growth. But are they really positively contributing to the retention rates of the company? Salary these days hardly reduce turnover. Today's employees look beyond money factor. In order to ensure that organizations are behaving more customer-oriented, they need to be equally employee centric in order to match the intellectual property and their products and services.

COMPANY PROFILE: Universal Express Company is a decade old firm which deals with Social Media Project & is situated in Ghatkopar(W) area of Mumbai. Mr.ArunEkhande is the CEO of this organization & has a thousand plus employee base.

LITERATURE REVIEW

1) 2017, Paper published by Cheng Wai Loon, Chuah Ling Er, Et al; carried out this research to identify the factors of career development, rewards and compensation, performance management, job design, and talent acquisition contributing to employee retention in telecommunications industry. The research was significant to investigate the determinants that affect the employee retention in telecommunications industry in Klang Valley.

2) 2014, Paper published by MeetakshiBelwal Bhatt and Dr. B. D. Kavidayal they are focusing on explaining the comparative study of the various factors that affect satisfaction and retention of the employees working with the government and the private educational sector. The research study aimed at studying different perspectives of teachers working in the private and the government Institutes or universities of Uttarakhand, that lead to job satisfaction and retention. The study discusses reasons why a particular sector faces more attrition as compared to another.

NEED FOR THE STUDY

Following points make it essential to study employee attrition level & their retention strategies adopted in organisations.

- Finding a right employee for an organization is a tedious job as organizations invests time and money in training an individual and all efforts simply go waste when the employee leaves.
- When an individual resigns from his present organization, it is more likely that he would join the competitors
- The employees working for a longer period of time are more familiar with the company's policies, guidelines and thus they adjust better& are loyal

OBJECTIVES OF THE STUDY

- To study the attrition factors among employee of Universal Express.
- To ascertain the steps taken by universal express to retain their employees.
- To offer suggestionsfor better employee retention at Universal Express.

RESEARCH METHODOLOGY

The study has descriptive research design. The required data has been collected from various sources like research papers, journal articles, various publications, and company's website. Attrition study involves Sample of employees are takenusing Stratified Random Sampling among data infused in Attrition tracker software of Universal Express Co... Retention Study involves interviewing the HR Manager; Mr. Manindersingh. Keeping retention factors in mind.

DATA ANALYSIS, INTERPRETATION& INFERENCE

1 - GENDER OF THE RESPONDENTS

Gender	No. of Respondent	Percentage
Male	161	52%
Female	149	48%
Grand Total	310	100%

INTERPRETATION: The above table shows that 52% of the respondents are Male, and 48 % of the respondents are female.

INFERENCE 1: Majority 52% of the respondents are male who got attired.

2- DESIGNATION WISE ATTRITION

Level	Grand Total	%
Executives	288	93%
Manager	4	1%
Support	10	3%
Team Lead	8	3%

INTERPRETATION: The above table shows that 93 % of the Attritions was from Associate level and only 1 % of the Attritions was from Managers level.

INFERENCE 2: Majority 93% i.e. 288 associates left the organization. It seems that the one who are new/ early joiners are the highest numbers who keeps on leaving the organization.

3 - ATTRITION TYPE

Attrition Type	Grand Total	%
Managed Client	53	17%
Unmanaged Client	257	83%
Grand Total	310	100%

INTERPRETATION: The above table shows that 83 % of the employees themselves decided to leave the organization and the rest was removed or terminated by the organization.

INFERENCE 3: It seems that the company is facing more of unmanaged attrition.

ISSN 2394 - 7780

4- ATTRITION REASON

Reasons	Grand Total	%
Absconding	71	23%
Redep	49	16%
Resigned	149	48%
ZTP	41	13%

INTERPRETATION: 48% of people resigned from the organization, 23% absconded the organization, 16% people were added under Redeployment bucket and 13% of people whom company terminated from the company.

INFERENCE 4: Majority 48 percent of the people was under resignation department.

5 - ATTRITIONS SUB-REASONS

Reasons	Grand Total	%
Better Opportunity	32	10%
Family Issue	65	21%
Further Studies	46	15%
Moved to another deal	51	16%
Terminated	42	14%
Left without informing	74	24%

INTERPRETATION: The above table shows that 32 employees left the organization because of better opportunity which they received from other companies, 65 people left because of family issue, 46 left for perusing further studies, 51 changed the deal within the organization, 42 employees got terminated because of zero tolerance policy and 74 left the organization without informing or without putting papers.
INFERENCE 5: There was as trend of leaving the company without informing them which was 34%

6 - LANGUAGE WISE ATTRITION

Reasons	Grand Total	%
Assamese	4	1%
Bengali	6	2%
English	236	76%
Hindi	26	8%
Malayalam	6	2%
Marathi	3	1%
Oriya	5	2%
Tamil	6	2%
Urdu	18	6%

INTERPRETATION: The above table represents the language wise attrition count of Universal express. Why this data was taken in to consideration was because Universal express deals with Social Media projects and language wise expert are the important part to run the project smoothly. Hence Language wise data was taken into consideration.

INFERENCE 6: Majority of NAM market i.e. employees working in English market left the organization.

FINDINGS/ INFERENCES

Inferences drawn from HR Manager's interview taken are mentioned below:

1. **Training and Development:**

- The firm started with soft skill training likes email etiquette, English speaking and management skills.

2. **Compensation:**

- Universal express decided the revised the salary structure for everyone associated with them as a permanent employee,
- Company decided to pay them bonus once a year only to active employees,

3. Organizational Culture:

- The biggest discussion taken by the firm was about the dress policy which they made smart casual from business formals.
- The firm started with fun Friday so that the employees are also engaged with extra activities apart from work.

4. Feedback:

- Universal Express started with a new term by hiring the wellness coaches because, while doing a study and several feedback it was seen that employees are affected with the work which they do no social media.
- The firm thought to hire Wellness coaches, or we can say them secret doctors to understand the problems and help them with suitable suggestions. This helped the firm and the employee a lot and it was found that the attrition rate from last month was reducing.

5. PLAY FOR GREEN PROGRAM:

The company came up with a simple points system for team leaders by giving them points if the team do not have any attrition for the month.

They implemented a scoring mechanism within the deal which as was follows:

- Team Leads with “0” attritions for the month – 30 points.
- Reversals for the month and should be with the deal for 6 months – 10 points.
- Taking session on performance management – 10 points.
- Updating the future attritions i.e. AWAC report – 10 points,
- Every attrition is a -10 points

Individual needs to score a minimum of 40 points to be eligible for awards : **40 points – 120 CP points – (~2000/- INR); 50 points – 150 CP points – (~2500/- INR)**

SUGGESTION

- The Company must tie-up with educational bodies/institutes to help the existing employee gain knowledge with certification, thus helping them in career planning.
- Universal Express management should involve give them extra allowance if an employee complete 3yrs, 5yrs and so on for showing trust with company.
- Building a recreation room in which they install fuss ball table, chess, Carom and a massage chair etc. must be considered.
- Company should involveexecutive level employees to give suggestion without writing their names and it will be implemented if it’s genuine.

CONCLUSION

The research has a humble attempt in identifying the causes of employee attrition &retention and come up with a few suggestions. UNIVERSAL EXPRESS in GHATKOPAR exists with an increased level of employee attrition but they are working on employee retention strategies at good momentum. So, the management has simply to concretize people and live them alone with an environment in which they find it possible it behave appropriately, identify the problem, appreciate the need to resolve it, identify the factors and contributing to the problem and behave in ways that would either eliminate the casual variables or reduce their influence on the problems. Though slow, the process of concretization is sure to produce the desired results conducted in proper ways.

REFERENCES

1. Biswas.S.N, **Indian Journal of individuals,** Institute of Management, Volume-5, Issue-2, and February 1994.
2. Venkat.R.K, **Management and Labour Studies,** Institute of Management, Volume-3, Issue-2, and July 1997.
3. Philips J. J, **Managing Employee Retention- A Strategic Accountability Approach,** Elsevier Butterworth Hethemann Publications, Volume-5, Issue-2, and 1998.

4. Arthur, **Effects of human resource systems on manufacturing performance and turnover,** Academy of Management Journal, Volume-2, Issue-3, and June 2005.
5. Manikandan.P, **HRM Review,** The ICFAI University, Volume-3, Issue-5, and March 2007.
6. MeetakshiBelwal Bhatt and Dr. B. D. Kavidayal**,Abhinav Publication Abhinav National Monthly Refereed Journal of Research in Commerce & Management,** Volume 3, Issue 4 (April, 2014)
7. file:///E:/Ph.D/critical%20review%20books/epapers/2.Completed_FYP.pdf

ISSN 2394 - 7780

TRANSLATION: AN INTRODUCTION

Dr. Vijaykumar A. Patil
Assistant Professor, Nalanda Nritya Kala Mahavidyalaya, Mumbai

ABSTRACT

Translation is translator's intuitiveness which is must in today's era of multidisciplinary studies. With digitization, 'Translation Studies' are in vogue and speak about different types of translations and translation styles. Translators are approaching translation agencies to understand translation culture. Translations are used for information, correlation, continuity, entertainment and mobilization.Translation is challenging and full of possibilities.The history of translation speaks about many trends in tradition.Translation is always possible.Translation is science, art and/or skill.

Keywords: Translation, Translator, Culture, Science, Art

INTRODUCTION:

Translation is an experience(d) expertise engagement of translator's intuitiveness. In today's context of multidisciplinary studies,'Translation Studies' are in vogue and speaks about different types of translations. These present various philosophies and theories of translation based on connotation(s) and denotation(s).In the era of digitization and ultramodernresources, the translation procedures are discussed from different perspectives. CAT (Computer-aided translation),AT (Automatic translation), LSPs (Languages for special or specific purposes) and other trends and their limitations and ways to root out these limitations are also are considered in today's context.

Translators are approaching translation agencies to understand translation culture. Because of this, number of learners at 'Courses in Translation' is substantially increased to study 'Translation Pedagogy,' 'Translation procedure(s),' 'Translation Technique(s),' 'History of Translation,' 'Translation and Translator(s),' 'Translation and (Cross) Culture(s)' and other elements of translation. Translation is noun, its related forms are translational, translationally, pre-translation, retranslation, post-translation. Online dictionary.Com uses paraphrase and version as synonym for translation and advises to check thesaurus.com for more synonyms. Further it gives words like explanation, rendering, version, adaptation, rendition, reading, transcription, elucidation, gloss, crib, construction, restatement, key, paraphrase, simplification, decoding, rephrasing, transliteration, meta-phrase as related words for translation.

Translations are used for information, correlation, continuity, entertainment and mobilization. Translators, whether at work or study, listen and speak, read and write as the multilingual to understand and by understandingthe cultural frameworks. Translators are studying, 'Translation and History,''Translation and Sociology,''Translation and Philosophy,''Translation and Culture,' and so on to be more professional and set apex standards. They are always ready with latest and up to date references, fact books, word books (monolingual and bilingual) and latest dictionary, thesauruses, glossaries, books about translations, collocation dictionaries and other resources.Study of philosophy and theory of translation does not guarantee that translator will /may be or may not bean excellent translator, novelist, playwright and/or journalist. Williams, Jenny in *Theories of Translation* projects different ideas about translation san maintains, "Conceptualizing translation as the process of trans-creation, in which translator enters into the soul of the author and recreates the original work in a new cultural environment, makes sense in a culture that believes in the transmigration of soul."[1]

To comment on the objective of translation,MorrySofersays in*The Global Translator's Handbook* "Everything in life is translation. We translate our feeling into action. When we put anything in words, we translate our thoughts."[2]It is experienced that generally people take translation for granted and accepts it as it at times.Translators are aware of the fact that translation is challenging and full of possibilities though superficially it looks easy. Translation theorists consider, 'equivalence, retranslation, reader reception, translator's unconsciousness and translation ethics and other elements' to present the theories of translation. Theory of linguistics, cultural and aesthetics aspects of social, and current political, financial and philosophical trends are the integral elements of translation theories. "The act of translation and the reflection upon its function and usefulness of literary studies in general are important, and often controversial, aspect of tradition of Western literature."[3]Michael Scott Doyle considers translation as an enterprise which is difficult, complicated and risky and it hasits'centripetal and centrifugal pulls of sources and texts.' 'Soviet School of Translation' speaks about the space (cultural differences) and time (a different time in history). Theory of 'Meaning and its Application to Translation,' that deals with the study of lexicon focuses on two cycle mode of grammar. In totality, translation is about the effect created by original thus translator must learn to go out where knowledge not the language matters.

There are many theories of translation such as ‘Word to Word translation,’ ‘Thought to Thought Translation, ‘Sense to Sense Translation.’ Translation is a difficult task as ‘translator cannot be original’ and/or translator is also not expected ‘simply to produce.’ The author and translator style(s) substantially add to the language treasure.

Translation and Translator’s Traditions:
Translation and translator’s personalities project translator’s assumptions. Because of their strong tradition and substantial contribution humans are able to enjoy this phase of life. Translation theories can identify translator’s political ideologies or preferences. Translator’s ethnic background and religious philosophies do matter in translation. The social upbringing of translator also has an impact on translator’s translation. Translation is read by very sensitive people, thus at national and international level translation is considered as a medium to develop a strong rapport with perfect dialogue. Sensitive issues like sex and others are challenging which are to be dealt very carefully to give/get a perfect translation. Considering its vast network Venuti has spoken about ‘Domestication and Foreignization,’ which is practical because of ‘invisibility and ethnocentric violence.’ The history of translation speaks about many trends in tradition. “The primary of approach to Roman translation in the field of Classics has been a comparative and philological one, involving comparison of source and translation, although frequently we have only one of the two.”[4]It indicates versatility of traditions and trends in translation.

In the tradition of translation and translator, ‘the loyalty factor’ was always considered via subjectivity and objectivity and other parameters. The audiences or readers are able to understand the topic under consideration through translation or translator time and again. The translator’s knowledge of the subject and translation style follows social and cultural standards to maintain dignity of text, context and cultural invoices. Translator’s skills showcase apex individual standard of translator and need of quality text at each stage of human life.

Translation of everything and at any timeis possible and it is (un)bound. It accounts for everything and counts every word, figure, letter, punctuation mark and other aspects of language. In today’s era of e-content and (e)(con)text, the formal and informal formats of translation are (made) inevitable and are through (Mass)media,(e)book(s), periodicals, newspapers and other resources and are more in demand.

Certain Facts: A means of communication
Translation is always possible and “all acts of communication are acts of translations.” It creates impact as the original. For many translators and translation theories translation is beautiful. But for many, it is beautiful and may be cheater, unfaithful and untrue. But still, translator’s individual excitement and interest considers wide availability of texts and brings out it in targeted language. Many translators and theories speak about the concept of ‘ideal, standard or no ideal/non-ideal translation’ and accept ‘no translation is inappropriate or bad.’ Each translation may be useful.

Translation is must for many purposes. It helps to develop intercultural dialogues as well as substantially adds to the progress and prosperity of any culture. Translation is an important to learn any native and/or non-native language. It updates one about new and various trends in the subject of one’s interest. In a business organization, translation is used for multilingual notices, instructions, preparing reports, maintaining records, presenting papers or articles correspondence, making treatises, giving or taking advice, recommendations and many other purposes. “Translation and translation research function as an organizing principle that refocuses the interpretation of a text from a content oriented way of saying texts and situations.”[4]Thus, multinational and progressive industry is hiring translators and using translation to nurture an excellent work culture to get the best results and literature and literature studies are comprehensively using it.

There are many trends to look at translation. Few experience that translation is invading the privacy, sneaking in personal and professional life and possibly creating cross currents in various culture, misguiding and misquoting. Critics deal with these ideologies handle this argument differently. But the fact is, “Translation activities are always interdisciplinary and present themselves today as an integrating force in a fragmentary and discontinuous world.”

Translation: Science, Art and/or Skill:
The debate on whether translation is science, art and/or skill is in vogue. The science deals with knowledge. Italways demands for rational applications. It applies different tests to verify its validity and other parameters. It also described in an appropriate language. Translation is a science as it deals not only with, but also updates

and cross verifies knowledge. Translations are tested on certain grounds.Though no translation useless, appropriate. Still, itverifies its validity.

Translation is an art. In art creativity plays an important role. Art strives for perfect professional and professional style. Sensitive artistremains emotive and expressive. There are different layers of meaning of art form. At times an art is spontaneous, impulsive, instinctive, natural, inspired and moved. It remains (un)distinguished. Its taste brings mass and class together. These entirecriterions are application to translation. Translation is perfect and written in professional style. Translators are sensitive individuals. They may be emotive or expressive who follow the standard path. Though translator cannot create, translation is known for individual speciality and self-reflection like an art piece. There is a trend. It maintains that translation is a skill as it asks for an appropriate language to be an acceptable part to remain accountable. “By its nature then translation is an interpretative and interpersonal, and so is, or should be, any discipline built upon its study.”[7]There are many findings by translation theories considered related literary translations and most important are enlisted below:

1. Expressive
2. Connotative
3. Symbolic
4. Focusing on both content and form
5. Subjective
6. Allowing multiple interpretations
7. Timeless and universal

Thus, it is important to consider all these theories, trends and traditions of translation to understand various (under)currents of translation. It will broaden the vision of students to update the studies of translation.

ENDNOTES AND BIBLIOGRAPHY

1. Williams, Jenny, *Theories of Translation*, The Palgrave Macmillan, Dublin City, Ireland,online2013 pp na.
2. MorrySofer *The Translators Handbook*Schreiber Publishing Inc. Rockville ,Merryland, USA.2006 Pp.na
3. McElduff Siobhan. 2013 *Roman Theories of Translation: Surpassing the Source*. Routledge Taylor and Francis Group. New York. P.2
4. *Theories of Translation An Anthology of Essays from Dryden to Derrida* Ed. Rainer Schulte and John Biguenet The University of Chicago Press, Chicago and London,1992, America p.02
5. Ibid p. 10
6. Ibid.
7. *Translation: Theory and Practice in Dialogue*Edited by Antoinette Fawcett, Karla L.Gaudarrama Garcia& Rebecca Hyde Parker, Continuum in studies in Translation, Continuum International Publishing Group, New York, 2010 p. na

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

ICT AND EDUCATION

Sanjay Ganesh Mishra[1] and Dr. Arvind S. Luhar[2]
Research Scholar[1], Tilak Maharashtra Vidyapeeth, Pune
Head[2] of Accountancy Department, Ismail Yusuf College, Jogeshwari (East)

ABSTRACT:
Students unable to navigate through a complex digital landscape will no longer be able to participate fully in economic, social and cultural life around them – OECD 2015. (Organisation for Economic Co-operation and Development)

The importance of ICT in education could be implicated through the above statement. Education has undergone remarkable change due to the introduction of internet of things. Information communication and technology has affected the daily chorus of the education world, be it teacher, student, management representative or the parents. The teaching learning process, the evaluation process, assessment sheets and so forth has undergone farfetched transformation due to ICT. The era of digitalization has brought the practical approach in education with the introduction of digital classrooms, interactive boards with latest software, 3D virtual projection, robotics, STEM education and virtual trips that has not only enhanced the interest of the students but also has ignited the young individuals to think beyond the framework of the textbooks, bringing in creativity and novelty of thoughts. The rote methodologies in teaching are replaced by digital classroom teaching. Various schemes started by the central government for introduction of computer from grade one has given a boost and have changed the teaching at rural India too. The ICT has reformed the teaching scenario from last 2 decades by emerging as most efficient tool used in the learning process, both by tutors and learners.

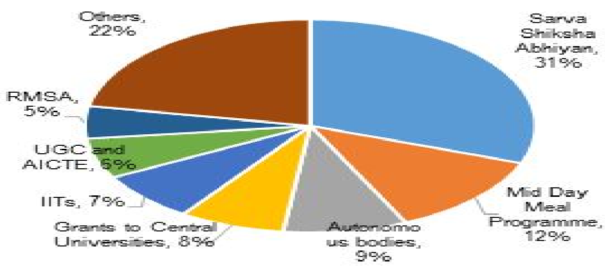
Various corporate house have joined and contributed the government's initiative of digital literacy in rural India in different ways. By providing the required no. of computers in schools, giving training to teachers for the use of computers and also helping the school management to create the infrastructure, the corporate houses have used their CSR funding for such a noble cause. Due to introduction of ICT in the education sector the students have benefitted a lot, today the country gets chunk of educated, talented professional youths for white collared jobs in not just IT sector, but across all industries. The researcher/paper presenter being associated with the education field from last 20 years has witness the change that has been incorporated due to introduction of ICT in education sector.

Keywords: ICT, digitalization, school management, MIS, training, etc.

