SANSKRITHI SCHOOL OF BUSSINESS

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VIRTUAL INTERNATIONAL CONFERENCE ON

SUSTAINABLE DEVELOPMENT

IN SEARCH OF NEW DEVELOPMENT MODEL

ICSDNDM

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FROM HERE TO THE WORLD

Mr. B. VIJAY REDDY, Chairman, Sanskrithi group of institutions.

Develop a passion for learning. If you do, you will never cease to grow. It does not matter how slowly you go as long as you do not stop. In this situation, it is of paramount Importance to impartan integrated education to the future citizens of the Nation for successfully facing multitasking. It gives me great pleasure in conveying my best wishes to the **Sanskrithi School of Business (SSB)** for organizing International Conference on SUSTAINABLE DEVELOPMNET. In search of new development model - ICSDNDM – 2022 am sure that this publication will be a source for the Promising managers and will direct their creativity in new dimension.

Dr. M. BALA KOTESWARI, **Dean Academics & Principal.**

The theme of the conference is aligned with UN Sustainable Development Goals. These Global Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The objective of education is to help develop better society and this can be achieved through education focusing to solve social issues. Being Business School, is a responsibility, a responsibility to address the social issues through the activities conducted at our campus by faculty and students. Be it community engagement activities, project work, rural entrepreneurship, club activities, co-curricular or extra-curricular or NSS activities. This Conference is aimed at generating a knowledge repository and resource for resolving the sustainability issues. Guests, resource persons, paper presenter's knowledge and experience shared in this forum has created a strong base to balance social, economic and environmental sustainability. Its indeed a privilege to be part of this conference journey and experience the potential of all participants in generating solutions to meet the sustainable development goals. Great thanks to the visionary Mr. Vijay Bhaskar Reddy, who always supports new initiatives unconditionally. I congratulate all the participants who have done excellent work in their papers and publishing their work here.

DR.T. VENKATESAN, **Head of the Department.**

I am extremely happy to bring out this message for the publication released at the Two-day International Conference on **Sustainable Development**: **In Search of New Development Mod**el (**ICSDNDM**) to bring together academicians, researchers, practitioners, industrialists and policymakers from India and abroad on to a common platform. To share and deliberate on best practices, strategies, and models developed in dealing with environmental issues, climate change, and sustainable development. **ICSDNDM** -2022 offers an existing platform for the students to exhibit the knowledge they possess and a good chance to develop the same.

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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

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Sustainable development through dairy industry-a study of ap

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Abstract

The term sustainable development was popularized in 1987 by the united nations commission on environment and development through the brundtland report. This report which was entitled our common future. Sustainable development is defined as development that "meets the needs of the present generation without compromising the ability of future generations to meet their own needs"; sustainability measurement is the quantitative basis for the informed management of sustainability. The metrics used for the measurement of sustainability are still evolving they include bench marks, indicators, audits etc. Sustainability in dairy industry means producing dairy products in a way that cares for people, animals and the communities. This is not only the right thing to do but has become increasingly important as more consumers choose environmentally friendly products. Small scale dairy farming can be sustainable with good care of animals. This enables better health of animals and improved quality milk production and products.

Milk and dairy products are most nutrient food for all human beings. Because of this without wasting the dairy products and meet their needs and maintain good quality. Adding solar panels to the dairy industry to reduce the farm's carbon foot print. Fencing of waterways to improve water quality. Recycling water from dairy sheds. Having cooling facilities and shade options for cows and buffaloes in hot climate. Present study makes the following aspects to study the progress of milk production in andhra pradesh. To study the problems of dairy industry. Analyse the relation between dairy industry and sustainable development.

Key words

Sustainable development, united nations, dairy industry, solar panels, recycling.

Introduction

In the broadest possible sense, the term sustainability refers to the ability of something to maintain or "sustain" itself over time. In 1983, the united nations created the world commission on environment and development to study the connection between ecological health, economic development and social equity. The commission, then run by former norwegian prime minister gro harlem brundtland would publish a report in 1987, "our common future," which has become the standard in defining sustainable development. That report describes sustainable development or the blueprint for attaining sustainability as "meeting the needs of the present generation without comprising the ability of future generations to meet their needs". The concept of sustainability is often broken into three core concepts or "pillars" i.e. Economic, environmental and social, it also known as profits, planet and people. In that break, down the concept of economic sustainability focuses on natural resources. The concept of environmental sustainability focuses on the life support systems such as atmosphere or soil. Social sustainability focuses on human effects of economic systems finally sustainability attempts to remove poverty, hunger and inequality in the society. The metrics used for the measurement of sustainability are still evolving they include bench marks, indicators, audits etc.

Dairying also called dairy farming it is branch of agriculture it includes breeding, raising and utilization of dairy animals mainly cows and buffaloes. The production of milk on dairy farms and the processing of milk at dairy plants make up the dairy industry along with many kinds of milk, the industry makes different products by using milk like as butter, cheese etc. Dairy products aim to ensure that the safety and quality of their raw milk will satisfy the highest expectations of the food industry and consumers.

Review of literature

1. Dr.a.k. Chakravarty (may 2018), "economic prospects of dairy development", the stake holders are the backbone of dairy development in the country. Dairy sector is an important source providing livelihood support to the rural population landless and marginal farmers. Of late, it has been realized globally that dairy sector is less vulnerable due to less uncertainty and less impact of climate on livestock in comparison to agriculture and thereby contributing more to the economy
2. Dr. Prashant h. Pawar (january 2017), "animal husbandry: a breathing diligence of cultural heritage", live stock sector has been renowned as a backbone of indian agriculture. Apart from the supply of consumable, milk, meat as a protein source for ever increasing indian human population, animals not only been contributing to concentrate the animal-based industries by producing hide, fiber, wool etc. And also boosting indian traditional arts and culture.
3. Dr.a.k. Chakravarty (january 2017), "sustainable development of indigenous dairy cattle in india", indigenous dairy cattle are known for more heat tolerant, comparatively resistant to many disease, low maintenance cost higher feed conversion efficiency. It is required to improve the production capacity of our indigenous cattle in a sustainable manner.
4. Dr. Amrit patel (january 2017), "enhancing milk productivity & quality", to become globally competitive, india will need to create an efficient supply chain network through significant investment in infrastructure and human resources. This requires developing innovative farming models and motivating a large number of small milk producers to adopt them.
5. Dr.k. Baby, (january 2017), 'animal husbandry: an economic assessment", the livestock sector is an important source of foreign exchange too and is performing well in the manner of production, value addition and export of dairy products. Livestock are the best insurance against the disasters.