INTRODUCTION:

Education sector has undergone various changes due to introduction of ICT since 2004 and with the alternations and revisions, adopted from time to time by the Central Government, it has ensured that innumerable opportunities knock the doors for the students at the secondary and higher secondary level. A national drive under the auspices of Rashtriya Madhyamik Shiksha Abhiyan (RMSA) by the central Government has fetched in several initiatives to boost the use of ICT in the education sector. Due to ICT the students can take the benefit of information exploration which it at their fingertips due to search engines. The concept of e-Library, e-Pathshala, Rashtriya Avishkar Abhiyam,Saransh, Shala Siddhi, Shaala Darpan, of NCERT books on mobile apphave help enhance the skill and talent of the students by infusing in them the distinctiveness of novelty of thoughts and give them the answers to their spirit of enquiry. *'Let curiosity be prevailed and not be curtailed'* should be the mantra of present day education. The Ministry of Human Development, through their various initiatives are trying hard to achieve complete digitalization of education.

Figure 1: Top expenditure heads under the Ministry (2018-19)



http://www.prsindia.org/parliamenttrack/budgets/demand-grants-2018-19-analysis-human-resource-development

The above pie chart shows the expenditure of the Ministry of Human Resource Development for the year 2018-19 for the major heads as a percentage of the total allocated funds. The comparative statement (secondary data) as per the record shows that the Department of School Education and Literacy has seen a 6.4% increase in its allocation of the funds. This shows that the government is keen in building a strong base for the schools by providing better infrastructure.

OBJECTIVE OF THE STUDY:

1. To understand the introduction of ICT in the schools and colleges
2. To know the impact of introduction of ICT on students and teachers.

SCOPE OF THE STUDY:

The study has a wide scope covering the different stakeholders of the education sector. The Government i.e Human Resource Development Ministry, Education Departments, Schools and Colleges, Management Representative of the Institutions, Teachers, Students and Parents etc. come under the purview of the study. Though study can be conducted on a large scale covering the whole education sector, the researcher has taken just a small segment of the scope to understand the introduction and impact of ICT in schools and colleges. The paper presenter has covered only few stakeholder to build knowledge and comprehend the given title.

The impact of ICT on various stakeholder of the education sector.

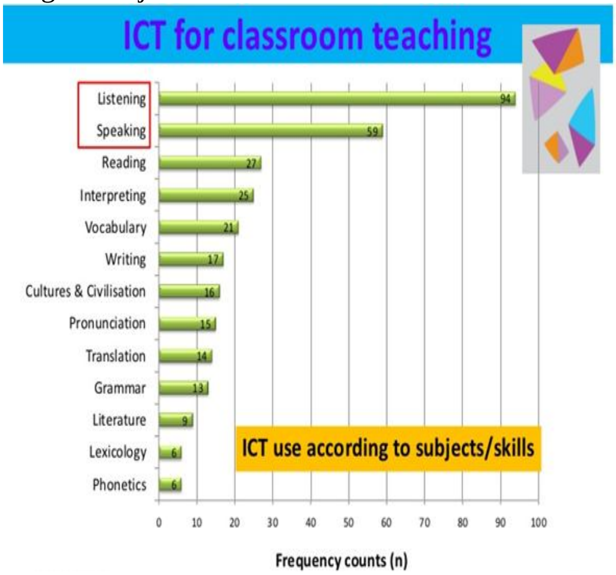
Schools and Colleges:

1. Creating the website of the organisation.
2. Introduction of online Admission form through the website.
3. Google Spread Sheets for the feedbacks
4. Online display of admission status for the students
5. Introduction of Login ID's for students, teachers and parents.
6. Bulk SMS and emails for the information and communication.
7. Introduction of Enterprise Resource Planning (ERP) and Management Information System (MIS) software for strategic planning, data collection, report generation and evaluation/assessment sheets.
8. The assessment and evaluation through online mode.
9. Introduction of GPS (Global Positioning System), CCTV, Strong Room alarm system etc for the safety and security.
10. Introduction of application based learning and use of social media accounts.
11. Online filling of forms for various examinations.
12. Knowledge about various sports events, interschool, intercollege competitions, seminars workshops etc.

Teachers:

1. Learning new application based software, user friendly Microsoft office, creating
2. Daily lesson planning through computers
3. Use of digital boards while teaching
4. Sharing of knowledge beyond the framework of the text books.
5. Making PPTS, audio-video lectures, 3D virtual lessons for teaching learning process.
6. Building a strong data base of the students' performance through evaluation and assessment sheets.
7. Impart practical knowledge through virtual classroom

Figure 2: ICT used according to Subject/Skills.



Students:

1. The teaching learning has become more focused with conceptual understanding.
2. The practicality of the subject help in better grasping of the subject.
3. The students have to do their practical and home assignment using the ICT.
4. There is a sense of positive outcome with healthy competitive spirit.
5. The rote methodologies are replaced digital leaning through smart class.
6. Learning of ICT as a compulsory subject at the school level has given a great boost and heightened the students' interest.
7. ICT is the tool which has given a sharp edge to the skill and talent of the students and has helped them to grab the opportunities.
8. Inclusive and collaborative leaning through networking has gained impetus.
9. Students are aware of new concepts, innovations and happening of the events due to computer learning.
10. Students can learn at the pace with the world, and compete in various competitive exam and build confidence.
11. Hand on activities, home assignments, project work and so forth has helped the students to explore the world of internet.
12. Concepts like robotic classes, STEM learning, language laboratory, daily science etc has brought liveliness in teaching learning process.

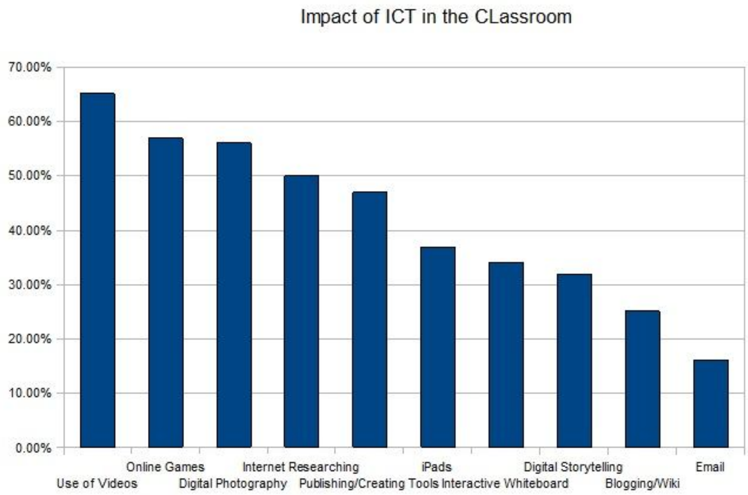
Parents:

1. The parents being one of the important stakeholder in the education industry, has been impact due to the introduction of ICT in education. The primary thing that the parent needs to do is to learn the computer.
2. They are supposed to provide the required technology for their ward to perform and practice the lessons.
3. The parents have to understand different activities given to the students as home assignment and get involved in the process of learning.
4. Digitalization and mobile technology has taught the masses the use of social media which has helped in communication, sharing information, exchanging ideas and creating novelty of thoughts. All this has help the students in their learning process.
5. Once inactive and passive stakeholder of the education sector (Parents), today have become very active through their involvement in the affairs of the education institutes.
6. The introduction of the ERP system has also help the parents to communicate efficiently with the school authorities.

SIGNIFICANCE OF THE STUDY:

The study focuses on the introduction and the impact of the information communication technology in the education sector. It also shows the manner in which the stakeholders have positively assimilated the ICT in their daily routine chorus. This change in the routine chorus has help in transforming India in Digitalization. The number of internet users are increasing at a rapid speed. Be it the online games, applications, emails, internet researching through search engines, digital photography, interactive tools and boards, blogging, Wikipedia etc. all such uses have help the masses to explore their knowledge. The Human Resource Development Ministry through their initiatives has brought in numerous changes in the education sector. Today the schools at rural India are also empowered with the technology. Computers are provided at the schools, interactive sessions through video conferencing has boost the morale of the staff and students at the schools and colleges. The graph below shows the impact of ICT in the classroom, where the teaching learning process takes place through the use of ICT.

Figure 3: Impact of ICT in the classroom



RESEARCH METHODOLOGY:

Universe/ Population of the study:

Under the purview of the study, the schools at Mira-Bhayandar Municipal Corporation, Thane, Maharashtra are selected. These schools are affiliated by the SSC, CBSE, ICSE, & IGCSE boards and they are run by the government as well as the private institute are considered as the universe of the study. In all 154 schools at Mira-Bhayander are considered as population.

SAMPLE OF THE STUDY:

For the study the researcher has purposively selected few aided schools run by the government and few schools run by the private trust or societies. In all 20 schools of Mira-Bhayandar Municipal Corporation are taken for this study.

AREA SELECTED FOR THE STUDY:

The area selected for the study under the given title is Mira Bhayander Municipal Corporation with population of nearly 8.14 Lakhs. Mira Bhayander has more than 150 schools conducted by the government bodies and the private trust and /or societies.

DATA ANALYSIS AND INTERPRETATION

Statistical technique for data analysis: – Following are the technique for data analysis which is used by the researcher to interpret the data.

i. Tabulation

ii. Graph

SOURCE OF DATA COLLECTION:

Secondary Data

The researcher used the secondary data for the pilot study. The websites of the sample schools were surfed to get the required data. The internet and the search engines were browsed which help in review of the literature and find the gap analysis. The school magazines, library sources, government website saral data etc were a useful source for data collection. The domain of study under the title is very much debated and discoursed and have wide and varied ramifications to teaching sector.

LIMITATION OF THE STUDY:

This study has the following limitations:

1. Geographical limitation of a particular area viz. 'Mira-Bhayandar'.
2. For the study only secondary data was referred.
3. The secondary data was not objective specific.
4. Limited data was available from the secondary sources.

CONCLUSION:

The secondary data shows that the sample school selected from the universe of the study has introduced the information communication technology. The teaching and learning at times takes place with the help of computers. The schools with good infrastructure has audio visual labs, digital classrooms, interactive boards for the teaching learning process. The aided school of SSC boards though has less number of computer as required, but manages the class teaching in batches. As a requisite, the computer labs have the wifi internet connectivity. Due to the introduction of the online filling of the SSC board examination form, online admit card, Saral portal for data collection, online scholarship forms, introduction of practice paper for grade X students etc. had made it compulsory for all the school whether aided, semi aided or unaided, private or government needs to provide the ICT infrastructure to the students.

The introduction of ICT has impacted positively to the stakeholders of the education sectors. The teachers have taken pain to adapt and adjust to the changes introduced by the government in education. Use of technology has become a daily routine chores for the masses. The students are surrounded in the environment where technology play a vital role, this has moulded them to use technology in very easy and fair manner. The management of the schools and colleges has provided the required amount of infrastructure as a pressure from the government. The introduction of the MIS & ERP software has made reporting can communication easy. The parents has also adjusted with the changes incorporated in the system. Today the use of social media as a means of communication and sharing of information has become very common. The parents have learned computers to move with the demanding world. The introduction of various schemes by the central Government and the state Government has given a boost to the education sector. This chows that the objectives designed by the researcher has met with the desired outcome.

REFERENCE:

1. http://www.oecd.org/education/education-at-a-glance-2015.htm
2. http://mhrd.gov.in/rmsa
3. http://mhrd.gov.in/rashtriya-avishkar-abhiyan
4. https://digitallearning.eletsonline.com/2017/11/ict-defining-the-role-of-future-education-in-india/
5. http://mhrd.gov.in/ict_overview
6. https://educationpostonline.in/2017/10/27/how-ict-is-evolving-indian-education-system/
7. http://www.teachersofindia.org/en/article/ict-education
8. http://www.educationbusinessuk.net/features/role-technology-and-ict-primary-and-secondary-education
9. http://ijarcsse.com/Before_August_2017/docs/papers/Volume_6/8_August2016/V6I8-0174.pdf
10. http://www.prsindia.org/parliamenttrack/budgets/demand-grants-2018-19-analysis-human-resource-development
11. https://www.learnpick.in/blog/e-learning-in-india
12. https://www.slideshare.net/tdbt_123/ict-training-and-ict-use-among-vietnamese-foreign-language-teachers-2012

 ISSN 2394 - 7780

ER's FOR SUSTAINABLE GROWTH

Dr. Unmesh Y.Kulkarni
Associate Professor, Bhonsala Military College, Nashik

A. Key words

ERS's:- Educational Relations

Education:- Process of learning or teaching , especially in a school or college, or the knowledge that you get from this .

Relations:- Friendship

Sustainable Growth: - Economic Development characterized by low growth rate, absence of pollution, and greatly diminished environment impact, development that meets the needs of present without compromising the ability of future generations to meet their own needs.

B. Introduction

International Relations, Industrial Relations Centre State Relations are the few perspectives of relations discussed widely since last decade.

Education plays an important role in development. Number of units providing the education service is huge in our country.

Unhealthy Industrial Relations hampers the production, distribution, sales, profits and ultimately the Per Capita and National Income. If education relations are hampered it may not only affect Per Capita Income/National Income but it may create a negative impact on National Development and Sustainable Development.

C. Meaning

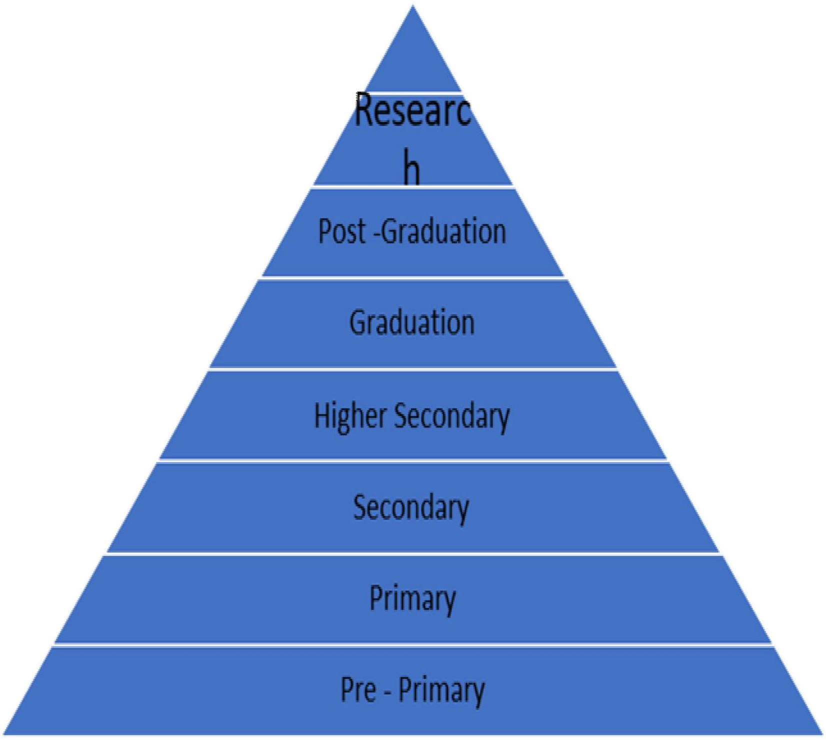
The concept of ER's is similar to IR's (Industrial Relation). Relations between management and workers are known as Industrial Relations, like wise Relations between management and employees in education system can be named as "Educational Relations."

D. Definition

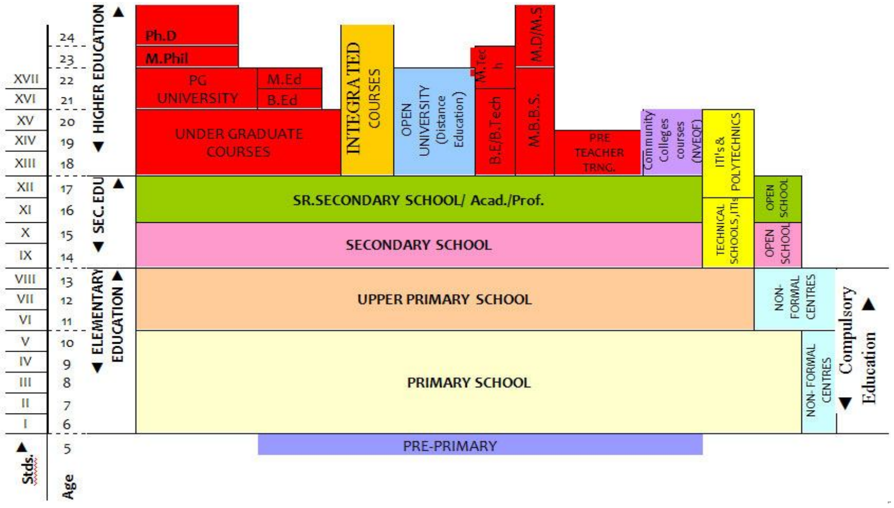
The term Industrial Relations has been defined in various seminars, conferences and by eminent scholars. However, the concept of ER's observed is not defined widely. It can be defined as, "the relations between the management and teaching, non - teaching staff in the units providing educational services.

E. Stages in Indian Education System

Indian education system is divided in 7 different stages as follows: -



ISSN 2394 - 7780



Source: www.ugc.ac.in

F. Main factors in Education Process

I. Parents
II. Students
III. Teachers
IV. Non - Teaching (Support) Staff
V. Management

are the major five components involved in education process.

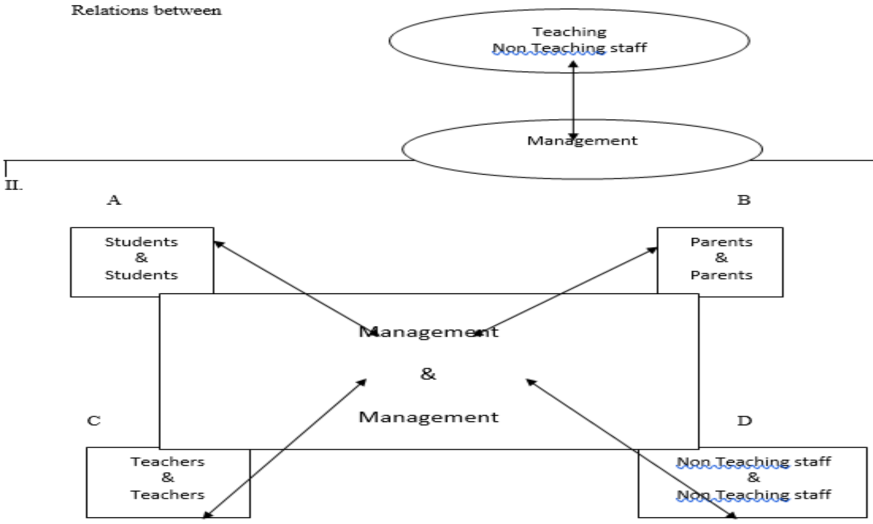
- Management, as per the rules and regulations laid down by Government runs the unit(s). Remaining four factors are controlled by the Management. Hence, the relations between staff and management can be called as ER's.
- Students and parents are associated for a short span with the unit and management. But the staff is associated for a longer period.

G. Concept of ER's

ER's can be divided into two ways: -

I.

Relations between



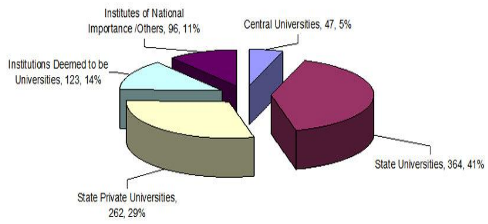
Relations between the groups of

A	with	B	C	D	E
B	with	C	D	E	A
C	with	D	E	A	B
D	with	E	A	B	C
E	with	A	B	C	D

 ISSN 2394 - 7780

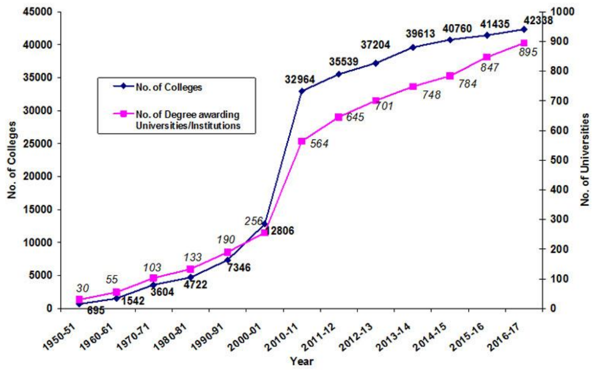
H. Need of Focus

In consideration with stages 5,6,8,7 from Point E of the Research Paper number of Institutes of National Importance, Institutions declared to be Universities, Central and State Universities is increasing rapidly. Following figure clear's the statement.



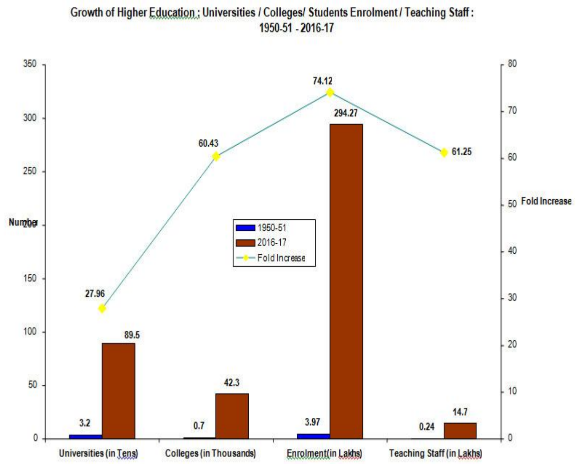
Source: www.ugc.ac.in

Number of Colleges has increased a lot.



Source: www.ugc.ac.in

Number of Staff (teaching) also shows sizeable growth.



source: www.ugc.ac.in

The number of education sector (only higher education) has shown a rapid growth. It shows the potential of education sector in India.

 ISSN 2394 - 7780

Sustainable Growth of the Students, Parents, Teaching and Non -Teaching staff becomes a responsibility of the Controlling Parent Body i.e. Management.

Various issues like salary, incentive, increments, wrongful discharges, dismissal, withdrawal of concession, working conditions, working hours, rest intervals, leaves, holidays, PF, Gratuity, Retrenchment, Closures, contradiction in views of unions, dissatisfaction in work, indiscipline, appointments, transfers, promotions, may occur repetitively in this process which can become a serious cause of concern of unhealthy ER's. Hence, focus is required on maintaining healthy ER's in education sector.

I. CONCLUSION

Education and education related service industries are a major part of Economic Development. Education ensures development and sustainable growth. Government is spending for scholarships, salaries and many aspects in this area. Various Rules Regulations, Laws and Ordinances, Code and Legal, Technical Frame Work are available for the smooth conduct.

The Legal aspect can run the process smoothly, but it has a limitation of maintaining healthy relations. Hence focus on ER's has become a necessity.

J. REFERENCES

1) www.businessdictionary.com

2) dictornary.combridge.org

3) www.whatshumanresources.com

4) www.ugc.ac.in

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

TO STUDY AND ANALYSE THE OFFERS ON MOVIE TICKET WITH REFERENCE TO BOOK MY SHOW (BMS)

Shahid Ansari[1] and Anupriya Pillai[2]
Assistant Professor[1] and Student[2], Clara's college of Commerce, Mumbai

ABSTRACT:
The researcher has selected this topic to study and explore the online movie ticketing platform with different offers. Watching movie with family and friends is one of the best things of life. Every yearthe average spending on the entertainment is around Rs 8000/- to Rs 10000/-by an individual. The Book My Show(BMS) a platform for booking of movie ticket almost cover all the cinema house in cities. The booking on BMS is designed in such a way that you can book seat of your own choice with discounted price but at the same time a nominal fee is required to be paid.

The objective of this study is to study the offers and awareness of BMS among the people. To enjoy offers available on BMS Debit Card, Credit Card, Coupon or reward points required. Proper care must be taken while booking the ticket otherwise offers may not be applied. Awareness among the people is another problem.

Keywords: BMS (Book My Show),PayPal, Coupons, Reward points, Wallet.

INTRODUCTION:

Book My Show launched in August, 2007 by Bigtree entertainment Pvt. Ltd. They are operating in 5 country, more than 650 town and cities, 5000 plus screen and more than 21 crores of customers. They provide platform for online ticketing of movies, events, plays, sports, monuments, activities etc. Apart from this BMS becomes the official ticketing partner of various teams Mumbai Indian, kings XI Punjab, Delhi Daredevils, Pune Warrios and Rajasthan Royal for Indian Premier League (IPL).They are also exclusive ticketing partner for Formula 1, the Indian Grand Prix.

BMS acquired many ticketing companies like Ticket green, stake in fantain, Eventifier, townscript, Masti Tickets and Nfusion. They lauched their Mobile App and approximately 356 crores apps downloaded.

Young generation spend a good amount on movies, events and entertainment. Book My show is a movie Buffs, provide a platform to book online tickets for movie, events, play, sports, monuments and activities. BMS provides lots of offer and discounts like buy 1 get 1 ticket, cash back, discount of 100, 150 or 250, redemption of reward points, discount upto 25% etc. even though BMS sells own coupons. All the offers are associated with Credit card, Debit card, Wallet or reward points. The objective of this paper is to study the offers available and awareness among the people of western suburban (Vile Parle to Malad).

OBJECTIVES:

- To study the offers available on book my show.
- To study the awareness among the people about Book My Show.

Hypothesis:

There is direct relationship between offers and Credit Card, Debit Card or wallets etc. Without which offers cannot be claimed.

PROBLEM OF THE STUDY:

There are many more offers on BMS, people are aware of it but still they are not taking advantage. A big amount can be saved by using such platform for booking movie ticket. The major problem is that credit card, debit card, coupons, vouchers and technology is must to avail such offer. A large number of populations are still not technology friendly is another issue faced by BMS.

REVIEW LITERATURE:

Literature review is existing study related to a topic, article or research. Sometimes this helps or guide in further studies in same or related field.

Study 1

Title:"AN ONLINE CINEMA BOOKING/TICKET PURCHASING SYSTEM.A CASE STUDY OF GLOBAL CINEMA"
Author: Mr. Jeffery KNK Rumah

Extract: Till now the traditional way of booking movie tickets still exist but with availability of such system and online booking society and consumer upgrading themselves. And online ticketing makes it more convenient for customer to book, pay for ticket and cancellation online with comfort of their home.

Study 2
Title : "Mormor Cinema Online Movie ticket Booking System"
Author : Mr. Addis Endale, Mr. Henok, Mr. Meskele, Mr. Misrak Begashaw, Mr. Tesfaye Bogale, Mr. Engdasew Haile.
Extract : This study focused on solution to the problems faced by Mormor Cinema system and to provide them solution about online programme schedule and ticketing system. The system support includes online registration, selection of film and time; observe film news and providing clear information to the customers.

Study 3
Title :"Online Cinema Ticket BookingSystem"
Author : Mr. SHIVIN BAWEJA
Extract: use of computer reduce the wastage of time in non productive work and online booking also facilitates immediate access to the information. The online system of ticket booking provides integrated environment to the customer can enjoy the combo pack offers available.

Offers on Book My Show

1. Credit Card/ Debit Card

Discount on booking of movie tickets are offered by the Bank not by the BMS these offers are available on BMS website ticket booked through credit card or debit card. Offers includes buy 1 get 1, upto 25% off or off upto Rs 600 with conditions. These offers are provided mostly by private sector bank and few public sector bank, these banks are SBI card, RBL bank, HSBC, ICICI bank, Kotak Bank, HDFC bank, Union Bank, yes Bank, Axis Bank, Indusind Bank, IDBI bank etc. all the mentioned names are private bank except SBI and Union bank.

Claim of offers are not as easy as it require a credit card or debit cardto avail such discount. Means those who don't have credit card/ debit card they can't take the advantage of discount on movie tickets. Further card holder should be aware of such discount scheme and they should know that how to book the online ticket using credit card. Again ticket booked online is not the original ticket it is provisional, Original tickets are required to be collected from the box office.

2. Payment Wallet

Nowadays payment wallets are very popular for making payments. A digital wallet refers to an e-wallet or online payment system service that allows makingonline payments. Payment through wallet is very convenient and it can be linked with the bank account for faster and direct payment.Reverse of payment i.e. wallet to bank account is also facilitated.

Many more offers are available on various payment wallet, these wallet are very popular specially among the new generation. Using these wallet can save upto 20% or off upto Rs 250. On BMS offers are available only on amazon pay, Pay Zapp and Mobikwik. Sometimes they provide cash back to their customes.

- Amazon Pay
- Pay Zapp
- Mobikwik

3. BMS coupon

BMS sells coupons in open market either at a discount or with cash back offer. These coupons are transferable which can be gifted to anyone and later on can be used to for booking movie tickets on BMS.

4. Reward points

Almost every bank gives some reward point for online transactions to the customers. Reward point can be redeemed for shopping, dining, entertainment, mobile recharge, D2H recharge etc. BMS provides to redeem such reward point to book movie tickets.BMS have tie up with SBI, Citi Bank and Payback forredemption of reward points:

5. Others

- Paypal
- Combo offers on movie ticket and food on which upto 250/- is off

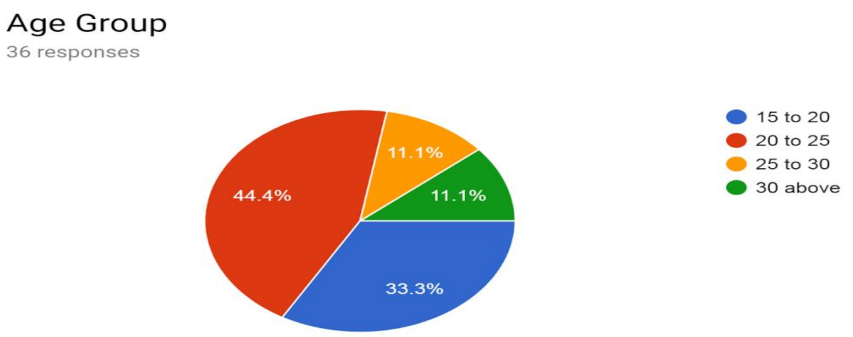
 ISSN 2394 - 7780

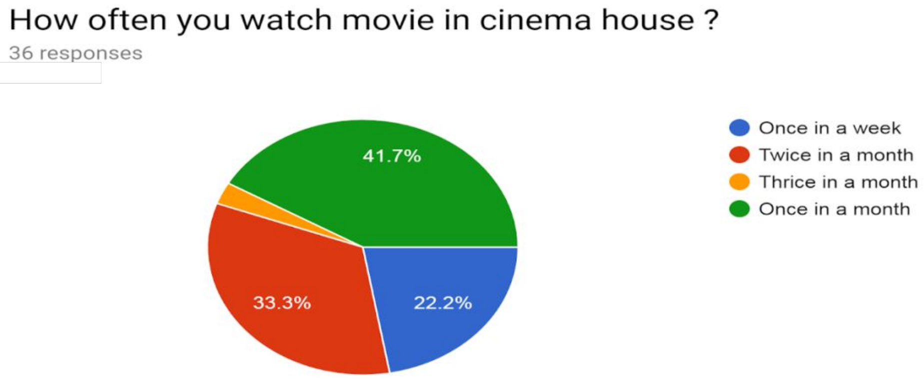
Benefits of Book My Show:

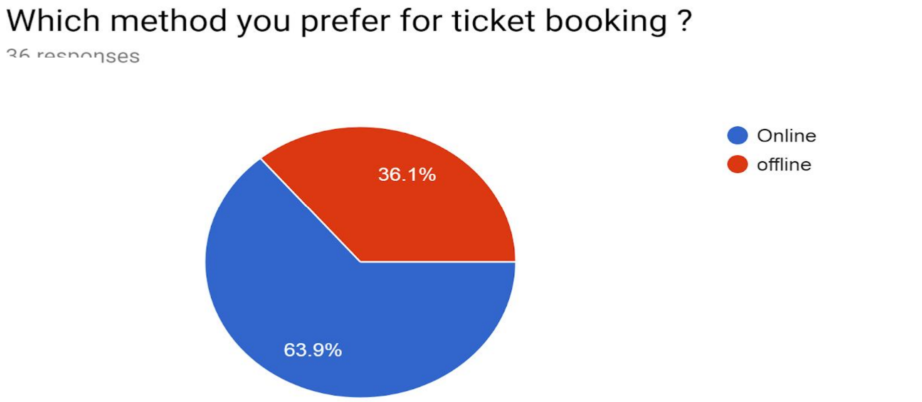
- Convenient
- Choice of seat
- Inexpensive
- Access to all theatre
- Availability
- Flexible
- Cancellation
- Gift coupons
- Buy 1 get 1
- Online payment

DATA ANALYSIS:

In this study primary data is collected through the questionnaire and 123 responses received from the different age group. Finding are as follows :



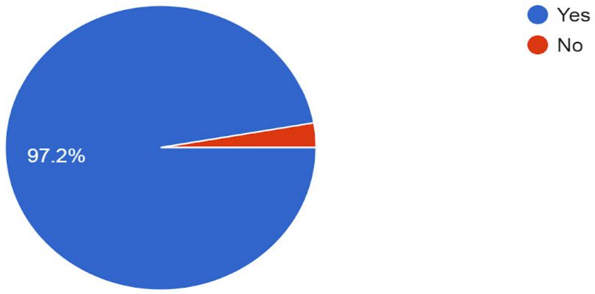




ISSN 2394 - 7780

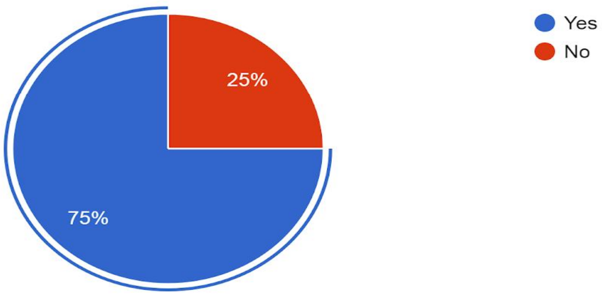
Are you aware of Book My Show?

36 responses



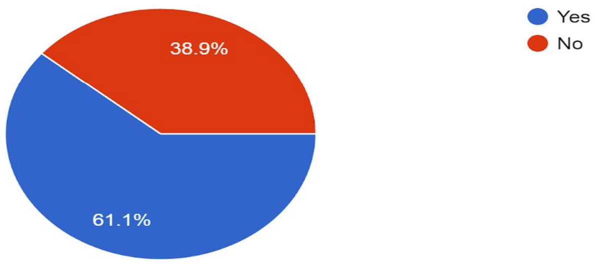
Have you ever booked ticket on BookMyshow?

36 responses

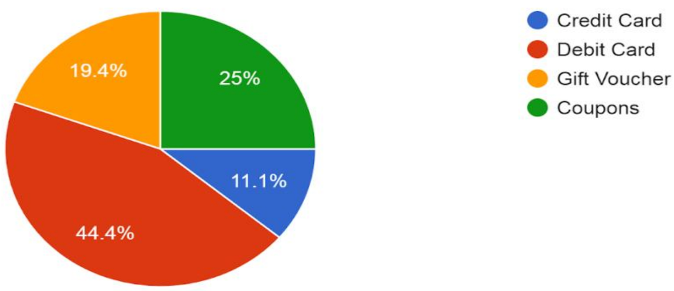


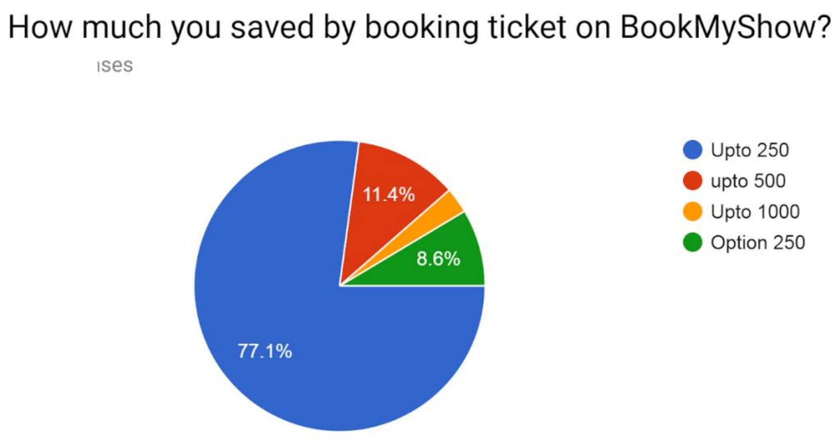
Have you claimed offers available on BookMyShow

36 responses



How you have claimed offers on BookMyShow?





FINDINGS:

- Age group of 15 to 25 widely use the BMS for booking movie tickets and it forms about 78% of total sample size.
- 41.7% of population watch movie in theatre once in month, 33.3% twice in a month, 22.2% once in a week and only 2.8% thrice in a month.
- 63.9% of population used to book ticket online remaining 36.1% prefer to book on the box office counted.
- 97.2% of population are aware of BMS
- 25% of population never booked ticket on BMS.
- 61.1% had claimed offer on BMS.
- 11.1% of population have claimed offer using credit card, 44.4% by debit card, 19.4% by gift voucher and 25% by coupons.
- About saving by booking on BMS is 85.7% saved upto Rs 250/-, 11.4% upto Rs 500/- and remaining saved upto Rs1000/-

CONCLUSION:

From the study it is to be concluded that in the metro city like Mumbai people still use cash rather the other modes of payment like online banking, debit card, credit card etc. Mumbai where watching movie is part of life style, people are not aware about the well known online ticketing agency Book My Show. Those are aware they are not taking the advantage of offers. Book My show should create awareness and encourage the people to book movie ticket on BMS. Convenient fee should be very nominal infact there should be offers for booking single ticket.

REFERENCES:

1. https://in.bookmyshow.com/offers
2. https://news.cgtn.com/news/78417a4d32454464776c6d636a4e6e62684a4856/share_p.html
3. https://www.educationtimes.com/article/69/2018060420180604135110984ea600441/Cofounders-of-Oyo-and-BookMyShow-share-what-makes-a-successful-entrepreneur-.html
4. http://www.academia.edu/10544591/online_cinema_movies_booking_management_system
5. https://www.scribd.com/doc/51477979/Online-Cinema-Ticket-Booking-System

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

DIGITALIZATION: A STUDY ON USE OF DIGITAL TECHNOLOGIES BY PEOPLE OF DIVA REGION AND THE LEVEL OF AWARENESS ABOUT DIGITAL LITERACY.

Saima Shoeb Khan[1] and Yadav NileshInder Kumar[2]
I/C Principal[1] and Assistant Professo[2], M. S. College, Mumbra

ABSTRACT

Cashless Economy is a not a new concept for the developing Economy like India, but still our economy have not been turned completely cashless. For achieving the objective of Cashless Economy Digitalization can play very important role. Digitalization is the essential concept of today's modern world. Digitalization helps to make the life of the common people easy as by making things convenient related to shopping, Banking facilities, payments etc. Digitalization with help of modern instruments like Smart phones, laptops, I pads etc. Digitalization is the network through which it is possible to reach large number of Customers. With the help of Coding system is also easy to store large amount of data and use it as required by the company. The region like Diva is a small Semi Urban area with scope of development in infrastructure. The People of Diva is moving towards modernization and digitalization with rapid development and easy availability of technology. But for taking the advantage of Digitalization, it is essential to have digital literacy among the people of Diva Region.

Keywords: Cashless Economy, Digitalization, Digital instruments, advantages, Digital Literacy, Semi urban.

INTRODUCTION:

Digitalisation is a term use to explain the modern world of binary codes. In the process of digitalization diverse forms of information such as object, text, sound, images, are converted in single binary code. Binary Codes are the number 0 and 1. All the information in the process of digitalization is converted in forms of 0s and 1s. Today the whole world is digitalized. The majority of the commercial world have been become digital. From Business to households, from Governments to academics every sector and everyone is turning digital. All business transaction take place online, banking is done through internet, admission process, filling of the forms, registration all turned digital, even shopping and paying bills became easy through digitalization.

There is unlimited information and data is present in the World. Tapping all the information of the World is not possible for the human being physically, but this is possible for the smart electronics instruments. Human may not recollect all the information physically but he can do so technically with help of modern technology. Today world is fitted into a small chip. The tons of information and data in any form can be easily stored in a small chip. All these can be done with the help of Binary codes. All this is possible through Digitalization and hence today's era is called as "Digital Era".

The Diva region is a semi urban area located in the Thane Region of Maharashtra. Being densely populated, Diva is developing rapidly in infrastructure and hence the availability of digital infrastructure is become easy in the region.

Digital Literacy:

Digital Literacy can be explained as individual's ability to find, evaluate, compose, generate, and transmit clear information through various digital mediums. Use of Computers, Laptops, Smartphone's etc. is the part of Digital Literacy. Digital Literacy does not overlap the traditional literacy but only develop skills in human to make the life and work of human beings much easy and productive. Previously the Digital world was majorly depended on the Computers but with enhance technology which we have today, smart phones are working at par for spreading digitalization.