Objectives

To know the progress of milk production in andhra pradesh

To study the problems of dairy industry.

Analyse the relation between dairy industry and sustainable development.

To make suggestions

Methodology

Present paper based on secondary data i will collect data from different sources i.e. Director, animal husbandry andhra pradesh vijayawada, integrated sample survey reports, directorate of animal husbandry, govt. Of andhra pradesh

Statistical tools

Growth rates, percentages, averages etc are calculated by spss package with the help of computers in order to make the analysis effective.

Limitations of the study

The present study is confined to andhra pradesh. The secondary data collected covers 10 years period from 2001-02 to 2016-17.

Importance of the study

Andhra pradesh is rural economy so rural people mainly depend upon agriculture sector but it is not given sufficient employment and income because it is based on monsoons. Monsoons are not given sufficient rainfall it is fluctuated. So rural people choose dairy sector it is fulfill their financial needs because of this it is most important sector next to agriculture. Dairy sector gives more employment opportunities, increase living standards, most important one is it will give nutrient food to people and also this sector byproduct like dung it increases soil fertility finally it leads to increase productivity of agriculture.

In milk bovine population was 3307 thousand in 2001-02 it increased to 4980 thousand in 2010-11 and it increased to 6000 thousand in 2016- 17. Milk yield increased from 3.26 kg/day in 2001-02 to 4.26kg/day in 2010-11 and it increased to 5.56 kg/ day in 2016-17. Bovine milk production was 3939 thousand metric tons in 2001-02 it increased to 7735 mts in 2010-11 then it increased to 12175 mts in 2016-17. Day to day demand as well as supply of milk production, milk bovine population was increased and also milk yield also increased. Dairy sector faced so many problems low milk yield, low price, betted breeds, transportation, losses, insufficient supply of fodder and feed, storage facilities etc. The studies already completed but so many aspects not covering. The present study makes the modest attempt and also gives suggestions to improve sustainable dairy farming.

Problems faced by dairy industry

- Shortage of feed/fodder
- Lack of education
- Lack of technical skills or training
- Improper marketing facilities
- Low pricing
- Lack of infrastructure
- Lack of transportation
- Lack of financial assistance
- Insufficient storage facilities etc.

Suggestions

- To give more priority to rural areas
- Increase financial assistance by institutional sources
- Implement training programmes to motivate dairy farmers
- Remove intermediaries
- No need collateral to giving loans
- Less interest rates
- Increase grazing lands
- Insurance facilities etc.

Sustainable development through dairy farming

Milk producers or farmers aim was to enhance the quality, safety and quantity of milk products and their products will satisfy needs of the consumers. Clean and hygienic milk products was produced. This sector declines rural poverty as well as it increases employment and also it provides financial assistance and enhance living standard of rural poor. They will get the income from different sources by selling of milk ad by products like young claves, dung and milk and milk products. Because of this it is most important sector in the world. It gives more nutrient food, reducing rural poverty and it gives food security. Finally, it leads enhance economic growth. It plays very important role to reducing poverty and hunger in the society. It reduces illiteracy by increasing income, reducing inequalities in the society and achieves social sustainability.

Table- 1 indicates district-wise estimated milk production in andhra pradesh from 2019 to 2020. In the year of 2019-20 andhra pradesh state milk production was 15263 thousand metric tons. Of total 13 districts ysr district produce more milk following to krishna district and kurnool, srikakualam and vizaianagarm districts produce less quantity of milk.

Year-wise in – milk bovine population, milk yield and milk production from 2001-02 to 2016-17 shown in table – 2. In milk bovine population was increased double but it was not constant 2003-04 and 2013-14 shows negative growth rate and remaining periods move to positive growth rate. Milk yield per day it was only 3.26 kg per day it increased to 5.56 except 2006-07 and 2007-08 remaining periods shows positive growth rate. 3.93 thousand metric tons in 2001-02 it increased to 4 times in the year 2016-17, of this all year's shows positive growth rate.

Table – 1

District – wise estimated milk production in andhra pradesh (2019-20)

S.No.	District	Milk (in '000MTs)	Percentage
1	Srikakulam	709	4
2	Vizaianagaram	738	4
3	Visakhapatnam	815	5
4	East Godavari	1298	8
5	West Godavari	1408	9
6	Krishna	1734	13
7	Guntur	1610	11
8	Prakasam	1572	10
9	S.P.S.Nellore	847	6
10	Y.S.R	1819	14
11	Kurnool	566	3
12	Ananthapuramu	903	5
13	Chittoor	1238	8
14	Andhra Pradesh	15257	

source: director, animal husbandry andhra pradesh vijayawada.

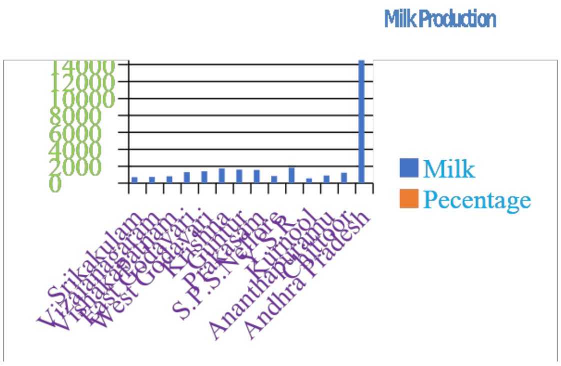
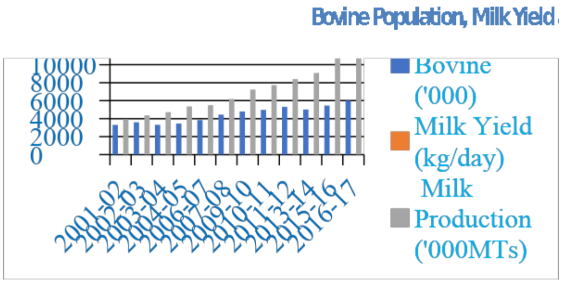


Table – 2

Year –wise in – milk bovine population, milk yield and milk production

Year	In- milk Bovine ('000)	Growth Rate (In %)	Milk Yield (kg/day)	Growth Rate (In %)	Bovine Milk Production ('000MT)	Growth Rate (In %)
2001-02	3307		3.26		3.939	
2002-03	3597	8	3.33	2	4369	9
2003-04	3317	-8	3.90	14	4727	8
2004-05	3456	4	4.29	9	5360	11
2006-07	3842	10	3.93	-9	5504	2
2007-08	4450	14	3.81	-3	6193	11
2009-10	4798	7	4.13	7	7238	14
2010-11	4980	3	4.26	3	7735	6
2011-12	5309	7	4.34	1	8402	7
2013-14	5017	-5	4.96	1	9084	7
2015-16	5459	8	5.43	8	10813	16
2016-17	6000	9	5.56	2	12175	12

Source: integrated sample survey reports, directorate of animal husbandry, govt. Of andhra pradesh.



Conclusion

The concept of sustainability is often broken into three core concepts or "pillars" i.e. Economic, environmental and social, it also known as profits, planet and people. In that break down the concept of economic sustainability focuses on natural resources. The concept of environmental sustainability focuses on the life support systems such as atmosphere or soil. Social sustainability focuses on human effects of economic systems finally sustainability attempts to remove poverty, hunger and inequality in the society. The metrics used for the measurement of sustainability are still evolving they include bench marks, indicators, audits etc. Andhra pradesh is rural economy so rural people mainly depend upon agriculture sector but it is not given sufficient employment and income because it is based on monsoons. Monsoons are not given sufficient rainfall it is fluctuated. So rural people choose dairy sector it is fulfill their financial needs because of this it is most important sector next to agriculture. But dairy in industry faced so many problems i.e. Shortage of feed/fodder, lack of education, lack of technical skills or training, improper marketing facilities and low pricing the paper gives some suggestions these are increase financial assistance by institutional sources, implement training programmes to motivate dairy farmers, remove intermediaries and no need collateral to giving loans.

Reference

1.dr.a.k. Chakravarty (april 2018). “economic prospects of dairy development”, kurukshetra a journal of rural development, vol:66 no: 6.

2.dr. Prashant h. Pawar (january 2017), “animal husbandry: a breathing diligence of cultural heritage”, kurukshetra a journal of rural development, vol: 65, no: 3.

3.dr.a.k. Chakravarty (january 2017), “sustainable development of indigenous dairy cattle in india”, kurukshetra a journal of rural development, vol: 65, no: 3.

4.dr. Amrit patel, “enhancing milk productivity & quality”, kurukshetra a journal of rural development, vol: 65, no: 3.

5.dr.k. Baby, (january 2017), ‘animal husbandry: an economic assessment”, kurukshetra a journal of rural development, vol: 65, no: 3.

A critical analysis of sustainability reporting by public limited corporations

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Abstract

Sustainability reporting methods are critical to long-term company success and ensuring markets deliver value across society. It has become critical for businesses to look beyond short-term profits to economic, environmental, and social goals. Despite its significance, there is no complete consensus on whether a company's financial success is related to its sustainability performance. This research aims to examine the steps taken by the top fifteen listed companies at the national stock exchange, in terms of market capitalization, to achieve 17 united nations sustainability goals which were set up in 2015. The sample includes 30 firms listed on nse for the period 2020-21. Data analysis and presentation using tables and different graphs demonstrate that almost all the corporates achieved taking significant steps to achieve the no poverty and zero hunger goals while life below water goal is achieved by the least corporates. One-way anova is used in this study to determine the association between the variables. The results show a strong link between the factors. It reveals specific weaknesses that need attention, and possible areas for building alliances, thus creating a more sustainable economy. This research uses secondary data collected from the company website and national stock exchange.

Keywords

Sustainable development goals, sustainability reporting, public listed corporations

Introduction

In the past few years, sustainability reporting in india has become an essential aspect of subsistence for companies that see business opportunities and thus the corporate sustainability reporting now become an integral part of a company’s core business strategy in the industrialized economics of the world. "sustainable development is a manner of building society so that it can remain in the long term," as per brundtland report (wced 1987), which was published by the united nations. This necessitates a consideration of both present and future implications, such as ecological and natural resource conservation, and also social and economic equity. Sustainable development can be defined as growth that meets current requirements while not jeopardising future generations' ability to meet their own. Organizations can report on their environmental and social performance via sustainability reporting. It is more than just generating reports from collected data; it is a technique for an organization's commitment to sustainable development to be internalised and improved in a way that can be demonstrated to both internal and external stakeholders. Through social responsibility programmes and open risk management, sustainability reports assist corporations develop customer confidence and improve their reputations.

Sustainability reporting is defined as "the activity of measuring, revealing, and being accountable for organisational performance while working toward the objective of sustainable development," according to the global reporting index (gri). In essence, sustainability reporting reveals an organization's commitment to and accomplishments in all elements of sustainability, from the perspectives of both internal and external stakeholders (priyanka garg et al. 2015). In corporate sustainability reporting, environmental reporting has a longstanding experience. Chemical companies with major public relations concerns produced the very first environmental reports in the late 1980s.

Other early reporters included a handful of dedicated small and medium-sized businesses with advanced environmental management systems.furthermore, the tobacco industry adopted such reporting considerably earlier than the rest of the corporate sector in order to attract new investors at a time when ethical investing was becoming more fashionable. In india, sustainability is not a new concept; it is firmly ingrained in the indian culture. Previously, this was looked at from a religious or moral standpoint rather than as a management philosophy.

Sustainability in the form of social, economic, environmental, and other associated concerns has grown over time in indian history, from the vedic era to modern-day enterprise (priyanka garg et al. 2017). Non-financial reporting, such as sustainability and csr, is a relatively new trend that has grown in popularity over the previous two decades. Many businesses now publish an annual sustainability report, and there are numerous grades and standards to choose from. These reports are produced for a variety of purposes, but at their core, they are intended to be vessels of honesty and responsibility. They were frequently created with the goal of improving internal processes, engaging stakeholders, and persuading investors.

An issue in sustainability reporting is whether and how much data related to environmental, social and corporate governance practices and impacts must be disclosed.

In 2015, the united nations set 17 sustainable development goals (sdg) and sdg 12, target 12.6 specifically encourages "companies to adopt sustainable practices and sustainability reporting".