Today the World turns towards Digitalization. Digital World covers almost everything today. The Admissions of Schools, Colleges, filling up of the Forms, Payments of Bills, Online Shopping's, availability of Government Schemes forms Online, banking facilities, easy and quick transmission of money and information through internet made the importance of Digital Literacy very evident. Today not only the Big Business tycoons or Scientist, engineers need digital knowledge, but also the housewife and school going Secondary Class Student needs the Digital Knowledge. Digital Literacy is most important factor for Digitalization. Everyone must be digitally literate today in order to avail the advantages of easy life. This Study is related to the awareness of Digital Literacy among the People of Diva Region which includes people of different age groups even students of Higher Secondary Level. Being a semi urban area, Diva is densely populated with mix demographics of Education, Income, and Religion. But instead of many adversities Diva is developing rapidly in Education and infrastructure sector.

OBJECTIVES OF THE STUDY:

- To determine the level of use of Digital Technologies among the People of Diva Region.
- To evaluate the level of awareness about Digital Literacy among people of Diva Region.
- To Determine that Digital Literacy is essential for Cashless Economy.

HYPOTHESIS OF THE STUDY:

H0: Digital Literacy is not an important factor for easy life of people of Diva region through digitalization.

H1: Digital Literacy is an important factor for easy life of people of Diva region through digitalization.

COLLECTION OF DATA:

The data is collected through both the sources, Primary and Secondary. The majordata for the Study is mainly collected through Primary Data. The data is collected through Questionnaire framed specifically for different section of respondents. The Population for the Study are the People of Diva of different age group. The Sample size for the data collection was 100 persons of different group. Questionnaire was prepared for gathering information regarding use of Digital Instruments and process to known the Level of Digital Literacy. Some data is collected through Secondary method about Digital usage through different institutes like banks, cybercafés, schools etc. The analysis and interpretation of data is done as per the responses recorded.

LITERATURE REVIEW:

Digitization: As per the definition provided of Digitization, it is clear that it is a process of converting information into digital format. It is explained that in this process information in stored in forms of bit.

American Library Association's digital-literacy task force: offers the definition as "Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills."

DISCUSSION & FINDINGS OF THE STUDY:

Digitalization is very important aspect of today’s modern world. Digitalization is need of hour for every person to remain competitive in this modern rapid World. The World is developing at immense pace and technology is getting enhanced with every passing moment. For this Study many advantages of digitalization as been observed and it is found that digitalization has many positive aspects and it needed by the Society for better and efficient living environment. Some of the **merits of Digitalization** which was observed during study are as follows:

- Easy to access and always accessible**.** Documents that have been converted can be easily accessed through the cloud or system using any device that has internet, anywhere or anytime.
- Digitalization Saves space**.** Real Estate space is expensive; eliminating paper storage can give you with more space, reduction in rent, reduced off-site document storage fees or potential to open up a new office.
- Digitalization helps in Disaster recovery there is always a risk of disaster, whether it is natural or manmade. Fire, flood, earthquakes or other destructive phenomenon may cause a major disaster for your paper documents seriously affecting your business.
- Digitalization make the life of common man easier and hassle free as most of the important work can be accomplished safely like Shopping, Bank Transactions, and Admissions etc.
- Digitalization enhances securitya scanned document is track able document. If needed, only certain users can access the documents and workflows can be set up along with permission groups for an individual, which enhances the security and maintains the confidentiality of the document.
- Digitalization is necessary to avail the benefits of Government Schemes and Education Process as most of the Procedures of filling forms and registrations are digitalized by conducting Online.

The above is some of the many advantages of Digitalization. And for availing the benefits of digitalization the concept of Digital Literacy becomes very important. As per this study the level of awareness of people of Diva about the Digital Literacy is observed and the study also observed that how frequently and efficiently the People of Diva use the Digital appliances. Without proper knowledge and use of digital appliances like smartphones, Laptops, Computers etc. and without services like Internet digitalization is not possible. This study is also concern with the availability of the Services needed to support Digitalization in Diva Region.

ISSN 2394 - 7780

ANALYSIS OF DATA:

The Data is collected majorly through Close Ended Questionnaire. The respondent were provided with the Questionnaire which was containing questions related to use Digitalization facilities like Net Banking, Online Payment, Use of Social media, Online Shopping etc. The responses are taken of total 100 People which were categorized on the basis of Age Group of 25 to 45(50 in numbers) and 45 above (50 in numbers). The responses were recorded and further analysis was done. The responses were recorded of only those respondents who themselves use all the mention facilities with his or her own knowledge. The responses represent the own self usage of the facilities and appliances

Usage Level of Digitalization Facilities by the People of Diva

Use of Facilities	***Age Group of 25 to 45 (50 in numbers)***		***Age Group of 45 above (50 in numbers)***		***Total (100 in numbers)***	
	YES	NO	YES	NO	YES	NO
Net Banking	*42*	18	*22*	18	***64***	**36**
Online Payments	*48*	12	*15*	25	***63***	**37**
Online Shopping	*52*	08	*20*	20	***72***	**28**
Use of Social Media	*57*	03	*22*	18	***79***	**21**
Online Trading	*15*	45	*10*	30	***25***	**75**
Use of Internet for Education / Government schemes Purpose	*35*	25	*15*	25	***50***	**50**

(Table no 1: Response on the basis of Questionnaire)

As per the data of the above table (no. 1) it is clear that the Level of Use of facilities which are part of Digitalization is quite good by the People of Diva region. The overall usage of d\facilities is good in case of Use of Social Media and Online Shopping but the level is very much poor in case of Online Trading. The use of Internet for Education and Government related work is also not satisfactory. It is also evident from the Study that the Age group of 25 to 45 are more comfortable and literate to use Digitalization facilities. However, the age group of 45 above are not so impressed with the concept of Digitalization. Still there is a large section of People who are not attracted to take advantage f Digitalization. On an average it can been observed that Cashless transaction is practised by the people of diva region but still there is a group of People who are not following Cashless Transaction.

Further reasons were also been asked from the respondents of age group of 45 above for less or non-use of facilities related to Digitalization.

Reasons for non-usage of digitalization facilities

Reasons	**No. of People responded (out of 15 non-users)**
No trust or Security reason	14
Resources are unavailable	04
Lack of operating knowledge	11
Likeness of Traditional Methods	05

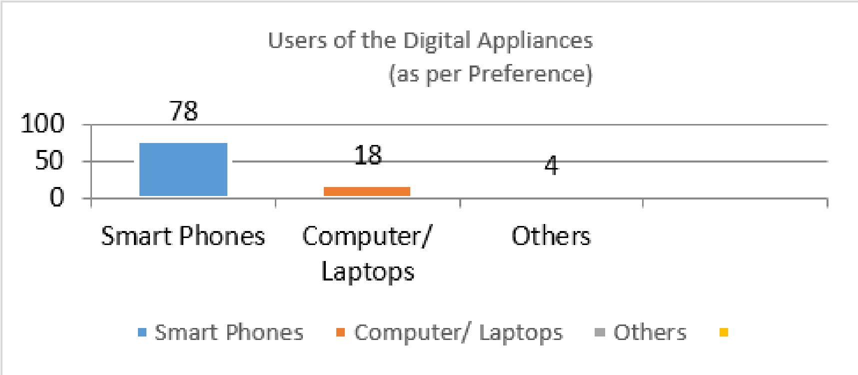
Table no. 2 (Response on the basis of Questions asked)

On an average 15 non-users were asked about the reasons for less or no use of the facilities related to digitalization. The above mention reasons were given to them out of which the concern of the most of the People is about Security threats and Lack of Trust on the System. Also due to lack of knowledge to operate the digital appliances, people are not using the digital Services.

Also, to elaborate further a question is asked to the users of digital facilities to know about their preferences of choice of appliance to avail the benefits of digitalization. The options provided to the respondents were Smart phones,Computer/Laptops, and Other like using facilities through Cybercafés. The following is the response provided by the respondents and the same is presented in Percentage.

The data of Fig no.1 clearly represents that the 78% of the People prefer Smart Phones over Computer/Laptops which is preferred only by 18%. This make it evident that it is the use of mobile phones which led users to use to get attracted more to Social Media than other Digital facilities mention above in Table no.1 Smart Phones, Mobile phones are easy to carry, to operate and availability of number of Internet Data Packages at low price also promotes the use of Smart Phones.

Fig no.1 (in percentage)



Impact of Digital Literacy on the People of Diva Region

The impact of Digital Literacy on the People of Diva region is Positive as per the analysis of the data. The People of Diva are using the Digital appliances like smart phones, computers, laptops etc. With ease. This is evident with the fact that large number of respondents are using digital appliances and also taking advantages of facilities related to Digitalization. Diva is a developing hub with developing infrastructure and rapid development in Education system too. The Schools and colleges of Diva region too use digital technologies and provide Computer knowledge to the students. Even the Compulsion of filling forms, registering online for admission process and also for taking advantage of various government schemes it became mandatory for the people of Diva too to increase the awareness about Digital Literacy. The study also reflects that the Digital Literacy is more in the age group of 25 to 45 than 45 and above. Still a sizeable number of People are not properly literate about the use of digital appliances or not willing to use the facilities of Digitalization. Also the use of Digitalization is not satisfactory in case of the Education and Government related work as most of the People instead being Digital Literate take help of others for doing such work. This use should be promoted among the People of Diva.

SUGGESTIONS:

As per the evaluation and analysis of data and as per the responses, the following points are suggested to improve the Digital Literacy of People of Diva Region:

- Educational Institutes especially Schools can play major role in improving Digital Literacy by providing proper knowledge Computers to the students right from the Primary Level.
- Institutes like banks, Electricity boards, Telecommunication Companies etc. should provide easy and understandable manuals to guide people about the use of Digital appliances and the Process.
- The Portals related to Education and Government Work should be Language friendly so that more people can take advantage of it.
- Programs should be designed and implemented to teach Digital appliances and processes to the People especially for Housewives, and People of age group of 45 and above.
- People should be informed about benefits of Online Shopping, Online payments like heavy discounts, cash back offers etc. From time to time for promoting Digitalization.

SCOPE OF STUDY:

The Study is concerned with digital literacy and use of digitalization technologies by the people of Diva Region. This Study can be used by the Institutes like Schools, Banks of Diva Region for making better policy regarding Digitalization of their services. This study also can be used as reference for any study on Digitalization of Semi Urban area like Diva.

CONCLUSION:

There is rapid increase in technology and competition in every sector of the Society and hence every section is moving towards Digitalization. The Process of Education admissions and Government Schemes also turned totally online. The easy methods of Online Payments, Shopping etc. are much comfortable and profitable in today's commercial world. All these elements create great importance for Digital Literacy especially in rapidly developing region like Diva which contains mix population on basis of Income and Economic condition. The attraction of Younger generation towards Digital technology is good but it limits majorly to the Social Medias and very less towards Productive events like Online Trading and Business. The use of Digital Technology for

ISSN 2394 - 7780

Education Purpose should be increase. The age group of above 45 are still averse of using the Technology due to various reasons, but they must be motivated towards Digital Literacy. India as an economy needs much more efforts to make the transaction and business cashless. Without proper Digital Literacy among the People of the Country, it is not possible for any economy to become cashless.

REFERENCES:

- https://whatis.techtarget.com/definition/digitization
- Primary Data through Close ended Questionnaire from respondents of Diva Region.

Impact of Digital Literacy on the People of Diva Region.

The impact of Digital Literacy on the People of Diva region is Positive as per the analysis of the data. The People of Diva are using the Digital appliances like smart phones, computers, laptops etc. With ease. This is evident with the fact that large number of respondents are using digital appliances and also taking advantages of facilities related to Digitalization. Diva is a developing hub with developing infrastructure and rapid development in Education system too. The Schools and colleges of Diva region too use digital technologies and provide Computer knowledge to the students. Even the Compulsion of filling forms, registering online for admission process and also for taking advantage of various government schemes it became mandatory for the people of Diva too to increase the awareness about Digital Literacy. The study also reflects that the Digital Literacy is more in the age group of 25 to 45 than 45 and above. Still a sizeable number of People are not properly literate about the use of digital appliances or not willing to use the facilities of Digitalization. Also the use of Digitalization is not satisfactory in case of the Education and Government related work as most of the People instead being Digital Literate take help of others for doing such work. This use should be promoted among the People of Diva.

SUGGESTIONS:

As per the evaluation and analysis of data and as per the responses, the following points are suggested to improve the Digital Literacy of People of Diva Region:

- Educational Institutes especially Schools can play major role in improving Digital Literacy by providing proper knowledge Computers to the students right from the Primary Level.
- Institutes like banks, Electricity boards, Telecommunication Companies etc. should provide easy and understandable manuals to guide people about the use of Digital appliances and the Process.
- The Portals related to Education and Government Work should be Language friendly so that more people can take advantage of it.
- Programs should be designed and implemented to teach Digital appliances and processes to the People especially for Housewives, and People of age group of 45 and above.
- People should be informed about benefits of Online Shopping, Online payments like heavy discounts, cash back offers etc. From time to time for promoting Digitalization.

SCOPE OF STUDY:

The study is concerned with digital literacy and use of digitalization technologies by the people of diva region. This Study can be used by the Institutes like Schools, Banks of Diva Region for making better policy regarding Digitalization of their services. This study also can be used as reference for any study on Digitalization of Semi Urban area like Diva.

CONCLUSION:

There is rapid increase in technology and competition in every sector of the Society and hence every section is moving towards Digitalization. The Process of Education admissions and Government Schemes also turned totally online. The easy methods of Online Payments, Shopping etc. are much comfortable and profitable in today's commercial world. All these elements create great importance for Digital Literacy especially in rapidly developing region like Diva which contains mix population on basis of Income and Economic condition. The attraction of Younger generation towards Digital technology is good but it limits majorly to the Social Medias and very less towards Productive events like Online Trading and Business. The use of Digital Technology for Education Purpose should be increase. The age group of above 45 are still averse of using the Technology due to various reasons, but they must be motivated towards Digital Literacy. India as an economy needs much more efforts to make the transaction and business cashless. Without proper Digital Literacy among the People of the Country, it is not possible for any economy to become cashless.

ISSN 2394 - 7780

REFERENCES:

- https://whatis.techtarget.com/definition/digitization
- Primary Data through Close ended Questionnaire from respondents of Diva Region.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

THE IMPACT OF DATING APPLICATION ON i-GENERATION

Pallavi R. Acharya[1] and Divya Narang Tinna[2]
Student[1] and Assistant Professor[2], Department of Mass Media, Thakur College of Science and Commerce, Mumbai

ABSTRACT:
i-generation are claimed to be the first generation to be born in our constantly connected world where social media and screens are the norms. They are the generations of new millennium. They are the digital natives who are surrounded by digital communication mediums all the time. Dating applications are the most popular mediums to connect with the individuals nowadays. ProxiDating was the first dating service application in the year 2003 using Bluetooth to connect people in distance of 15 meters. This gave rise to more such app's for the youngsters to chat and connect to various people. Online dating has become a very common phenomena amongst the youths of today. Meeting the love in your life in a personally is no longer your only option. long with this it highly questions the security of the personal as they must encounter with complete strangers thus there is high question of staying safe in this cyberspace.

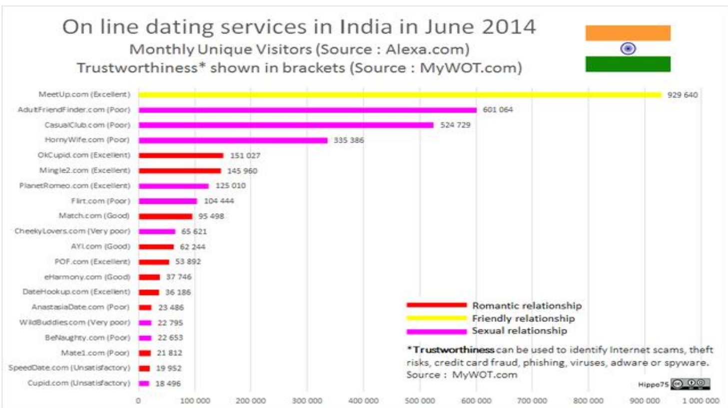
INTRODUCTION:

Popular dating app Tinder has seen a 400 percent increase in downloads over the last year in the country, according to the Times of India. The CEO on tinder India states that 90% of its Indian users are in 18-34 demographic. There are more than 50 million users on tinder and according to the searches it is the most frequently used dating app in India. The youth's today have totally fallen for this online dating method in which they feel it's easy and quick but unaware of the consequences that so much of boldness and being such a daredevil will lead to extreme psychological issues in future.

The effect of online dating mania: -

Everything is good when done within boundaries, but these dating applications aren't just a spot to chat and converse but equally a spot to get into hook-ups and physical relationships with the same or the opposite gender, and this being one of the biggest pitfalls of these apps. The promoters for such dating applications like "Happn" are celebrities and Instagram influencers like HritikRoshan, Priyanka Chopra, Divya Agarwal, MohitChoudhary, etc. Many popular YouTube channels and Instagram pages promote these websites, and this trend has become a big market business for all the marketers and promoters.

ORIGIN OF THEPROBLEM:



According to the research by Web of trust (WOT) safe web search and browsing centre, 6% out of 10% (roughly) dating websites in India are used as a medium to build sexual relationships, wherein only 4% people are into this for romantic or friendly relationships. This report was published in 2014 and further taken into consideration the rate has kept on increasing throughout. The rate of depression, violence, suicidal thoughts, sexual harassment has seen immense rise lately. Yet the craze of dating app's has been in the mind of people.

KEY WORDS : Cognitive , i-generation **,** Dating Application.

KEY RESEARCH QUESTIONS :

1) What is the effect of dating application on i-generation?

2) What kind of relations are built online? (Sexual, Friendly, Romantic)

3) Does Online dating serve its purpose or is misused?

4) Do people find it safe sharing their personal details with strangers online?

HYPOTHESIS:

1. There is no impact of dating apps on i-generation.
2. There is a lot of impact of dating apps on i-generations.

LITERATURE REVIEW:

1) **Global Journals Of Management and Business research (2015):**Meeting partners online can lead to severe negative impacts. Some of these drawbacks can cause permanent damage to users. Deceptive behaviour occurs frequently on dating sites because majority users prefer to appear as more attractive individuals to attract others' attention. A huge number of people, including married people use dating sites to seek for casual sex partners. Casual sex can lead to STDs, which bring emotional distress and psychological stigmatization to victims.

2) **CBS** (**Columbia Broadcasting System**) **(2013):**
A new study has raised concern, as more children are talking to and meeting people they meet online, with dangerous consequences

3) **Inquiries Journal (2012):**As for reasons for joining online dating communities, 40 per cent sought dates, 38 per cent sought new friends, and 22 per cent sought a long-term/marriage partner.

4) **Brittney Mayer (2017):** While online dating is an established industry (having started in the '90s), some serious problems with it have arisen, especially in terms of money. When you're dealing with matters of the heart, that can put people in a vulnerable position, and unfortunately, scammers know how to take advantage of that.

5) **University of New Orleans (2011):** The effects of internet technology on the self and our consequent trust in others is third factor contributing to current attitudes held toward internet dating. The rigidity of a core and true self is questioned as a result of conflicting perspectives and institutional associations. This causes people to question the ability of others to represent themselves truthfully.

OBJECTIVE:

1) What is the actual effect of dating applications on today's generation

2) To find out why people actually use dating sites (Hook-ups, Relationships, Friendships, etc)

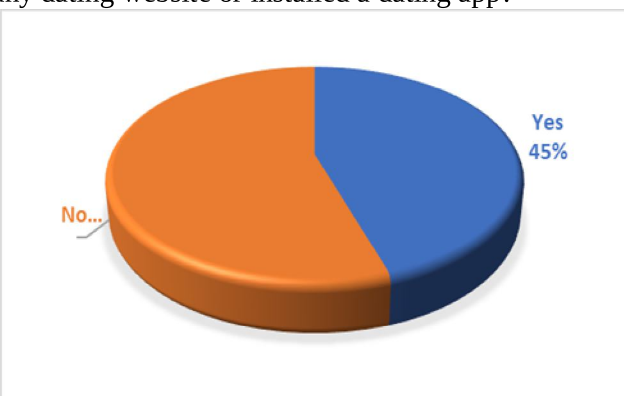
3) To understand the side effect (Cognitive and Physical) on the i-generation

4) To find out the difference in portrayal on dating app's versus the actual happenings.

RESULTS:

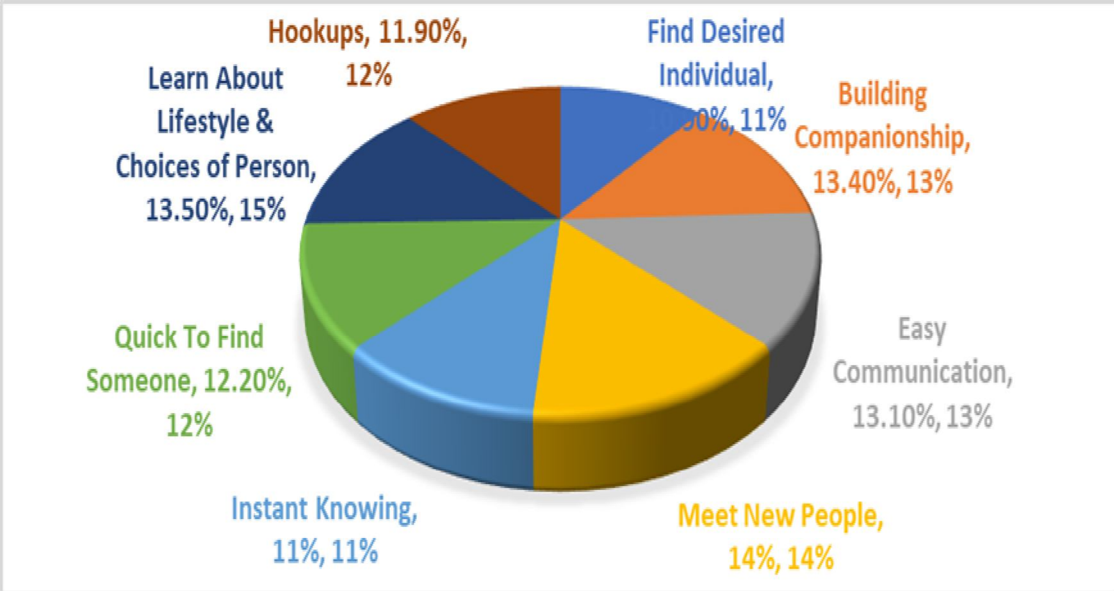
To find out the effect of dating application's on i-generation, there was data collection procedure from 105 students, out of which 4 were unanswered and 101 were answered. The data related to name and email had been optional respecting the privacy of the students. Out of 105 – 62% were females and 39% were male. 85.1% out of 105 students were between 20-25 years of age.

1) Have you signed up to any dating website or installed a dating app?



The respondents were asked about them being a member of any online dating applications (Tinder, Okcupid, etc) by installing, visiting and signing up for it, out of which 44.6% people agreed to be members of such app's wherein 55.4% people denied.

2) What do you like the most about dating app's?



The respondents were asked their favourite thing about dating app's or something that they appreciate the most, out of which

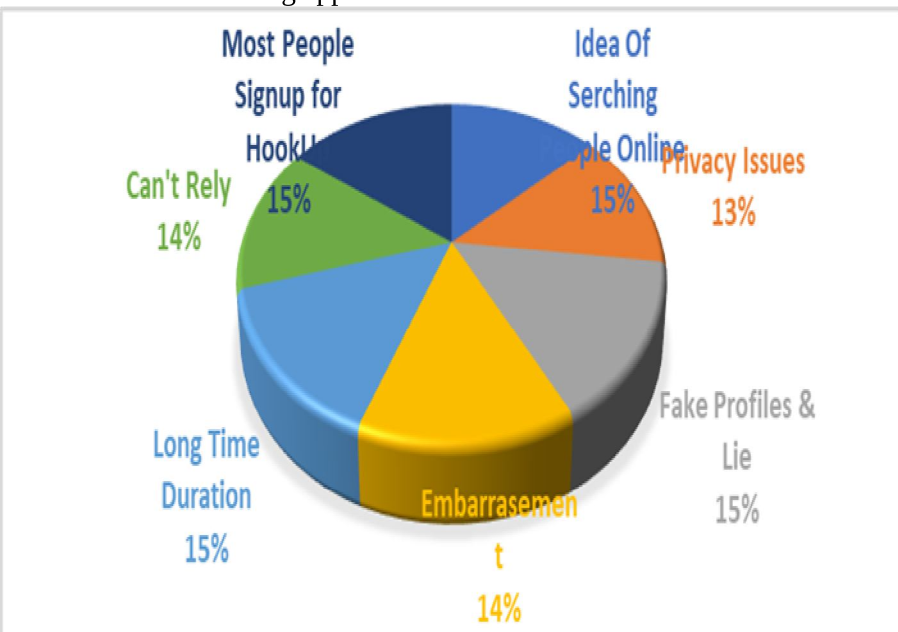
14% agreed with Easy way to find new people

13.5% agreed with Learning about people and their lifestyle and choices

13.4% agreed with building companionship

11.9% agreed for hook-ups and physical attraction

3) The thing you don't like about dating application's?



The respondents were asked that thing that they dislike like about dating application's out of which,

15.3% People dislike that rest other signup for hook-ups and physical attraction

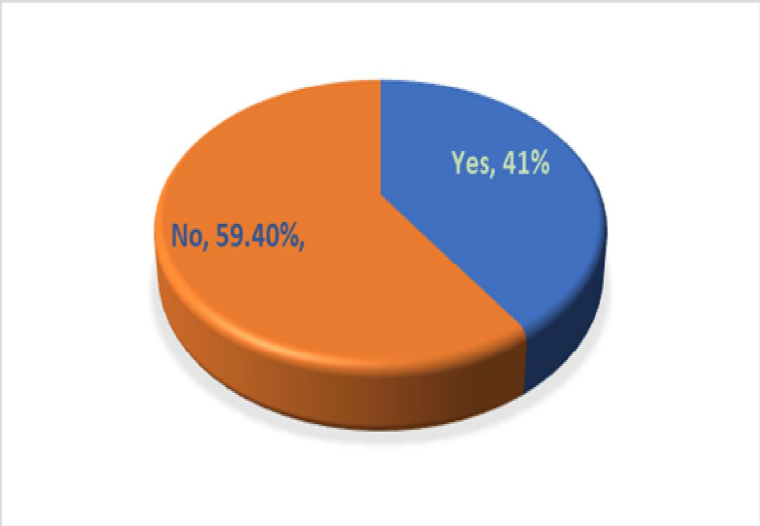
15.1% People dislike that people online fake/lie about themselves

14.6% People agree with dating app's taking long time period between searching and meeting

14.1% People can't rely on random strangers

14% People are embarrassed to be on dating website or accept it.

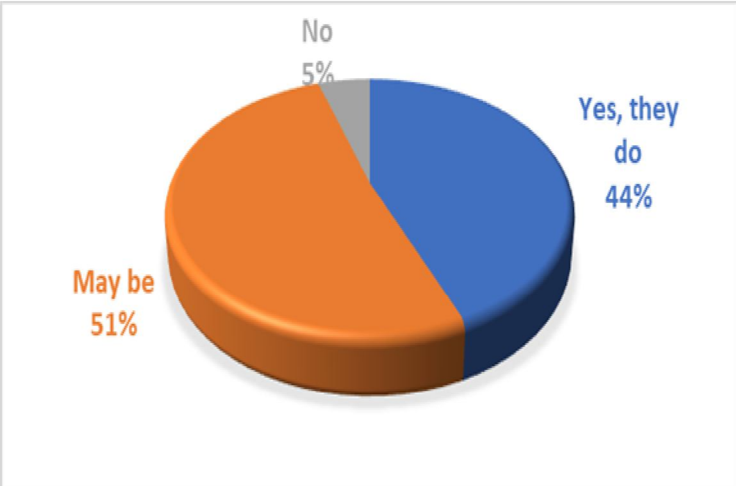
4) Compared to finding relationships in-person, do you enjoy meeting Online?



40.6% Agreed with finding Online

Whereas, **59.4%** Agreed with meeting in-person

5) Do you think after interacting online, people as meet in-person?

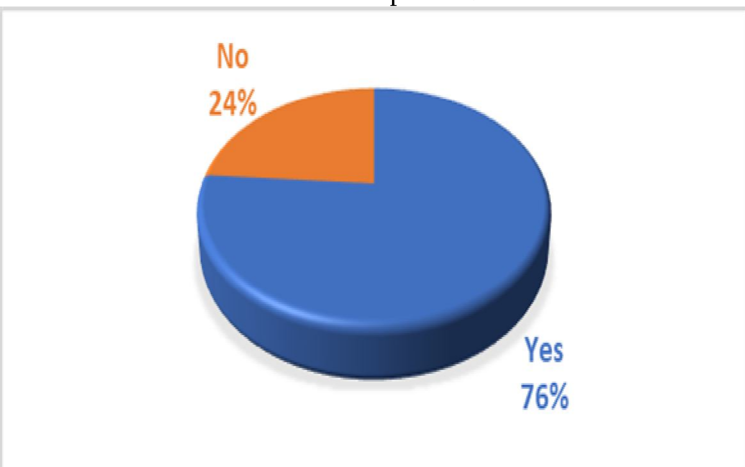


43.6% People agreed with meeting personally

51.5% People said Maybe

5% People denied

6) Do you know people who've met online and then in-person?

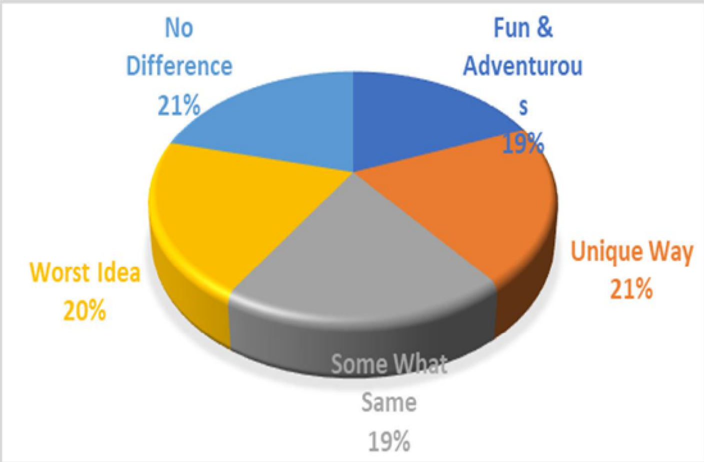


76.2% people agreed about knowing such people

Whereas,

23.8% people denied about knowing any such people who've met personally.

7) As compared to relations in-person, how do you find online dating?



The respondents were asked how to do they find Online dating, to which,
20.9% people find no difference between both.

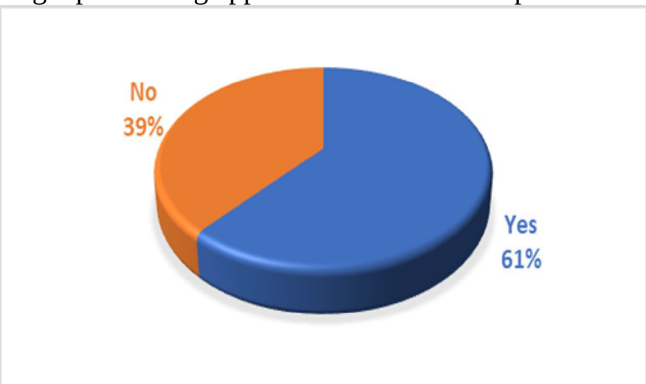
20.7% people find it unique way to meet new people

20.3% people find it worst idea

19.3% people think it's somewhat same

18.8% people find it adventurous and fun.

8) Do you feel that people signup on dating apps to find their desired partner?



61.4% people disagree claiming that maximum people are on dating applications for hook-ups, Physical needs, Time pass, Frauds, Friends with benefits, Making out, etc.

38.6% people agree with the thought

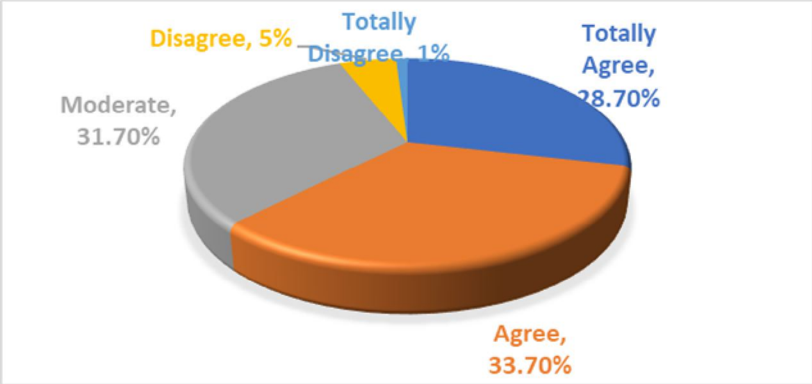
9) Do you think that dating application's have created trust issues?

The respondents were asked if dating apps are creating trust issues to which,

87.1% people agreed

12.9% people have disagreed saying that it depends on their experiences, or they don't trust anyone easily, or only sometimes they have trust issues.

10) Dating Applications have Cognitive effect on people?

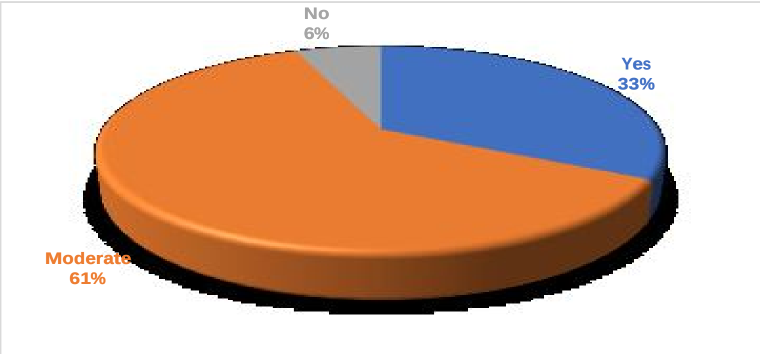


The respondents were asked if they find dating app's having a cognitive effect on the people's mind, to which 33.7% and 28.7% people agree and totally agree with dating app's affecting people mind and thoughts.

31.7% people, moderately agree with the statement

5% and 1% people disagree and totally disagree with the statement.

11) Do you feel that people start focusing more on their Online appearance (physique, personality, behaviour and choice of interest) after looking or meeting various people online?



The people were asked about being conscious for themselves after looking at various people online through their body, language, choices, etc, to which
47.5% people said Yes.

47.5% people seemed not sure and said may be.

3% people think it doesn't affect much

CONCLUSION:
Dating applications have definitely helped people connect with each other and bond well but along with this people no doubt has to face the negative consequences that have an extreme effect on the mind of the user. There are more negative results of using these applications over positive ones. The thrill and excitement of using these applications mostly ends up leading them into many dangerous situations mentally and physically. Development of psychological issues like Anxiety, Depression, Trust issues, Anthropophobia, Suicidal Tendency, Self-phobia, Antisocial Personality Disorder, Split Personality Disorder and Physically leading to situations like Violence, Forceful-relationships, Sexual assaults, Murder, Leaking of Photos and videos, etc. (According to the survey result 62% of people agree that these app's have cognitive effect over the users and 61.4% people disagree claiming that maximum people are on dating applications for hook-ups, physical needs, time pass, frauds, friends with benefits, making out, etc.

FUTURE OF DATING APPLICATION'S:
According to the survey 54.5% people agree that they use the application just for passing time and finding partners for physical satisfaction, thus the actual motive of these applications i.e. to help people find their desired partners is not being fulfilled at all, thus leading to wrong directions. The supreme court of India recently has passed out a law claiming that "Husband is not the master of wife". Herein both the gender aren't

punishable for having physical relations with another person if with consent. The court even passed a law in favour of LGBTQ, and thus the future of dating application seems to be very bright as the laws are in favour to them.

REFERENCES:

1. "The Review of the Ugly Truth and Negative Aspects of Online Dating" Published in the Global Journal of Management and Business Research in 2015
2. "Is online dating destroying love?" Published in The Guardian in 2011.
3. "The Dangers of Online Dating" — (7 Statistics & 5 Ways to Protect Yourself) Published by Brittney Mayer in April 2017.
4. "The Scientific flaws of Online Dating Sites" Published in Scientific American on May 2012.
5. "FBI WARNS ONLINE DATERS: DON'T BE OKSTUPID" Published in Newsweek on February 2016.
6. "FBI Warns of Online Dating Scams" Published on FBI February 2016
7. "The Cultural Adaptation of Internet Dating: Attitudes towards Online Relationship Formation" Published in University of New Orleans in 2011.

BIBLIOGRAPHY:

1. https://globaljournals.org/GJMBR_Volume15/5-The-Review-of-the-Ugly.pdf
2. https://www.theguardian.com/lifeandstyle/2012/feb/06/is-online-dating-destroying-love
3. https://www.datingadvice.com/online-dating/dangers-of-online-dating
4. https://www.scientificamerican.com/article/scientific-flaws-online-dating-sites/
5. https://www.fbi.gov/contact-us/field-offices/sandiego/news/press-releases/fbi-warns-of-online-dating-scams
6. https://visual.ly/community/infographic/love-and-sex/history-mobile-dating
7. https://www.cnet.com/news/tinder-users-jump-400-percent-in-india-over-a-year/
8. https://www.theguardian.com/commentisfree/2011/jul/25/online-dating-love-product
9. https://www.fbi.gov/audio-repository/news-podcasts-thisweek-online-dating-dangers.mp3/view
10. https://www.huffingtonpost.in/2017/02/13/tinder-india-survey-reveals-the-one-thing-that-men-really-want-b_a_21712684/
11. https://www.theguardian.com/media-network/media-network-blog/2014/jan/17/tinder-dating-psychology-technosexual
12. https://www.nytimes.com/2011/11/13/fashion/online-dating-as-scientific-research.html
13. http://www.pewinternet.org/2014/02/11/couples-the-internet-and-social-media/
14. http://webspace.ship.edu/jacamp/psyberpsych/Dating/Subtopic3.htm
15. www.inquiriesjournal.com/articles/323/online-dating-study-user-experiences-of-an-online-dating-community
16. https://www.cnet.com/news/uk-sees-increase-in-rapes-relating-to-online-dating/
17. https://www.huffingtonpost.com/carl-sandler/dating-and-fear-in-the-age-of-hiv_b_1865137.html
18. https://itstillworks.com/negatives-online-dating-2834.html
19. http://www.onlinedatingsafetytips.com/SexualAssault.cfm
20. https://www.bbc.com/news/uk-35513052
21. https://news.vice.com/en_us/article/wjapkw/online-dating-rape-reports-rise-450-percent-in-five-years

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

ONLINE FOOD DELIVERY APPS IN MUMBAI SUBURBS: A BRIEF OVERVIEW

Kavita V. Gokhale, Kinjal Manani and Shraddha Singh
Lecturer, Bal- Bharati College of Commerce, Kandivali (West), Mumbai

1.1 ABSTRACT
With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. Moreover, 50% of this population fall under the age of 25, and the rest before the age of Mumbai is currently witnessing an increasing number of food start ups.

In one of India's largest city, Mumbai , also known as the financial capital of the country, with an estimated population of approximately 12.4 million, most of the middle class and upper middle class residents are working professionals, spending over 12 ,to 14 hours working. With an exceedingly large number of people spending a lot of time working, very little remains for preparing tasty ,healthly and fresh meals in less amount of time.

Additionally, there has been an astounding increase in the number of working women. Working women end up spending most of their productive hours commuting and at work, therefore there is very less time to cook full blown meals at home, all by themselves.

Increase in the number of dual-income families, Mumbai is seeing both parents bring home the bacon, thus changing the way people live drastically; with changes in routines, lifestyle and food habits. The demand for quick access to food and one with affordable rates is on the rise. Time crunches and an increasing need to spend quality time with 92% nuclear families reaching out for fast food or takeouts to save time and energy that would otherwise go into cooking up a meal at home every day of the week.

Considering all the above said, Mumbai is currently witnessing an sharp rise in the popularity of food start ups. The purpose of this paper is to understand and analyse the various factors affecting the online food ordering apps specific to suburbs of Mumbai City.

1.2 INTRODUCTION TO ONLINE FOOD DELIVERY APPS IN INDIA.
Online food ordering is the process by which food is delivered from a local restaurant or food joint through a web page or an app. Similar to ordering consumer goods online, many of these services allow customers to keep accounts with them and they also offer membership and loyalty benefits to their customers in order to make frequent ordering convenient. A customer can look for a suitable restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be made either by credit card, Paytm, cash and various other options, with the restaurant returning a percentage to the online food company.

In India with the changing trends in food industry 'dining out' is giving way to 'eating in' as eateries, restaurants and fast food chains are latching itself to food delivery start-ups. This shift has not only changed the eating and dining habits of Indians, but also transformed the restaurants view on the way they operate and plan to expand their businesses. From food industry giants like McDonals, Domino's etc. to newer joint like Chai Point and others are setting up their separate plans and teams to manage these platforms as their level of participation (orders coming from these apps) are rapidly increasing.