Governments, enterprises, society, and other stakeholders can examine the economic, environmental, and social effect of firms on sustainable development through corporate sustainability reporting, which can enrich and expand the monitoring mechanisms for the sustainable development goals (sdgs). However, more work is needed to ensure that it is consistent with existing reporting frameworks and procedures, as well as the comparison of information and data supplied by businesses on sustainability. With the recent emergence of the sustainable development goals framework, there has been a surge in demand for guidance on how to harmonise sustainability reporting. In recent years, as part of integrated reporting, which incorporates both financial and non-financial measures, sustainability reporting has gained traction. Triple bottom line reporting and corporate social responsibility are two concepts that are commonly used to describe sustainability reporting.

The key area of a sustainability report may vary from company to company, although it may include:

•targeting stakeholders other than those addressed by the integrated report (financial capital providers);

•details about the company's competitive position in the nascent sustainability market;

•a more in-depth look at how organisations are addressing social, human, and natural capital.

The benefit of sustainability reporting is that it guarantees that businesses evaluate their environmental consequences and allows them to be upfront about the risks and opportunities they face.

It's no longer enough to merely make assertions about the level of sustainability in today's globe. Organizations must now give real, verifiable evidence of their level of sustainability by adopting rigorous sustainability reporting guidelines. This helps businesses gain traction with customers and other stakeholders, which has a direct influence on their bottom lines. Transparency is a currency that generates trust, which builds businesses, according to the business axiom - you can't manage what you can't measure. In a nutshell, any firm can benefit from sustainability reporting in four ways:

•it's a valuable tool for risk management.

•it has the potential to help save money.

•it aids in making better decisions.

•it aids in the development of stakeholder trust.

Various researches have been conducted over the last decade for examining the relationship the sustainability reporting and the financial performance of organizations but none has used the sustainability development goals (sdg) set by un to set as a basis of examining the financial performance. This paper tries to fulfil this gap and use sdg and compare it with roe of the companies.

Literature review

The link between environmental and economic performance has been intensively discussed in the literature over the last fifteen to twenty years, according to a review of current literature on the impact of sustainability reporting. However, corporate involvement in the sdgs is still limited and dispersed. There are few studies that look at the impact of the sdgs on individual businesses. (fleming, wise, hansen, & sams, 2017; pedsesen, 2018) look into how sustainable accounting might help achieve the sdgs. There are relatively few studies on the conditions under which businesses participate in the sdgs. The study by johannes wh van der waal and thomas thijssens (2020) intends to map the unfamiliar territory of corporate sdg involvement as revealed by sustainability reports from the world's 2000 largest publicly traded companies. Their research offers a preliminary grasp of contemporary business practise as well as hints for thinking in this relatively untapped research subject. In practise, the lack of significant sdg disclosures means that stakeholders with an interest in the sdgs are unable to make decisions based on sustainability reports. Many studies have been published that offer a novel framework by manually mapping the sustainable development goals (sdgs) and their targets to a company's sustainability practises as evidenced in its sustainability reports. Sdgs are interrelated and trade-off with each other, according to jose pedro domingues and alina mihaela dima (2020). They came to the conclusion that progress toward the sustainable development goals provides several opportunities for reinforcing rather than inhibiting itself. According to raneem khaled, heba ali, and ehab ka mohamad (2021), certain sdgs and targets are more relevant to the business sector than others. Many researchers looked into the impact of i4.0 technologies on achieving the sustainable development goals. Mohammed m. Mabkhot, pedro ferreira, antonio maffei, primo podraj, maksymilian mdziel, dario antonelli, michele lanzetta, jose barata, eleonora boffa, miha fingar, ukasz pako, paolo minetola, riccardo chelli, sanaz nikghadam-hojjati, xi vincent wang, paolo c priarone. Niels lohse (2021) evaluated the impact of i4.0 technologies on the united nations' sustainability goals. . The findings show that the majority of i4.0 technologies can help the united nations achieve its goals. The effects of technology on individual goals were also discovered to vary between direct and powerful, as well as indirect and mild affects. To comprehend the thematic and conceptual patterns of major public firms' environmental and sustainability reports. Most of data indicated that these concepts have limited environmental and climate importance because they only correspond with specific targets, such as un sdgs 12, 13, and 14. The sustainable development goals (sdgs) are a broad-reaching, intergovernmental framework for long-term development that includes quantifiable and trackable goals, targets, and indicators (bansal & song, 2017). For example, the un global compact covers only 28% of the subjects in the brundtland report, which is usually regarded as the most comprehensive framework for sustainable development (barkemeyer, holt, presuss & tsang, 2014). According to a study of the 2000 largest publicly traded firms, corporate involvement in sdgs is fairly limited, with most involvement being symbolic and purposeful rather than substantive (van der waal & thijssens, 2020). In other words, most businesses regard sdgs as a scheme with ambiguous effects. . Cho et al. (2015) agree, claiming that sdg reporting is mostly symbolic because corporations just want to make a good impression on their management by participating in sdgs. This finding is in line with a pwc survey conducted in 729 countries around the world in 2018. The survey revealed that while 72 percent of firms included the sdgs in their corporate and sustainability reporting, only 27 percent included them in their business strategy. Another survey by the united nations global compact (ungc) found that 1,584 firms around the world acknowledged their critical roles in achieving the sustainable development goals, but only 21% believed they were actually playing that role (ungc, 2019). However, izzo et al. (2020) discovered that the italian business community was well-versed in the sdgs. The survey also found that the majority of italy's highly traded, liquid, and capitalised firms had disclosed sdgs. Although the actual nature and needs of the sdgs, as well as the definition of certain key performance indicators (kpis) connected to sdgs, remain ambiguous, the above findings outperform a study by van zanten & van tulder (2018). Their research on 81 multinational enterprises (mnes) listed in the financial times global in europe and north america found that most mnes focused on sdgs that were simple to execute within their operations and overlooked targets that were irrelevant to them. They also tended to prioritise harm-prevention activities over good-will initiatives.

Objective of the study

•to study sustainability reporting practices of indian public-listed companies.