Food delivery apps have not just changed the way restaurants expand their business but also drastically affected the customer's choices and convenience which primarily include millennials and youth. With the changing lifestyle work hours and increasing stress levels the youth of this youngest country of the world is shifting towards food delivery apps and the ease that it has to offer.

India's online food delivery market is currently pegged at $7 billion (50375 crores Indian Rupees). This has also attracted deep-pocketed new entrants which is a common trend in business. Companies like Google and Jio are soon launching their food delivery apps to sulk in the growing industry. However for now it's ZOMATO and SWIGGY that lead this pack of cash cows with a market share of 80%. The revenues of Swiggy grew more than 6 times in the past year touching 133 crores in 2017 and that of Zomato's turnover jumped to rupees 333 crore.

The growth in E-Commerce and M-Commerce has opened new doors benefitting both the companies and customers alike. With changing demographics and culure the way Indian's eat is rapidly changing from the 'Dadi and Maa ke haath ka khana' to 'Ghar pe delivered khana.' This has dramatically aided to the rapid increase in this new trend in the food industry. Companies may venture into it but only the 'fittest' will survive.

The trend of food delivery offer immense benefits to customers, restaurant chains and the food delivery start-ups alike which ensures that there is immense scope for growth and development in the industry.

History of Online Food Delivery apps
Once there were DABBAWALLAS in Mumbai that ruled the turf of delivering food by picking it up from one place to delivering it to another place. Now 'MUMBAIKARS' have ZOMATO, SWIGGY, FOOD PANDA etc. It is important to understand how this trend started. The first online food order was a pizza from Pizza Hut in 1994.
The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States.

In Mumbai the popular brands started quite later than the emergence of this trend in the USA. The market leaders like Zomato, Swiggy and Food panda did not start operating before the early 2000s. Zomato started as a restaurant search and discovery under the name, Foodiebay. In November 2010, the brand was renamed as Zomato. By 2011, Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad. Foodpanda and Swiggy followed by being established in 2012 and 2013 respectively. These were followed by many others, there are also talks about JIO and Google entering the industry later this year.

1.3 RESEARCH OBJECTIVES:
1. To understand the reasons for emergence of food delivery apps.
2. To analyze factors affecting the attitude / preference towards the online food delivery concept.
3. To identify the reasons for opting for food delivery apps.

1.4 SCOPE OF THE STUDY
The study is basically conducted to know the overview of food delivery apps in Mumbai Subarbs. From this study, we can have a better understanding of the „Online Food Delivery Service Market‟. We will know about the consumer perception regarding the services they provide in Mumbai Subarb area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers. Socioeconomic data including age, gender, education attainment, marital status, employment, and monthly income were collected.

1.5 RESEARCH METHODOLOGY
The study is based on the collection of primary data. Quantitative research method was used in this research so as to investigate and observe the collected data with the help of statistical, mathematical and computational techniques. A structured questionnaire was designed with close-ended and open-ended questions. It was designed in such a manner so that it caters all the areas of study. The survey was conducted in different areas of Mumbai Subarbs and around 121 responses were collected. As the population was small & homogeneous, all subsets of the frame are given an equal probability. Thus non-probability sampling method was used. Under non-probability technique, convenience sampling method was used. The population consist of the students, self-employed, homemaker, private company employee and business owners of different areas of Mumbai suburbs.

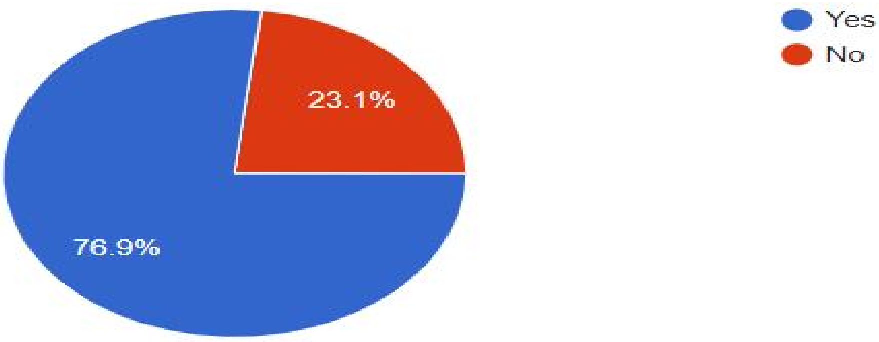
1.6. LIMITATION OF THE STUDY
A small sample size of 121 respondents have been taken for study which is carried out in different areas of only Mumbai suburbs. so the findings may not be applicable to the other parts of the country because of social and cultural differences.

1.7 DATA ANALYSIS

TABLE 1 DEMOGRAPHIC DATA

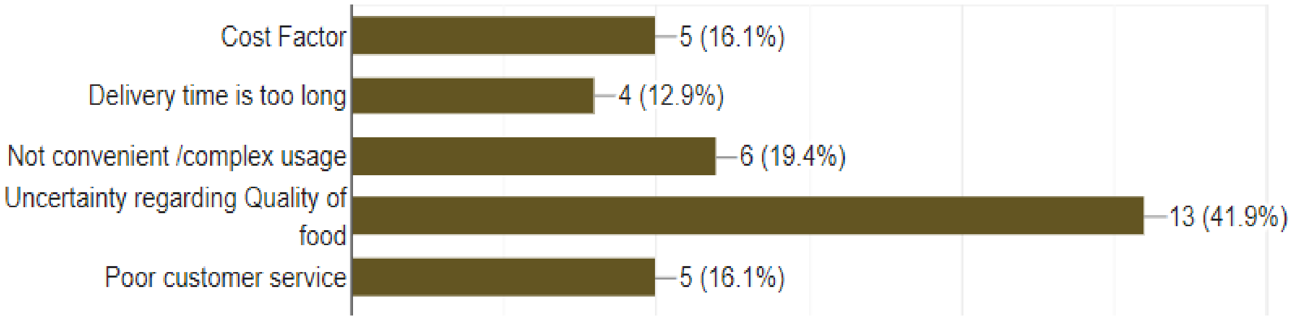
Category	Responses (121)	Percentage
Gender	Male	44.6
	Female	55.4
Age Group	15-25	86
	26-35	10.7
	36-45	2.5
	45 and above	0.8
Profession	Student	86
	Service	10.7

	Self Employed	2.5
	Unemployed	0.8
Income Level	0-10000	74.4
	10000-20000	11.6
	20000-30000	5
	30000 and above	9.1



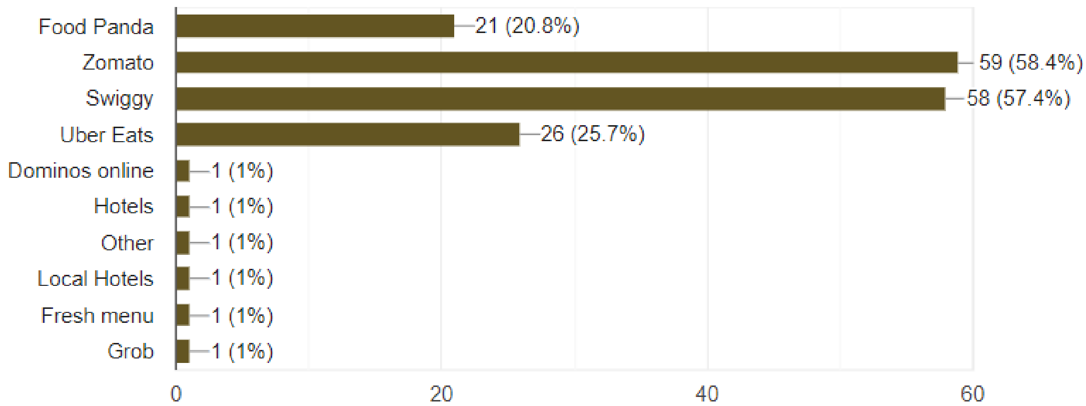
(Respondents Ordering Food Online through apps)

Out of 121 respondents 76.9% are using online food services apps for ordering food online.



(Reasons for not using online food delivery apps)

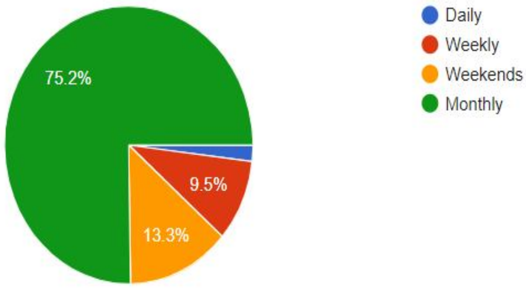
The respondents who are not using the online food ordering apps, gave the above reasons for not using. We interpret that 41.9% respondents are uncertain regarding quality of the food these apps offers and 19.4%respndents are not using the online food ordering apps as its not convenient for them.

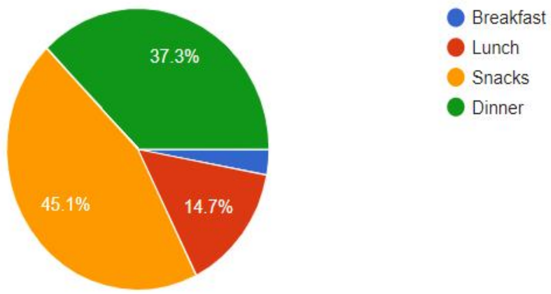


(Apps that the respondents are using for online food ordering)

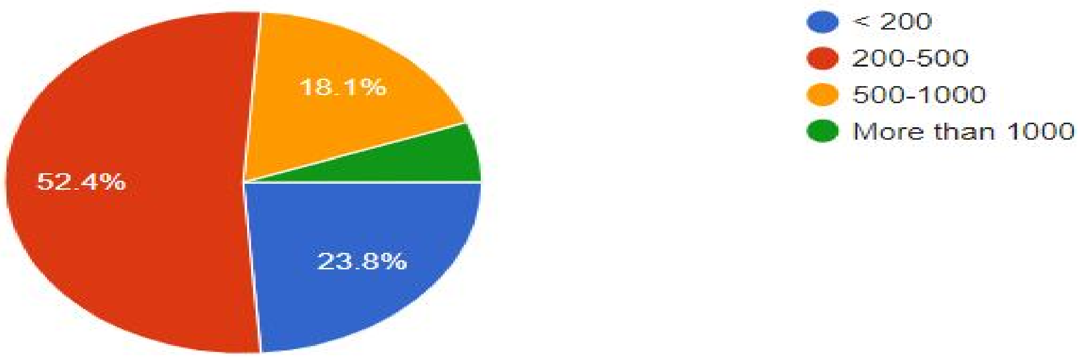
Total 93 respondents are using the food apps for ordering food online. We gave them options to select on multiple options as their usage. When asked regarding the apps they are using, We observed that almost 59 respondents i.e. 58.4% of respondents are using Zomato app. While Swiggy is been used by 58 respondents i.e. 57.4% of respondents. 21 respondents uses food panda and 26 respondents using Uber eats.

Mostly i.e.(42.9%) respondents got to know about the apps from social media .While 32.1 % respondents are aware about these apps from Television advertisement and 19.6 % got to know about these apps when referred by a friend.

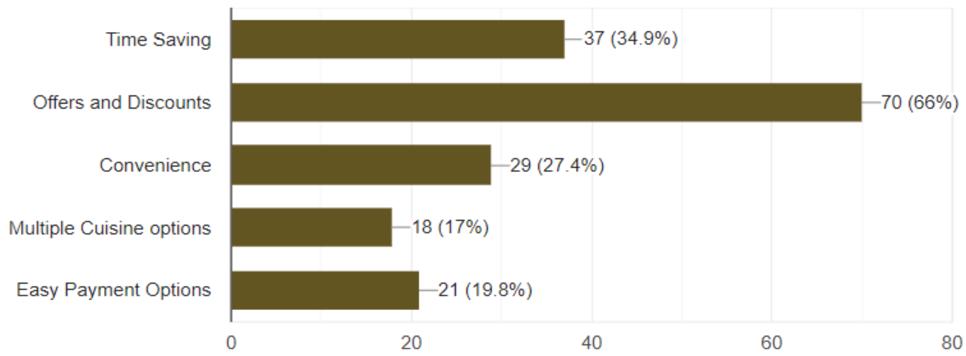




When asked regarding the frequency of online purchasing, 75.2 % of the respondents are ordering monthly from the food apps. While 13.3% are using the apps on almost in weekends to order food and 9.5% ordering weekly through these apps. The most preferred meal while ordering online is Snacks (45.1%) followed by Dinner (37.3%) and Lunch (14.7%) .Hardly people order breakfast using online food apps.



(Approximate amount spent on online food ordering)

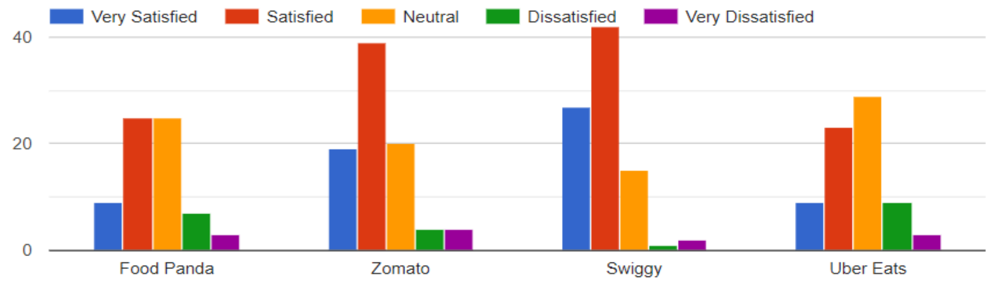


(Factors considered by the respondents while ordering food online)

Almost 66% respondents are ordering food online because of attractive offers and discounts offered by a food delivery apps. That shows the successful impact of promotions on the orders. While 34.9 % respondents are preferring online food ordering because its time saver and 27.4 % found the apps more convenient.

(Comparison of various apps on the bases of the above criteria)

Respondents have rated the Swiggy app higher in terms of ease of use and comfort. While they have highly rated Zomato for returns and membership benefits and offers and discounts.



(Overall ranking of the apps)

As per the responses collected, Swiggy is the most satisfied app among all the online food apps followed by Zomato. While Food panda and Uber eats are having average preference level.

1.8 FINDINGS ARE CONCLUSION

Overall from the research we conclude that, mostly young generations are more comfortable in using online food delivery apps. We found that majority of the respondents are using these apps for ordering. Others who are not using these online apps, worried about the quality of the food they are serving and for some the app is not convenient. Most of the respondents using Zomato over swiggy for online food ordering. They order snacks preferably and monthly. Most of them are spending nearly 200-500 on one time order. The promotional offers and discounts advertised by these apps mostly affects the orders. Finally as per overall ratings the Swiggy is considered to be the most satisfied app amongst others food delivery apps.

1.9 REFERENCES

1. Rashmi (2018). “Swot Analysis of Online food Industry in India. International Research Journal of management and commerce”. Volume -5 ISSN (2348-9766).
2. Dr.Vijaya lakshmi Kanteti (2018) “Innovative strategies of startup firms in India - A study on online food delivery companies in India”. Volume -9 ISSN 2250 – 1959. http://www.irjmst.com/article_pdf?id=6578.pdf
3. Dr. Neha Parashar & Ms. Sakina Ghadiyali (2017), “A Study on consumer’s attitude and perception towards Digital food app services”.
4. Krishni Miglani, Veronics Jenvild,(2014) “The new India consumer- Food Services Trends”, International Journal of Management and Commerce Innovations (ISSN- 2348-7585)
5. https://en.wikipedia.org/wiki/Online_food_ordering
6. http://www.academia.edu/22293120/DESIGN_AND_IMPLEMENTATION_OF_ONLINE_FOOD_ORDERING_SYSTEM

ANALYTICAL STUDY OF RESULTS OF V AND VI SEMESTER EXAMINATION OF T.Y.B.COM STUDENTS OF PNP COLLEGE, ALIBAG

Dr. Madhuri Kamble
Sterling College of Arts, Commerce and Sciences, Nerul, Navi Mumbai

ABSTRACT

A Bachelor of Commerce (B.Com) is an under graduate degree in Commerce and related subjects. In this study, Researcher targets the Commerce stream and analyzes theimpact of result of students of V Semester on their VI Semester result over last 3 academic years. The huge content of course and inadequacy in understanding language of VSemestercourse are greatly responsible for over burden on the minds of students. By this research, we can understand that mainly Language difficulty, Lack of Experience of university exam, Over-confidence, Low importance to Education , Quality of Teaching , Difficulty in understanding of subjects have drastically improved from V Semester to VI Semester. The data shows that VSemester result is lower as compare to VISemester results. As the data shows increasing trend of percentage of marks scored by students of TY B Com, it acts as a favorable factor for boosting their future career.

Keywords: - T.Y.BCom., Semester, Alibag

INTRODUCTION

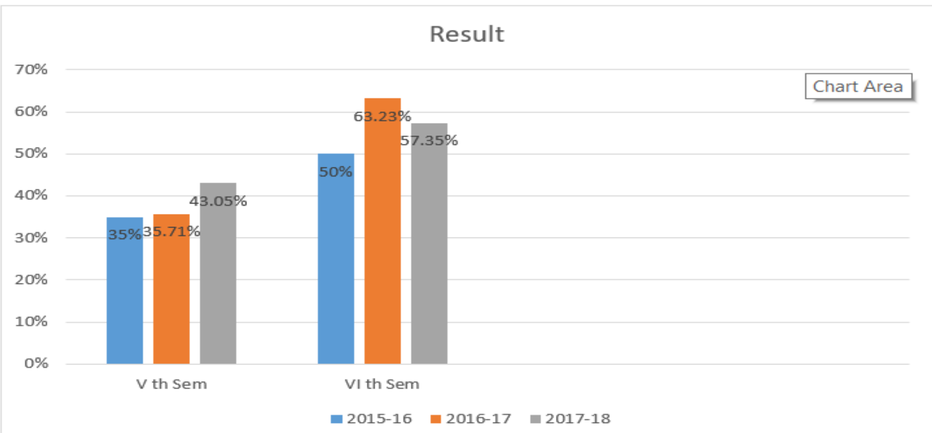
A Bachelor of Commerce (abbreviated B.Com, is an undergraduate degree in Commerce andrelated subjects. It is offered as a, fulltime course, designed to provide the student with a wide range of commercial and managerialskills for building competence in various areas of business studies. Manyuniversities therefore plan the degree courses such that in addition to their major courses, students are exposed to generalbusiness principles by encouraging them to take courses in accounting/finance, human resources, statistics, and marketing,economics, and information systems.

The PNP college is located in a coastal town called Alibag. It is in the municipal councilregion of Raigad District in the Konkan region of Maharashtra state of India. Education wise, PrabhakarPatil Education Society (PNP education Society) has turnedout to become one of the most well-known institutes in Raigad. Today the Society runs 47 Institutes fromprimary schools to traditional and professional colleges.

The PNP college was established in the year 2003 and has been running full-fledged all three basic streams (B.A./B.Sc./B.Com) with a total strength of around 2000 students. The present study is conducted to focus on the resultof the students of commerce stream at UG level. The rate of the failure is more in V Semester as compare to VI Semesterof the commerce stream. This situation has motivatedthe researcher to find out the reasons and analyze them. So that necessary steps can betaken to further improve the results of both V and VI Semesters. Paper is an attempt to find out the exactreasons of favorable result in VI Semester from the students point of view.