•to study the relationship between the sdgs in the indian public listed companies

Research method and sample selection

To investigate the interaction between the sdgs and the public enterprises in india. Sample selection for research methodology the companies in this study's sample are those that are listed on the national stock exchange for the year 2021. Entities with insufficient information to evaluate dependent and independent variables are eliminated. The sample consists of 30 enterprises after adjusting for outliners. We hand-collected sustainability development data directly from integrated annual report, sustainability report, or from business report. Annual reports and the internet are used to collect the accounting information needed to compute business performance indices.

Research methodology

Methodology of study this study displays a correlation evaluation of the findings of 17 sdgs, as well as the top 30 national stock exchange listed firms in india, which were chosen as the source of data. Because of their conceptual complexity, several of the sdgs are challenging to convert into quantitative metrics.

Descriptive statistics

Table 1

	Mean	Median	Mode	Standard Deviation	Sum	Count	Confidence Level(95.0%)
no poverty	0.73	1.00	1.00	0.45	22.00	30.00	0.17
zero hunger	0.63	1.00	1.00	0.49	19.00	30.00	0.18
good health and well-being	0.93	1.00	1.00	0.25	28.00	30.00	0.09
quality education	0.90	1.00	1.00	0.31	27.00	30.00	0.11
gender equality	1.00	1.00	1.00	0.00	30.00	30.00	0.00
clean water and sanitation	0.83	1.00	1.00	0.38	25.00	30.00	0.14
affordable and clean energy	0.83	1.00	1.00	0.38	25.00	30.00	0.14
decent work and economic growth	1.00	1.00	1.00	0.00	30.00	30.00	0.00
industry, innovation and infrastructure	0.77	1.00	1.00	0.43	23.00	30.00	0.16
reduced inequalities	0.73	1.00	1.00	0.45	22.00	30.00	0.17
sustainable cities and communities	0.73	1.00	1.00	0.45	22.00	30.00	0.17
responsible consumption and production	0.97	1.00	1.00	0.18	29.00	30.00	0.07
climate action	0.90	1.00	1.00	0.31	27.00	30.00	0.11
life below water	0.27	0.00	0.00	0.45	8.00	30.00	0.17
life on land	0.67	1.00	1.00	0.48	20.00	30.00	0.18
peace, justice and strong institutions	0.47	0.00	0.00	0.51	14.00	30.00	0.19
partnerships for the goals	0.57	1.00	1.00	0.50	17.00	30.00	0.19

Table 2

end of poverty	1															
zero hunger	.636**	1														
good health and well-being	0.141	0.351	1													
quality education	0.302	-0.023	0.356	1												
gender equality																
clean water and sanitation	0.337	.402*	.598**	0.149		1										
affordable and clean energy	0.135	0.031	0.239	.447*		0.28	1									
decent work and economic growth industry innovation and infrastructure	0.024	-0.256	-0.147	0.342		-0.247	0.176	1								
reduced inequalities	0.318	0.167	-0.161	0.05		0.135	-0.067	.380*	1							
sustainable cities and communities	0.318	0.01	-0.161	0.302		0.135	0.135	0.202	0.148	1						
responsible consumption and production	0.308	0.244	-0.05	-0.062		.415*	.415*	-0.102	-0.112	0.308	1					
climate action	0.302	-0.023	-0.089	0.259		0.149	0.149	0.079	0.05	.553**	.557**	1				
life below water	0.193	0.302	0.161	0.201		0.27	0.27	-0.024	0.023	0.193	0.112	0.201	1			
life on land	.373*	0.196	.378*	0.236		.632**	0.253	-0.223	0.213	0.213	0.263	0.236	.426*	1		
peace, justice and strong institutions	0.111	0.157	0.25	0.312		0.239	0.239	0.2	0.262	0.111	-0.199	-0.134	0.342	0.236	1	
partnership for goals	.385*	0.172	0.036	-0.0067		0.331	-0.003	0.154	0.233	0.233	0.212	.381*	0.223	0.095	0.279	1

** at the 0.01 level (2-tailed), the correlation is significant. At the 0.05 level, the correlation is significant (2-tailed).

Correlation analysis

The correlation coefficient, which ranges from -1 to 10, reflects the strength of the association between ordinal variables. The greater the linear relationship between the variables, the closer the values are to these extremes. The sign denotes the direction of the relationship between x (the independent variable) and y (the response variable). The correlation a positive sign if y tends to rise as x rises. The correlation coefficient is negative if y tends to decrease as x grows. If the value is zero, it suggests the variables do not have a linear connection. The total results, which reveal the existence of multiple significant associations, were analysed using statistical software spss and they are shown in table 2.

Analysis of variance

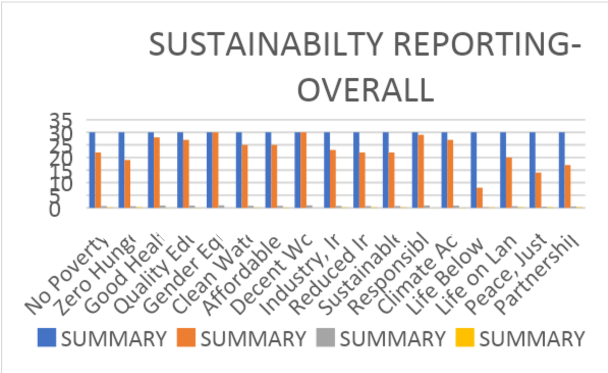
Annova: single factor, is a statistical method that separates observed variance data into different components to use for additional tests.

Table 3:

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	18.94902	16	1.184314	7.904332	7.29E-17	1.664052
Within Groups	73.86667	493	0.149831			
Total	92.81569	509				

In order to clarify the annova: single factor test results, histogram chart has been used to summarize the sustainability reporting of sdg variables.

Table 4



Discussions and findings

Analysis of correlation

As shown in table, the findings of the correlation analysis revealed several relationships between the sdgs. Based on the analysis we can see that “zero hunger” and “no poverty” share strong positive correlation and that co-benefits to be strongly harnessed. Similarly, “good health and well-being” share moderate positive correlation with “clean water and sanitation” and “life on land” and that co-benefits to be harnessed. Again, “sustainable cities and communities” and “responsible consumption and production” share “climate action” moderate positive correlation where co-benefits to be harnessed.