Table 1: Pass percentage of students of B.Com for last 2 years

Year	2015-2016	2016-2017	2017-2018
V Semester	**35%**	**35.71%**	**43.05%**
VI Semester	**50%**	**63.23%**	**57.35%**
Difference	**15%**	**27.52%**	**14.30%**

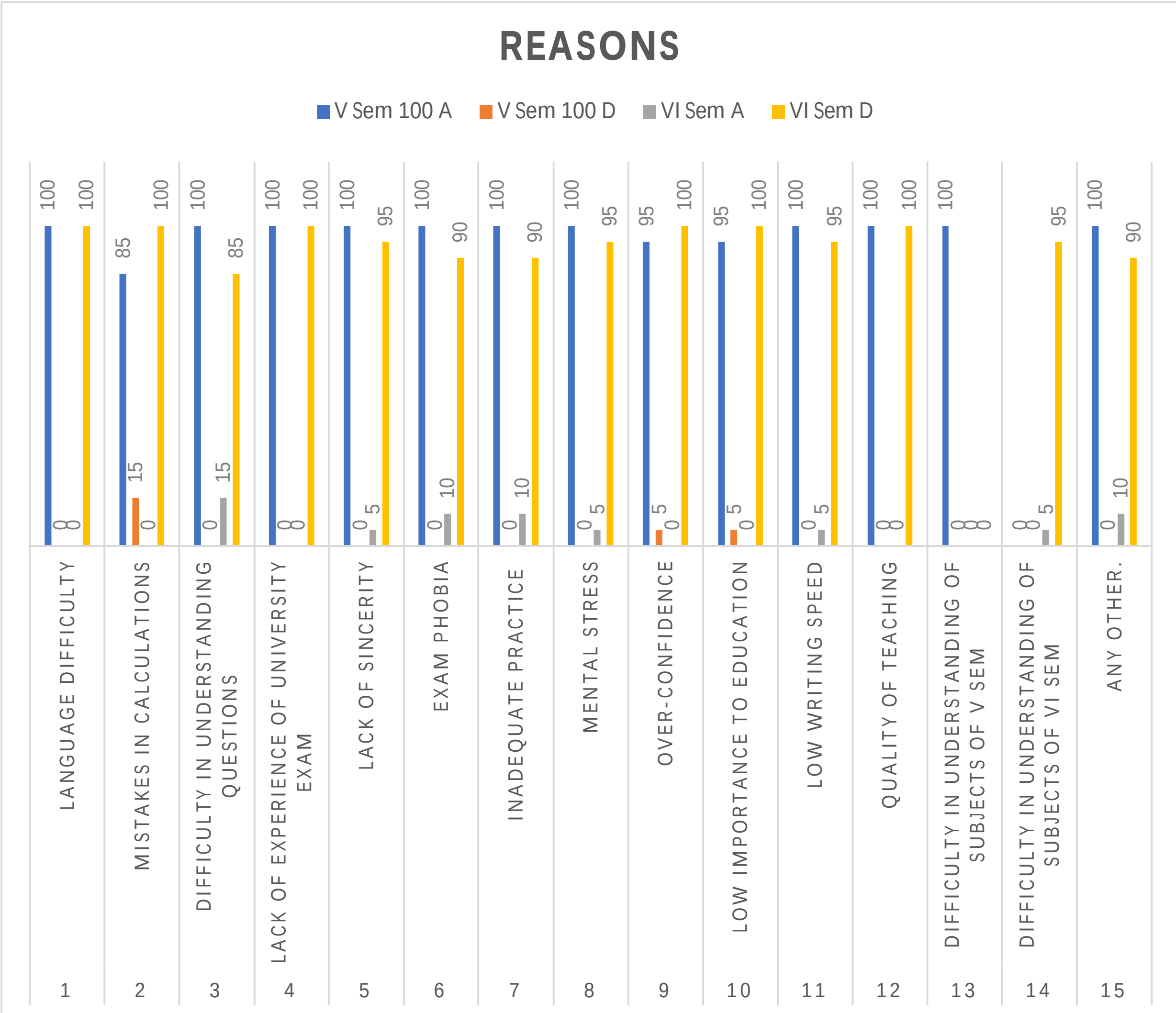


International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

METHODOLOGY

A questionnaire containing 15 questions was given to 30students who passed out their B.Com from PNP College during academic year 2015-16 and 2016-17. There were 83 and 75 T.Y.B.Com students in the respective year.

The Sample size was13% of the total population for both the years. Thesestudents were responded to the questionnaire simultaneously. Before giving thequestionnaire, all the questions were explained in detail as well as were told about an intention andobjective behind the survey. 30 min time was allotted to them so that theycan think and choose an appropriate answer under stress free condition.



FINDINGS

1. **Language difficulty**: - Our students are mainly from Marathi medium. In V Semestersubjects like Economics, Commerce, etc. are taught in English therefore the students experience difficulties in understanding the subjects. Also in T.Y.B.Com all subjects are not inter related, so they had problem in understanding the language. Data shows that in V Semester 100% students agreed that they have language difficulty. But while seeing in VI Semester 100% students are due to familiarization of language they disagree for language difficulty.
2. **Mistakes in calculations**: - In T.Y.B.Com students having 3 accounts subjects namely Financial Account, Cost Account and Management Account. While practicing these 3 accounts subjects, students get confused with the formulas, ratios, journal entry, etc. 85% students make mistakes in calculations. In VI Semesterthe students have only 2 accounts subjects namely Financial Account and Cost Account. So only students make minimum mistakes in calculations also because they are more used to the concerned subjects. In VI Semester, the load of calculations is decreases.
3. **Difficulty in Understanding questions**: - In V Semester the students are not familiar with university paper

pattern, so they get confused in understanding of questions. Data shows that in V Semester,100% students had difficulty in understanding questions but in VI Semester only 3% students had difficulty in understanding questions.

4. **Lack of Experience of university exam**: - In V Semester the students are facing university examination first time, before that they face only college level examination. So in V Semester100% students having lack of experience of university exam but in VI Semester they are better prepared due to earlier Semester experience.

5. **Lack of sincerity**: - In V Semester the students are not sincere because they had faced exams conducted at institute level. They don't realize the importance of paying attention to study. Data shows that in V Semester 100% students were not sincere about examinations but in VI Semester they were sincere, only 5 % students responded that they were not sincere.

6. **Exam Phobia**: - Students are attempting first time university examination so they had phobia regarding examination pattern. Normally Students have scare about center of examination and unfamiliar or new circumstances. Data shows that in V Semester 100% students are having phobia about examinations but in VI Semester only 10% students having exam phobia.

7. **Inadequate Practice**: - Due to ignorance about study, detail knowledge of weightage of per unit etc. They are not practicing as per the need of examination. Data shows that in V Semester 100% students are experiencing inadequate practice of examinations but in VI Semester only 10% students have experienced inadequate practice of examinations.

8. **Mental Stress**: - Some Students are taking stress in examination hall. They face fear while writing papers. Data shows that in V Semester 100% students are taking mental stress of examinations but in VI Semester only 5% students took mental stress of examinations and 95 % students gave exam without stress.

9. **Over-confidence**:- Many students have over-confidence about themselves. While attempting examination they feel that they will score good marks in Vexamination. But in reality they did not. Data shows that in V Semester 95% students were over confident about examinations but in VI Semester no one student have over confidence about examinations.

10. **Low importance to Education**: - Many students are not giving that much importance to the education, but after experiencing tough V Semester examination and poor results,they usefull concentration during VI Semester. Data shows that in V Semester 95 % students are giving low importance to education but in VI Semester every student is giving due importance to education and with hard work they obtain the good result.

11. **Low writing speed**: - While facing V Semester student were unaware about their own speed of writing. After facing V Semester they realize their speed of writing is slow, they improve their speed of writing in VI Semester. Data shows that in V Semester 100 % students are having slow speed of writing but in VI Semester they overcome this barrier due to more practice of writing, they cover their full paper in time. Therefore, in VI Semester only 5 % students have faceddifficulties.

12. **Quality of Teaching**: Students totally disagree about quality of teaching, they accepted their unawareness, ignorance.Etc. about their V Semester results.

13. **Difficulty in understanding of subjects of V Semester**: - Most of the students had difficulty in understanding subjects of V Semester. The subjects like financial Accounting, Cost Accounting, Management Accounting, Purchasing and Store Keeping, Export Marketing are seen by them for the first time,so they had difficulty in understanding subjects of V Semester.

14. **Difficulty in understanding of subjects of VI Semester**: - Students are familiar with all subjects in VI Semester because they have experienced introduction in V Semester. Therefore, 0% students agree for this criteria.

15. **Any other**: - Some students faced other reasons like family problems, transportation problems, time management, financial conditions, etc. In V Semester, students did not give that much importance to the examinations but after having experienced V Semesterexam, they learnt to ignore the other reasons and gavedue importance to VI Semester examination.

CONCLUSION

By this research study we can understand that mainly because of students were unaware about impact of changing examination pattern, language difficulties and lack of sincerity lead to poor results of V Semester. After knowing this result the teachers need to understand the difficulties of students and help them to improve their performance by informing them well in advance about the future challenges, the language skills required to be developed to face the new exam of V Semester conducted by university.Provide counselling to the needy students to help them overcome problems of lack of sincerity and confidence.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2
ISSN 2394 - 7780

THE IMPACT OF SUPPORTIVE ORGANIZATION CULTURE ON KNOWLEDGE MANAGEMENT: A STUDY IN THE INDIAN INFORMATION TECHNOLOGY INDUSTRY

Amie Moulik
Chetana College, Bandra, Mumbai

ABSTRACT

There exists a plethora of literature on knowledge management and yet the nuances of knowledge management and its impact on developing a full-fledged system remain relatively under-researched. The learning culture existing at a company can affect its internal tacit knowledge management process. This paper seeks to decode the existing knowledge management practices evident in the Indian information technology sector and assess the impact of supportive organizational culture on the knowledge management system in this service sector.The paper opted to rely on a stratified random sampling technique and used a survey questionnaire for data collection. The interrelation between organizational culture and knowledge management practices for 210 information technology firms were surveyed – with 164 at Mumbai and 46 based around Pune was analysed using SPSS 23.The paper offers a new perspective to ascertain the linkage of existing knowledge sharing practices with the organization culture. The empirical insights on the supportive role of organizational culture suggest that knowledge intensive firms need to develop an open environment for knowledge sharing and diffusion.The study purviews knowledge management in Indian IT industries through the lens of organization culture. As this study was conducted in the Indian information technology sector, further research in other service sectors is needed for generalization. Findings can have practical implications for the service sector companies to manage their existing knowledge systems and develop sustainable ones.

Keywords: Supportive organization, Knowledge management, Information technology

INTRODUCTION

Following the liberalization policy of 1990s, there has been an overhaul in the way corporates operate in the Indian market. This total transformation in the business outlook can be witnessed in the shortened product life cycle, the thrust on increasing the quality of life of the employee, the ever increasing role of information technology etc. Many of this changes have occurred within the last 2 decades. The Make in India wave has led to a burst in the entrepreneurial streak with many newer companies evolving to be a part of the globalized market – one which is more virtual than physical. It is to be believed that the most significant cause of this rapid growth is a business belief of providing the “added values “to the product and servicesoffered to customers.

In this regard, the role of the existential know-how at disposal with the employees was not in prime focus for years.Today, the intellectual capital is widely held to be a source of further value creation and delivery and can be leveraged as a competitive tool.The paper seeks to highlight this knowledge management process in existence at the Indian Informational Technology sector. The paper is organized as follows (1) the existing literature and model development, (2) the methodology, (3) the results and discussion and (4) directions and limitations.

OBJECTIVE

- The main objective for conducting this study was to understand the interplay of the supportive organisation culture and the knowledge management practices prevalent in the Indian IT sector.
- A part of the research aimed to gauge the vitality of such enabling culture and the subsequent practices of maintaining the knowledge within the organization ecosystem.

HYPOTHESES

Based on the literature review, and consulting with experts the following hypotheses were framed.

Hypothesis (H1): Supportive organization culture affects the knowledge management practices.

As visualised above, an organization which exhibits a supportive culture is more engaged in the overall company dynamics. It is in a better position to develop its knowledge management practices.

Hypothesis (H2): Better the knowledge management practices more robust is the knowledge management system.

Having existential practices in place goes a long way is establishing the KMS in a company. Since the Indian IT sector is very competitive, it is crucial for the companies to have an idea of the current practices in play to manage the intellectual property.

 ISSN 2394 - 7780

Hypothesis (H3): Greater the organizational support better the KMS in the company.
As each company tries to outbid the other, the development of inherent adaptive KMS is inherent when the organization has a supportive culture. Such culture provides a basis for the management to develop its KMS in an effective manner to meet the organization goals.

LITERATURE REVIEW AND MODEL

In their landmark paper, Gammelgaard and Ritter (2000) conceptualized knowledge as resulting from experience, expert insight, values and contextual and situational information that enable the evaluation and incorporation of newer information thereby creating knowledge and crafting experiences. In business the impact of knowledge management is widely discussed gaining traction from the knowledge intensive sectors (Aranda and Fernandez, 2002). Knowledge is assumed to be transcendental, embedded in the organization culture and executed in flow by the workers actions. This oneness of knowledge with the organization culture is not restricted to the physical manifestations of documents and databases as elucidated by Nonaka and Takeuchi (1996) and could be broadly defined into tacit and explicit spectrums. Knowledge sharing (Ford, 2001; Davenport ad Prusak, 1998) is crucial for maintaining the organization's success rate. It results into greater diffusion and helps newer employees become attuned to the firm's needs thereby leading to greater benefits.

Compared to the budding field of knowledge management, the domain of organization culture has been widely studied. Organization culture is widely held to be a key component for the successful adoption of information systems (Hung et al., 2011) and refers to the beliefs, systems and values in place in an organization (Alavi and Leidner, 2001). According to Razmerita, et al.(2016) supportive organizations built on trust and two other factors drive knowledge sharing in corporations.Holsapple and Joshi (2000)recommend organizations to encourage and enable workers to share and thereby create knowledge by diffusion leading to the learning organizations (Nonaka, 1994). This view is seconded by Hung et al (2011), who hold organization culture and amicable relationships as precedents for knowledge sharing.

For this research, knowledge was conceptualized as systematic assimilation of the experiences and expertise which push innovative cultures, nurture capabilities of the employees and thereby enable better performance. The stress on the intellectual property, existence of trade secrets, maintenance of databases are crucial newer world assets which can make or break a company's prospects primarily those involved in the service sector. These assets are knowledge intensive. The organization culture plays an integral role in how and where the knowledge diffusion occurs. The prevalent culture also shapes the knowledge creation process in a company and the adoption of a suitable knowledge management strategy is imperative to survive the cut throat completion. Having a supportive organization culture goes a long way in establishing the knowledge management practices of a company.

The previous literature have depicted the vitality of having a robust organization culture to sustain the knowledge management systems (KMS) of global companies. Furthermore, the literature demonstrates clearly that role of the knowledge management practices have on the total KMS. But relatively the role of existential knowledge management practices as affected by the overall organization culture has been under- researched and the inherent knowledge management practices has not been clearly demarcated (Ford, 2001).

Hearkening that many previous studies do not make this distinguish between the existential practices and the entire KMS we seek to establish the role played by assuming the practices to be mediatory in nature.

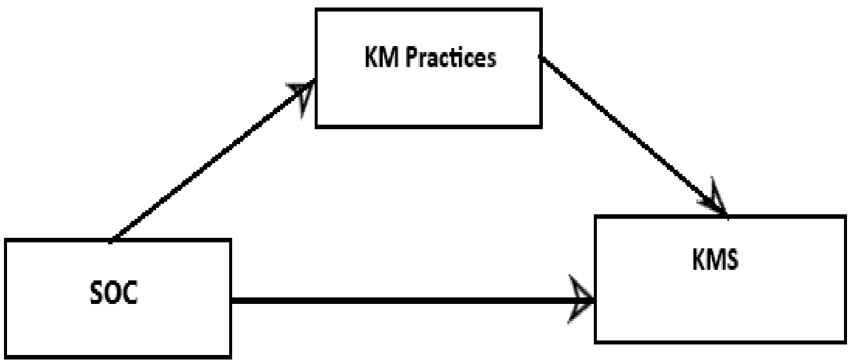


Figure 1. Theoretical framework

THE METHODOLOGY OF THE STUDY

For the study, primary data was collected from the firms based in Mumbai and Pune like Tata Consulting Services, Mumbai. Tech Mahindra, Pune, Cognizant, Mumbai, Adata Technologies, Mumbai, L and T Infotech, Pune, Accenture, Mumbai, Fractal Analytics, Mumbai etc. The survey instrument was a questionnaire with parameters validated by experts to ascertain the nature of knowledge management and growth of KMS in the company, in line with the company practices, vision and the culture. In total 210 IT firms were surveyed – with 164 at Mumbai and 46 based around Pune.

In order to select a relevant sample size the sample collection methodology proposed by Krejcie and Morgan (1970) was referred to. The methodology prescribes that for 210 respondents, an estimated 136 samples are needed. In order to gather this sample we distributed the questionnaire and in total 240 responses were received. From these 153 were found to be usable and complete and could be used for the analysis. The research followed a stratifiedrandom sampling technique as the population sample could be demographically categorised. SPSS software was used to carry out a linear regression to ascertain the relationship.

DIRECTIONS AND LIMITATIONS

The findings of this paper positively contribute to the existing literature on knowledge management systems. It highlights the key role of existential organization support for the development of a KMS in the Indian IT sector. The research output has practical implications towards evaluating and aggregating the knowledge practices and thereby develop a KMS within the ambit of a supportive organization. Since the study concerned itself only with the Indian IT sector, it is recommended to carry out further studies related service sectors for generalization.

RESULTS AND FINDINGS

SPSS 23 was used to carry out the linear regression between the variables and test the research model. The following tables give the representation of the results.

Independent variable	Coefficient	p-value
SOC	.4325968	0.001

Table 1: Regression result between SOC and KMS in place

Independent variable	Coefficient	p-value
SOC	.4765255	0.095

Table 2: Regression result between SOC and Knowledge practices in place

Independent variable	Coefficient	p-value
Knowledge practices	.4693456	0.000

Table 3: Regression result between knowledge practices and KMS

As shown in table-1 the organization culture and KMS in place are positively correlated with ‘r’ value of .4325, significant at 1 percent. Thus it depicts that KMS at the Indian IT companies is directly related to a supportive organization culture as hypothesized in (H3).

The linear regression result between organization culture and Knowledge practices in place is denoted by table-2 and it’s observed that there exists a highly significant effect with ‘r’ value of .47 of supportive culture on the practices in place to develop the KMS of the IT companies surveyed. This is greater than expected under the hypothesis (H1).

Table 3 shows the linear regression result between knowledge practices and KMS and as hypothesized in (H2). There is a positive correlation relation between these two variables with ‘r ‘of .46. The results in over view show that existence and maintaining of the current knowledge practices are crucial for the overall KMS development. The organization as a whole is a major influencer and its supportive nature is vital for deploying an effective KMS.

SUGGESTIONS

The data represents that the Indian IT sector has taken note of the ever increasing pressure to manage the intellectual capital at their disposal. The way forward to do this involves maintenance of an organizational environment which allows the free flow of data and information across hierarchies and levels. The importance of the organisational culture to enable this is evident from the analysis. The author suggest that the service sector firms should asses their present practices to check the suitability of going for an upgraded KMS. Blind adoption can be negative for the company. The role of two organizational departments namely, HR and IT would have the responsibility of familiarizing KM in majority of the surveyed companies. Though quite a few of the major players as Infosys, Oracle and TCS have learning centres and centres of excellence for this purpose, at the management level the interdependence of the departments should be emphasized upon. Since the organization functions as a unit based on shared goals and aspirations, it is recommended that the services companies seek to develop a supportive culture which would in turn act as a nurturer for the deployment of a KMS founded on existential KM practices.

CONCLUSION

The objective of present study was to study the association of organizational culture and knowledge management in the Indian information technology industry. It is to be noted that the relationship of cultural factors and knowledge management is very significant. Since it has been observed that knowledge creation has a higher ranking as compared to knowledge storage. It is imperative that further thought process needs to be given to the preservation and storing of knowledge compliant with organizational ideas.

REFERENCES

[1] Alavi, M. and Leidner, D.E. (2001), “Review: knowledge management and knowledge management systems: conceptual foundations and research issues”, MIS Quarterly, Vol. 25 No. 1, pp. 107-136.

[2] Aranda, D. and Fernandez, L. (2002), “Determinants of innovation through a knowledge-based theory lens”, Industrial Management & Data Systems, Vol. 102 No. 5, pp. 289-96.

[3] Chang and Lin (2015), "The role of organizational culture in the knowledge management process", Journal of Knowledge Management,Vol. 19 Issue: 3, pp.433-455,2015.

[4] Davenport, T. and Prusak, L. (1998), Working Knowledge: How organizations Manage What They Know, Harvard Business School Press, Boston, MA.

[5] Ford, D. (2001), “Trust and knowledge management: the seeds of success”, Queen's KBE Center for Knowledge-Based Enterprises, Queen's University, Kingston, ON, Canada, available at: http://business.queensu.ca/knowledge/workingpapers/working/working_01-08.pdf

[6] Gammelgaard, J. and Ritter, T. (2000), “Knowledge retrieval process in multinational consulting firms”, Danish Social Sciences Research Council, Frederiksberg, Denmark, available at: http://web.cbs.dk/departments/int/seminarpapers/JG-Knowledge.pdf

[7] Gamo-Sanchez and Cegarra-Navarro. (2015), "Factors that influence the success of a KM-program in a small-sized airport", Journal of Knowledge Management, Vol. 19 Issue: 3, pp.593-610

[8] Hatch, M.J.(1993), “The dynamics of organizational culture”, *Academy of Management Review* , Vol. 18 No. 4, pp. 657-693.