Annova: single factor

The result of the annova single factor’s p value is 7.29 which shows a strong relationship between the variables. The report further reveals that a good 90% of companies are focusing their energy on climate action and education. Companies in india, on the other hand, focus more on things that would lead to decent work and economic prosperity. South africa has set goals in the areas of good healthcare and well-being, affordable and clean energy, and sustainability, as well as climate action. The indian companies highlighted the importance of clean water and sanitation, sustainable cities and communities, responsible consumption and production. The companies have shown little interest in end of poverty, life on land and peace and justice. Significant differences in the means of the sdgs shows that communication of sustainable goals differ significantly among themselves.

Conclusions

The literature research and analysis of the sdgs' linkages show that there are significant interactions between the sdgs. The correlation results imply that positive interactions between sdgs are more prevalent than negative interactions, which is a concern for planners and decision-makers given such a complex system of linkages, synergies, and trade-offs. Nonetheless, the relationships discovered in these studies provide policymakers and decision-makers with an opportunity, because they suggest that other systemic approaches that offer multiple solutions and drivers for different contexts may challenge the commonly linear increase in performance paths of growth in the economy ahead of social equity and environmental protection, as proposed by biggeri et al.

Barbier and burgess advocate emphasising sdgs with the biggest monetary returns and social welfare benefits, such as childhood health, which yields significant returns owing to long-term advantages. Another option is to prioritise the conservation of supporting ecosystems to avoid irreversible repercussions (e.g., climate change and global warming actions), and then optimise socio-economic goals while taking environmental restrictions into account. Breuer and his colleagues. Several models and approaches have been established that can help policymakers prioritise the sdgs. The sdgs are delimited by planetary limits in the world in 2050 model, with global partnerships for sustainable development (sdg17) and governance (sdg16) providing the framework for the other sdgs, which are clustered into five main categories: social and economic development (sdgs 8, 9, 11), universal values (sdgs 4, 5, 10), basic human requirements (sdgs 1, 2, and 3) and resource sustainability (sdgs 6, 7, 12). However, priorities might shift depending on the development situation, such as basic living standards in impoverished countries or resource sustainability in affluent countries. Other simulation models, such as the millennium institute's world economic forecasting model (wefm) and the sdg model, can help decision-makers and civil society stakeholders visualise the long-term direction of their country's existing development path and suggest cogent possible approaches that are more suitable to achieving the sdgs.

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A study on - e –mobility as a preferred and sustainable personal transport solution – a consumer perspective.

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Abstract

E-mobility- (electric mobility) - with the use of sustainable energy source e mobility is seen as a next best proposed solution to unsustainable energy using personal mobility, for the coming future. The auto sectors around the world have adopted this idea and are engaged in developing mobility solutions that are sustainable. This is changing rapidly from conventional internal engine combustion propulsion to battery driven vehicles. This shift offers several advantages, opportunities to consumers, manufacturers, and the society at large apart from being a major component of indian economics. However, there are some challenges, which are later described in

this document, to be addressed to enable a smooth and a complete transition to e-mobility.

This paper studies the consumer perspective of e -mobility vehicles, their concerns and preferences.

Key words

Sustainable products, consumer preference, e-mobility.

Introduction

Electric mobility (e-mobility)-is the use of electric driven vehicles for transportation. The industry that builds these e- vehicles the automobile industry is one of the world's largest industries in terms of the revenue it contributes to the world market. In india the automobile market is significantly large with the just the passenger car market being 5th largest in india and the two and three-wheeler manufactures controlling about 12% of the market.

This industry's market impact is very empathic and is sustained by consistent product improvements by adopting new technology from the advent of motorized vehicles. Currently it is the advent of electric vehicle , this version of the vehicles that has been innovated by the industry is gaining grounds due to two main reasons: as this solution replaces the traditional vehicles running on fossil fuel moving over to alternative of sustainable electric vehicles is the first reasons secondly, as most countries have to comply with global environment protection norms the countries aim to adopt to electric vehicles as this will allow them to plug the largest carbon emission and polluting source which is the transportation systems. E-mobility is now the new-found solution of the industry.

Beyond being an effective alternative means of mobility e –vehicles are also proven by many researches that they are fuel efficient and easy on maintenance. As an alternative e mobility has several advantages that has found acceptance among the consumers.

Consumer preference for the new products is usually seen to be driven by the features and characteristics of the new products. For new services as e-mobility consumer preference is on the rise, as told by the global automotive consumer study'22 by deloitte. Market for the electric vehicle (ev) as per the study by ceew centre for energy finance recognized us$ 206 billion opportunity for electric vehicles in india by 2030. Sales, in india witnessed a growth of 20% and reached 1.56 lakh units in fy20 driven by two wheelers. According to niti.

For a dedicated market to be developed for e-mobility products consumer preference is a necessity. It can be achieved gradually as the group level acceptance gets translated into acceptance at the society, and the product is a social identity – those products that signifies a social status. This paper is a study of consumer preference for e-mobility products in india.

Literature review

E-mobility adoption and e-vehicles sustainability and production has to be encouraged. It is emphasized in the sustainable development goals (sdgs), a set of 17 global goals agreed by the un in 2015, such as in sdg. All these projects across the world are set up and operated on a collaborative mode, this includes facilitation of funding (van boven, j.f.; le an, p.; kirenga,).

For e-mobility to be adopted every type of e-mobility has to be encouraged and allow them to plan and these e-mobility plans have to be executed by encouraging by regulating and reinforcing relationship between transportation, land use, and energy planning, in the context of digitalized, energy-efficient, connected, and socially liable cities (burmeister, k, b. Stadt als system; oekom: munich, germany, 2016.).

Consumer preference for new products has various studies that mention that consumers experience and feel the characteristics of the product or brand (schmitt 2012). Consumer preference for new products happens in a market setting where there are alternatives available and these alternatives are made known to the consumer in the product choice process (haubl 2015). These research inferences show that consumer preference is a scientific well studied concept which can be instilled in the consumer. To analyze the consumer preference for sustainable energy adoption – studies show that consumer preference is for the energy saving feature and the behavioral aspects of the consumer varies and they impact the choice in several situation. (hille).

Research inferences from these studies shows that e mobility as an option is accepted but consumer adoption of the product that makes them choose and purchase a product is the gap that will be analysed in the paper.

Objectives of the study

1. To list the importance of e mobility
2. To understand consumer preference for e -mobility in india.

Methodology

The study uses descriptive research method, with convenient sampling method and the sample size is 2961(collected through telephonic message and e-mails and during walk-in enquiries e -vehicles retail outlet) sample population customer response collected at e-vehicle dealer in india.

Data analysis and discussion

Consumer preference response for e-mobility vehicles is analysed here. The table below shows the frequently stated consumers preference for e-mobility vehicles (showing the percentage of consumers ranking the concerned preferences).

Table below showing concerns of consumer preference for e -mobility vehicles.

Sl No	Concerns	No of Customers	Percentage of Consumers Response *(in percentage)*
1	Inadequate charging infrastructure	558	18
2	Reliance on Battery Imports	27	.9
3	Reliance on imported components and parts	17	.9
4	Range anxiety	540	18
5	High Price of E-Vehicles	141	48
6	Inadequate power supply in parts of India	57	2
7	Lack of network (Not many distribution centers)	474	16
8	Lack of maintenance & repair options	528	18
9	Affected by broad automobile industry downturn	49	2
10	Knowledge of E-Vehicles	570	19
	TOTAL	2961	

The table above shows that of the listed ten concerns of consumers preferences for e-mobility vehicles- inadequate charging infrastructure and knowledge of e-vehicles are the two primary concern and it is the preference that the consumers desire the most for using the e-mobility services. Range availability in the e-mobility services and lack of maintenance and repair outlets for the e-mobility vehicles has the next highest percentage of consumers raising their concerns for their preference for e-mobility vehicles.

Table below showing the concerns of consumers preference for e-mobility vehicles.

Sl No	Concerns	No of Customers	Rank	Weighted Score
1	Inadequate charging infrastructure	558	.2	111.6
2	Reliance on Battery Imports	27	.1	2.7
3	Reliance on imported components and parts	17	.05	0.85
4	Range anxiety	540	.1	54
5	High Price of E-Vehicles	141	.2	28.2
6	Inadequate power supply in parts of India	57	.1	5.7
7	Lack of network (Not many distribution centers)	474	.05	23.7
8	Lack of maintenance & repair options	528	.1	52.8
9	Affected by broad automobile industry downturn	49	.05	2.45
10	Knowledge of E-Vehicles	570	.05	28.5
TOTAL		2961	1	310.5

From the above table we can infer based on the weighted scores we see that the two major concerns that are preference influencer to use e-mobility vehicles are - inadequate charging infrastructure and lack of maintenance and repair option. These concerns are primary consumer preferences from the ten listed.

Conclusion

E-mobility vehicles have a market in india as like in the world, but the consumer preferences for these services are resting on providing of– infrastructure for charging facility and identified and well-located outlets that service the vehicles.

These preferences of the consumers have to be catered to in order to develop a market for such services.

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A study on organizational culture in information technology indusrty in india

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Abstract

The paper report deals with the research topic “a study on organization work culture in its industries in india.” The objective of this study is to contribute to a better understanding of the idea of organisational culture, which has been described in a variety of ways and has diverse criteria for implementation. There are many factors that contribute to an organization's culture, such as the organization's values, conventions, working language and symbols; beliefs and habits are also part of the culture. These collective behaviours and assumptions are also what teach new members of an organisation how to perceive and even think and feel. When it comes to relationships between employees, clients, and stakeholders, an organization's culture has an impact. An organization's culture is the sum total of the beliefs and values held by all of its members, many of which are not explicitly stated. Values and beliefs form the foundation of an organization's overall culture. Values are the assumptions made by the organization's executives and the ideals desired by all of the company's members. One sort of belief is based on what you know, while the other type is based on your actions. The study found that the respondents' perceptions of the organization's culture were evaluated. Most of them appear to have a favourable outlook on their workplace. In the past few years, most of the participants who answered the survey said that their views had changed significantly.

Keywords

Organization culture, behaviour, attitude, working environment, welfare measure, perception

Introduction

Organizational culture has been a hot topic in behavioural science since pettigrew's anthropological approach to the subject in the 1970s. Schein had made the connection between managerial leadership and organisational culture. National and corporate cultures are just two examples of the various forms culture may take. A broad-minded corporate culture contributes in a variety of ways including ideals, norms, and beliefs, as well as values, rules, and practices. People's actions reflect an organization's values, which is why corporate culture is so important to the way businesses operate.

There is a wide range of connotations associated with the term "culture." in spite of the numerous writings on culture, the definition and bounds of organisational culture appear to be ambiguous. In smircich (1983), the anthropological origins of the idea are cited as a factor in the disagreement. The concept of culture has been the subject of numerous attempts at definition by philosophers and social scientists. A wide range of researchers are interested in studying organisational culture as a formal topic (pettigrew, 1979; schein, 1992). A variety of methods, including culture congruence (quinn & mcgrath, 1984), culture traits (denison & mishra, 1995), culture types (cameron & freeman, 1991), culture strength (kotter & heskett, 1992), or shared values (o'reilly & chatman, 1991), have been found to be associated with both firm performance and individual commitment.

Organizational culture is defined by deshpande and webster (1989) as "the patterns of shared values and beliefs that assist individuals understand how organisations function and hence provide them with norms for behaviour in the organisation." for example, schein (1992) defines organisational culture as: a pattern of shared basic assumptions that the group learned as it solved its problems of adapting to the outside world and integrating internally, that has worked well enough that it is considered valid and, therefore, can be passed on to new members. The group's problems are solved "repeatedly and reliably" by these assumptions, therefore they should be deemed "come to be assumed." cultural assumptions are made automatically and instinctively, making it difficult for employees to grasp measure and alter the concept. Artifacts, proclaimed ideals, and basic assumptions can all be investigated and analysed as part of the study of culture.

Organizational culture, according to grieves (2000), is "the sum total of the learned behaviour traits, beliefs and characteristics of the members of a specific organization.". The definition's use of the word "learned" is crucial in establishing a distinction between cultural and biologically acquired behaviour. Artifacts are the "visible organisational structures and activities," according to schein (1992). This includes everything from dress codes to architecture to newsletters. The next level of corporate culture is defined by the organization's espoused principles. The term "espoused values" encompasses a wide range of ideas, expressions, methods, and objectives.

Assumptions that are taken for granted are part of the third level, which is called basic underlying assumptions.