[9] Holsapple, C.W. and Joshi, K.D. (2000), “An investigation of factors that influence the management of knowledge in organizations”, The Journal of Strategic Information Systems, Vol. 9 Nos 2/3, pp. 235-261.

[10] Hung, S.Y., Lai, H.M. and Chang, W.W. (2011), “Knowledge-sharing motivations affecting R&D employees’ acceptance of electronic knowledge repository”, Behaviour & Information Technology, Vol. 30 No. 2, pp. 213-230.

[11] Jacks, T. Wallace, S. and Nemati, H.(2012), “Impact of culture on knowledge management: a meta-analysis and framework”, *Journal of Global Information Technology Management*, Vol. 15 No. 4, pp. 8-42.

[12] Kulkarni U., Ravindran S.and Freeze R. (2006), "A Knowledge Management Success Model: Theoretical Development and Empirical Validation," Journal of Management Information Systems, vol. 23, no. 3, pp. 309-347.

[13] Lee, H. and Choi, B.(2003), “Knowledge management enablers, process, and organizational performance: an integrative view and empirical examination”, *Journal of Management Information Systems* , Vol. 20 No. 1, pp. 179-228.

[14] Malhotra Y.(2004), "Why Knowledge Management Systems Fail: Enablers and Constraints of Knowledge Management in Human Enterprises," in Handbook of Knowledge Management 1, C. W. Holsapple, Ed., Berlin, Springer, pp. 577-599.

[15] Massaro, Dumay and Garlatti. (2015),"Public sector knowledge management: a structured literature review", Journal of Knowledge Management, Vol. 19 Issue: 3, pp.530-558.

[16] Nonaka I, (1994), “A Dynamic Theory of Organizational Knowledge Creation”, Organization Science, Vol. 5, No. 1, pp. 14-37.

[17] Nonaka, Ikujiro*;* Takeuchi, Hirotaka *(1995),* The knowledge creating company: how Japanese companies create the dynamics of innovation*, New York: Oxford University Press, pp 102- 198.*

[18] Razmerita, L., Kirchner, K. and Nabeth, T. (2014), “Social media in organizations: leveraging personal and collective knowledge processes”, Journal of Organizational Computing and Electronic Commerce, Vol. 24 No. 1, pp. 74-93.

[19] Stenius, Hankonen, Haukkala and Ravaja,(2015), "Understanding knowledge sharing in the work context by applying a belief elicitation study", Journal of Knowledge Management, Vol. 19 Issue: 3, pp.497-513.

International Journal of Advance and Innovative Research
Volume 6, Issue 1 (XXXVIII): January - March, 2019 : Part - 2

ISSN 2394 - 7780

AN OVERVIEW OF BLOCKCHAIN TECHNOLOGY: DESIGN, CONSENSUS AND FUTURE TRENDS

Parth Sarvaiya and Abhay Vishwakarma
Thakur College of Science & Commerce, Mumbai

ABSTRACT

Blockchain, the foundation of Bitcoin, has gotten wide contemplations starting late. Blockchain fills in as a perpetual record which licenses trades to happen decentralized. Blockchain-based applications are bouncing up. There are as yet numerous difficulties of blockchain innovation e.g. versatility and security issues holding on to be survived. This paper displays an exhaustive diagram on blockchain innovation. Concluding research givesan outline of blockchain architecture right off the bat and analyze some common accord algorithms utilized in various blockchains.

Keywords: Decentralization, Stockpiling, Bitcoin, Ethereum, Persistency, Anonymity.

1. INTRODUCTION

These days digital money has turned into a popular expression in both industry and the scholarly world. As a standout amongst the best cryptocurrency, Bitcoin has delighted in a tremendous accomplishment with its capital market achieving 10 billion dollars in 2016 and progressing spontaneously. With a specially planned information stockpiling structure. Blockchain could be viewed as an open record and every single submitted exchange are put away in a rundown of squares. This chain develops as new squares are annexed to it persistently. The blockchain innovation, by and large, has key attributes of decentralization, persistency, namelessness, and auditability. With these attributes, blockchain can incredibly spare the expense and enhance the efficiency.Despite the fact that the blockchain innovation has incredible potential for the development of things to come Internet frameworks.

Bitcoin square size is constrained to 1 MB now while a square is mined about like clockwork. In this manner, the Bitcoin arrange is confined to a rate of 7 exchanges for every second, which is unequipped for managing high recurrence exchanging. Be that as it may, bigger squares imply bigger storage room and slower spread in the system. This will prompt centralization step by step as fewer clients might want to keep up such an extensive blockchain. Hence the tradeoff between square size and security has been an intense test. Also, it has been demonstrated that excavators could accomplish a bigger income than a lot through selfish mining procedure [2].

METHODOLOGY

The information has been collected from Secondary sources of references like Journals, internet and further more sources. Validations has been conducted on each and every proposed fact of data in this paper.

2. DESCRIPTION

Counting a ton of writing on blockchain from different sources e.g. online journals, wikis, discussion posts, codes, nice procedures and daily articles. Whatever is left of this paper is sorted out as procedures. Segment II presents blockchain engineering. Area III shows common agreement calculations utilized in the blockchain. Segment IV summarizes the specialized difficulties and the ongoing advances around there. Area V talks about some conceivable future headings and segment VI finishes up the paper.

BLOCKCHAINARCHITECTURE

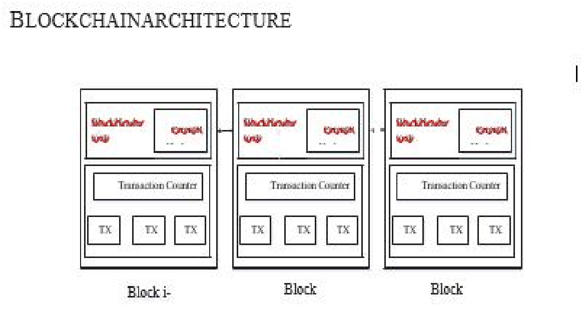


Fig. 1: An example of blockchain which consists of a continuous sequence of blocks.

ISSN 2394 - 7780

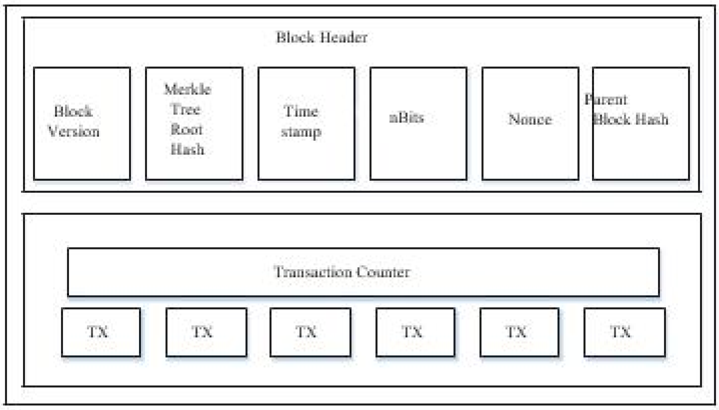


Fig. 2: Block structure

The blockchain is an arrangement of squares, which holds a total rundown of exchange records like regular open record [1]. Figure 1 represents a case of a blockchain. With a past square hash contained in the square header, a square has just a single parent square. It is significant that uncle squares (offspring of the square's predecessors) hashes would likewise be put away in Ethereum blockchain [2]. The first square of a blockchain is called beginning square which has no parent square. We at that point clarify the internals of blockchain in subtleties.

A. Block

A square comprises of the square header and the square body as appeared in Figure 2. Specifically, the square header incorporates:

(i) Block form*: demonstrates which set of square approval guidelines to pursue.*

(ii) Merkle tree root hash: *the hash estimation of all the transactions in the square.*

(iii) Timestamp: *current time as seconds in the all-inclusive time since January 1, 1970.*

(iv) nBits*: target edge of a legitimate square hash*.

(v) Nonce: *a 4-byte field, which more often than not begins with 0 and increments for each hash computation (will be clarified in subtleties in Section III).*

(vi) Parent square hash: *256-piece hash esteem that focuses on the past square.*

B. Digital Signature

Every client claims a couple of private keys and open key. The private key that will be kept in confidentiality is utilized to sign the exchanges. The advanced marked exchanges are communicated all through the entire system. The run of the mill advanced mark is included with two stages: *marking stage and verification stage.*
For example, a client Parth(**User1**)needs to send another client Abhay (**User2**) a message:-

(1) In the marking stage, Parth encodes his information with Abhay's private key and sends him the scrambled outcome and unique information.

(2) In the verification stage, Abhay approves the incentive with Parth's open key. In that way, Abhay can without much of a stretch check if the information has been altered or not. The average computerized mark calculation utilized in blockchains is the elliptic bend advanced mark calculation (ECDSA) [2].

Key Characteristics of Blockchain

Property	**Public ı blockchai**	**Consortium blockchain**	**Private blockchain**
Consensus determination	All miners	Selected set of nodes	One organization
Read permission	Public	Could be public or restricted	Could be restricted public or
Immutability	Nearly t tamper impossible o	Could be tampered	Could be tampered

Efficiency	Low	High	High
Centralized	No	Partial	Yes
Consensus process	Permissionl ess	Permissioned	Permissioned

TABLE I: Comparisons among *public blockchain*, *consortium blockchain* and *private blockchain*

•Decentralization:
In customary concentrated exchange frameworks, every exchange should be approved through the focal confided in office (e.g., the national bank). Complexity to the incorporated mode, an outsider is never again required in the blockchain. Accord calculations sustains consistency.

•Persistency.
Exchanges can be approved rapidly and invalid exchanges would not be conceded by legit diggers. It is about difficult to erase or rollback exchanges once they are incorporated into the blockchain.

•Anonymity.
Every client can cooperate with the blockchain with a produced location, which does not uncover the genuine personality of the client.
Note: that blockchain can't ensure the ideal security conservation because of the natural imperative (subtleties will be talked about in segment IV)

•Auditability.
Bitcoin blockchain stores information about client adjusts dependent on the Unspent Transaction Output (UTX-O) show [2]: Any exchange needs to allude to some previous unspent exchanges.

D. Taxonomy of blockchain frameworks
Current blockchain frameworks are ordered generally into three kinds: **open blockchain, private blockchain and consortium blockchain [6].** A private blockchain is viewed as an incorporated system since it is completely constrained by one association. The consortium blockchain built by a few associations is halfway decentralized since just a little part of hubs would be chosen to decide the accord. The examination of the three kinds of blockchains is recorded in Table I.

• *Consensus assurance.*
Out in the open blockchain, every n-tribute could participate in the agreement procedure. Furthermore, just a chose set of hubs are in charge of approving the square in consortium blockchain. Concerning private chain, it is completely constrained by one association and the association could decide the final agreement.

• *Read authorization.*
Exchanges in an open blockchain are noticeable to people in general while it depends with regards to a private blockchain or a consortium blockchain.

• *Immutability.*
Since records are put away on countless, it is almost difficult to alter trans-activities in an open blockchain. In an unexpected way, exchanges in a private blockchain or a consortium blockchain could be altered effectively as there are just a set number of members.

• *Centralized.*
The fundamental distinction among the three kinds of blockchains is that open blockchain is decentralized, consortium blockchain is mostly brought together and private blockchain is completely incorporated as it is constrained by a solitary gathering.

• *Consensus process.*
Everybody on the planet could join the agreement procedure of people in general blockchain. Not quite the same as open blockchain, both consortium blockchain, and private blockchain are permission.

E. Approaches to agreement
PoW (Proof of work)
In the decentralized system, legitimate squares may be generated all the while when different hubs find the appropriate nonce almost in the meantime. Nonetheless, it is improbable that two contending forks will produce the next square at the same time. In PoW convention, a chain that turns out to be longer from that point is made

a decision as the bona fide one. Consider two forks made by at the same time approved squares U4 and B4. Mineworkers continue mining their squares until a more drawn out branch is found. B4, B5 frames a more extended chain, so the excavators on U4 would change to the more drawn out branch.

PoS (Proof of stake) is a vitality sparing option in contrast to PoW. Excavators in PoS need to demonstrate the responsibility for the measure of money. It is trusted that individuals with more monetary standards would be more averse to assault the system. The determination dependent on record balance is very out of line in light of the fact that the single most extravagant individual will undoubtedly be prevailing in the system.

PBFT (Practical byzantine adaptation to internal failure) is a replication calculation to endure byzantine flaws [6].Hyperledger Fabric [4] uses the PBFT as its accord calculation since PBFT could deal with up to 1/3 noxious byzantine copies. Another square is resolved in a round. In each cycle, an essential would be chosen by a few standards. Also, it is in charge of requesting the exchange. The entire procedure could be separated into three stages: pre-arranged, arranged and submit. In each stage, a hub would enter the next stage in the event that it has gotten votes from more than 2/3 all things considered. So PBFT necessitates that each hub is known to the system. Like PBFT, Stellar Consensus Protocol (SCP) [4] is additionally a Byzantine assertion convention. In PBFT, every hub needs to inquiry different hubs while SCP gives members the directly to pick which set of different members to accept. In light of PBFT, Antshares[3] has executed their dBFT (appointed byzantine adaptation to internal failure.

Tendermint[1] is a byzantine accord calculation. Another square is resolved in a round. A proposer would be chosen to communicate an unconfirmed hinder in this round. It could be separated into three stages:

1) Prevote step. Validators pick whether to communicate a prevote for the proposed square.

2) Pre-commit step. On the off

chance that the hub has gotten more than 2/3 of votes on the proposed square, it communicates a pre-commit for that square. In the event that the hub has gotten more than 2/3 of pre-commits, it enters the submit step.

3) Commit step. The hub approves the square and communicates a submit for that square. on the off chance that the hub has gotten 2/3 of the submits, it acknowledges the square. Differentiation to PBFT, hubs need to bolt their coins to wind up validators. When a validator is observed to be unscrupulous, it would be rebuffed.

B.Consensus calculations examination

•Node personality the executives. PBFT has to know the personality of every digger so as to choose an essential in each round while Tendermint has to know the validators so as to choose a proposer in each round. For PoW, PoS, DPOS, and Ripple, hubs could join the system unreservedly.

F.Advances on agreement calculations

A decent agreement calculation implies efficiency, safety and comfort. As of late, various undertakings have been made to enhance accord calculations in the blockchain.. The primary thought of PeerCensus[3] is to decouple square creation and exchange confirmation with the goal that the agreement speed can be significantly expanded. So the Greedy Heaviest-Observed Sub-Tree (GHOST) chain choice guideline is proposed to take care of this issue. Rather than the longest branch plot, GHOST loads the branches and diggers could pick the better one to pursue.

1. CHALLENGES and RECENT ADVANCES

In spite of the incredible capability of the blockchain, it faces various difficulties, which limit the wide use of blockchain. We identify some real difficulties and late advances as pursues.

A. Scalability

With the measure of exchanges expanding step by step, the blockchain ends up massive. Every hub needs to store all exchanges to approve them on the blockchain on the grounds that they need to check if the wellspring of the present exchange is unspent or not. There are various endeavors proposed to address the adaptability issue of the blockchain, which could be arranged into two kinds:

Storage advancement of the blockchain. Since it is more earnestly for the hub to work full duplicate of record, Bruce proposed a novel digital currency plot, in which the old exchange records are expelled (or overlooked) by the system.

•Redesigning blockchain. In Bitcoin-NG (Next Generation) was proposed. The fundamental thought of Bitcoin-NG is to decouple traditional square into two sections: key square for pioneer race and microblock to store exchanges.

B.Privacy Leakage
Blockchain can save a specific measure of security through the general population key and private key. Clients execute with their private key and open key with no genuine character presentation. In any case, it is appeared in [4], [5] that blockchain can't ensure the value-based protection since the estimations all things considered and balances for every open key are freely obvious. Different techniques have been proposed to enhance the namelessness of blockchain, which could be generally arranged into two kinds:

Mixing [42].
In blockchain, clients addresses are pseudonymous. Be that as it may, it is as yet conceivable to connect delivers to the client a genuine way of life the same number of clients make exchanges with a similar location every now and again. Blending administration is a sort of administration which gives obscurity by exchanging assets from various information delivers to numerous yield addresses. For instance, client Parth with location A needs to send a few assets to Abhay with location B. On the off chance that Parth straightforwardly makes an exchange with info address. An and yield address B, the connection among Parth and Abhay may be uncovered. So Parth could send assets to a believed middle person Harsh. Be that as it may, burglary is identified yet at the same time not anticipated. Coinjoin [4] relies upon a focal blending server to shuffle yield delivers to counteract robbery. What's more, propelled by Coinjoin, CoinShuffle [5] utilizes unscrambling mixnets for location shuffling.

Anonymous.
In Zerocoin [4]zero-learning confirmation is utilized. Diggers don't need to approve an exchange with advanced mark yet to approve coins have a place with a rundown of legitimate coins. Installment's birthplace is unlinked from exchanges to anticipate exchange chart examinations.

B.Consensus calculations examination
Diverse accord calculations have distinctive favorable circumstances and weaknesses. Table II gives a correlation between different agreement calculations and we utilize the properties given by [].

Node personality the executives. PBFT has to know the personality of every digger so as to choose an essential in each round while Tendermint has to know the validators so as to choose a proposer in each round. For PoW, PoS, DPOS, and Ripple, hubs could join the system unreservedly.

Energy-sparing. In PoW, mineworkers hash the square header constantly to achieve the objective esteem. Subsequently, the measure of power required to process has achieved a gigantic scale.

The tolerated intensity of enemy. For the most part, 51% of hash control is viewed as the limit for one to pick up control of the system. In any case, selfish mining procedure [1] in PoW frameworks could assist diggers with gaining more income by just 25% of the hashing power.

Example. Bitcoin depends on PoW while Peercoin is another shared PoS digital money. Further, Hyper-record Fabric uses PBFT to achieve agreement.

PBFT and Tendermint are permissioned conventions. PoW and PoS are appropriate for open blockchain. Consortium or private blockchain may have the inclination for PBFT, Tender-mint, DPOS, and Ripple.

5. CONCLUSION:

Blockchain has appeared potential for changing the traditional industry with its key attributes: decentralization, persistency, secrecy, and auditability. In this paper, we present a thorough outline of the blockchain. We first give an outline of blockchain advances including blockchain design and key attributes of the blockchain. We then discuss the common accord calculations utilized in the blockchain. We examined and analyzed these conventions in various regards. Moreover, we recorded a few difficulties and issues that would prevent blockchain advancement and abridged some current methodologies for taking care of these issues. Some conceivable future headings are additionally proposed. These sdays blockchain-based applications are jumping up and we intend to direct top to bottom examinations on blockchain-based applications later on.

REFERENCES

1. “State of blockchain q1 2016: Blockchain funding overtakes bitcoin,” 2016. [Online]. Available: http://www.coindesk.com/ state-of-blockchain-q1-2016/

2. S. Nakamoto, “Bitcoin: A peer-to-peer electronic cash system,” 2008. [Online]. Available: https://bitcoin.org/bitcoin.pdf

3. G. W. Peters, E. Panayi, and A. Chapelle, "Trends in crypto-currencies and blockchain technologies: A monetary theory and regulation perspective," 2015. [Online]. Available: http://dx.doi.org/10.2139/ssrn. 2646618

4. G. Foroglou and A.-L. Tsilidou, "Further applications of the blockchain," 2015.

5. A. Kosba, A. Miller, E. Shi, Z. Wen, and C. Papamanthou, "Hawk: The blockchain model of cryptography and privacy-preserving smart contracts," in Proceedings of IEEE Symposium on Security and Privacy (SP), San Jose, CA, USA, 2016, pp. 839–858.

6. B. W. Akins, J. L. Chapman, and J. M. Gordon, "A whole new world: Income tax considerations of the bitcoin economy," 2013. [Online].

7. Available: https://ssrn.com/abstract=2394738

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1" margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16" and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14" and single-spaced, beginning from the second line below the title.

First Author Name1, Second Author Name2, Third Author Name3

1Author Designation, Department, Organization, City, email id

2Author Designation, Department, Organization, City, email id

3Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

- **Single author journal article:**

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management, 2*(3), 29–33.

Bateson, C. D.,(2006), 'Doing Business after the Fall: The Virtue of Moral Hypocrisy', Journal of Business Ethics, 66: 321 – 335

- **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology, 12*(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), "Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher's Colleges In Thailand", International Journal on New Trends In Education and Their Implications, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures.* New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code:Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, *2*(2), 38-48. Retrieved from http://ojs.lib.swin.edu.au/index.php/ejap

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American, 293*, 22-23.

- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA.* Retrieved August 10, 2005, from http://www.centralbankofindia.co.in/ home/index1.htm, viewed on

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.