Assumptions like this are difficult to assess and change since they are not clearly visible. A system of shared meanings, including language, attire, and patterns, was characterised by harvey and brown (1996) as organisational culture of the organization's employees' behaviour, values, sentiments, attitudes, interactions, and group norms. Organizations are distinguished from one another by the set of shared principles that they uphold.

Wilkins (1983) describes organisational culture as "taken-for-granted" and "common assumptions" about how work should be done and usual behaviour. A culture has tremendous power because it sets forth a "proper" way of looking at the world, which is never challenged by others and is reinforced since it is taken for granted by the organisation and its members. Because people don't publicly state their preconceptions, it's hard to research them.

It will not be deemed manifested if an assumption is made that is contrary to the norms indicated in the document. Because it is difficult to analyses culture directly in such a vast organisation, many subcultures have developed within the corporation.

However, following (schein, 1991), lewis (2002) concludes that organisational culture can be defined as the common values, beliefs, and assumptions that individuals inside a corporation have that help guide and coordinate their behaviour. It is widely understood that organisational culture is a multidimensional concept that is both historically and socially determined (sanders et. Al, 1990).

As a result of the frequent contacts between human beings, tyrrell (2000) claims that organisational culture is formed. To determine whether or not a behaviour is appropriate or unacceptable in the workplace, group members use the values and beliefs that emerge from their discussions as a point of reference (kusluvan & karamustafa, 2003). Measurement should focus on how employees perceive their workplace culture, since their attitudes and behaviour are influenced by their impressions of where they work (rentsch, 1990).

Many authors have examined and defined numerous cultural notions, including national culture and organisational culture, at various levels (catanzaro, moore, & marshall, 2010). 'The set of norms, beliefs, and values shared by members of the organisation' has commonly been termed as the organisational culture (e.g. Cameron & quinn, 1999; yu, 2007). Organizational culture encompasses a wide range of ideas, as de long and fahey (2000) explain: culture can refer to things like: principles, standards, and customs organizational culture, on the other hand, has a direct impact on employees' behaviour and performance outcomes, as well as the external environment of the firm (george, sleeth, & siders, 1999). Schein describes how an organization's culture evolves (1985). He argues that organisations are intentional entities that are produced by the founders' activities, which have strong ideas about what to accomplish and how to do it. The founders have a significant impact on the way culture is created and communicated inside businesses because of their strong beliefs about the nature of the world, human nature, truth, relationships, and the passage of time and space. They are definitely influential in this regard.

It has been argued that culture is a taught mode of coping that entails making sense of one's experiences and responding in accordance with those meanings. As a system of meanings, he defines culture as a set of behaviours that are both explicitly articulated and implicitly indicated by the meanings that motivate those behaviours. Despite the shared meanings, culture is conceived in an individual capacity. People from the other culture are treated as strange by the natives because of the acts of others, just as they take their own culture for granted.

An organization's culture has an impact on employee happiness and well-being since it influences organisational performance and attitudes, according to guerra, j. M (2005). Organizational culture may be measured on a variety of levels thanks to a combined method that outlines a more complete image of an organisation and facilitates an understanding of its own cultural assumptions (schein, 2004).

According to hofstede et alreview's of us academic literature, the phrase "organisational culture" first appeared in pettigrew's 1979 paper in the administrative science quarterly (1990). He defined culture as "a system of publicly and collectively accepted meanings operating for a given group at a given time" and introduced the anthropological concept of culture as well as illustrating how the related concepts of symbolism, myth, ritual, and others can be used in organisational analysis. Symbol, language, ideology, belief, ritual, and myth are just a few of the many aspects that pettigrew considered to be part of organisational culture.

Symbols and language, according to pettigrew (1979), are the driving force underlying all human activity. While rituals generate distinction and exclusivity, myths maintain what is legitimate and what is not acceptable as a matter of fact.

Literature review

Gokul santhanam et al., (2020) from their research on “impact of long-term work from home on work culture & employee engagement: a study focused on indian it companies” analyzed the way businesses operate has been radically transformed as a result of the covid-19 outbreak. When the financial crisis hit, technology firms stepped up and allowed many of their employees to work from home. Organizations are preparing to make the shift to long-term remote working after seeing the benefits in terms of increased productivity and reduced operating expenses. It would be difficult to maintain the corporate culture while working from home under this paradigm. It's vital to preserve company culture while also allowing employees to participate in it while working from home. It would be nearly hard to keep employees engaged and focused on the task if people working from home were not included into the company's culture at an early stage. Indian it businesses have adopted a variety of organisational cultures, and this article examines how these cultures may be sustained in a remote working environment and provides ideas on how to do so. Several hr managers were consulted to gain a better understanding of the difficulties. If an organisation is serious about making the long-term work from home model a success, it must be aware of these hurdles. Some of these difficulties can be addressed by implementing the solutions presented. In order to address components of the corporate culture prominent in top indian it businesses, the challenges and recommendations in this report are specifically customized.

Siti mardiana el al., (2018) in their research paper examined the impact of organisational culture, particularly clan culture, on the success of the installation of an it system. By combining the delone-mclean model, the tam, and the unified technology acceptance and usage theory, a conceptual model of information system success has been constructed (utaut). This is why the organisational culture assessment instrument (ocai) is employed. An actual investigation employing a questionnaire and 319 valid data samples was done at an it-based organisation to test the suggested conceptual model. Due to the unusual distribution of data, smartpls3 is used in the data analysis. Clan culture is surprising for an it firm, according to a study by the organization for economic co-operation and development (ocai). Further investigation, however, reveals that the corporation has successfully blended clan culture with less dominating types of culture in order to produce a culture favourable to the success of the implementation of the information system. It deployment in commercial organisations, particularly those with a dominating clan culture, is the focus of this study.

Joby jose and panchanatham (2017) through their study examined the impact of organisational commitment on the it industry's organisational culture. Organizational commitment is examined in terms of openness, confrontation, trust, authenticity, proactivity and collaboration as well as autonomy and experimentation. In the it industry, this study sought to determine the impact of organisational commitment on workplace culture. A questionnaire schedule was used to gather the data needed for the investigation. Various tests, such as chi-square, correlation, and regression, are employed to support the research premise. Thus, the findings of the study suggested that it organisations' organisational cultures are influenced by the level of organisational commitment of their employees.

Lekshmi sreekumaran nair, steve sommerville (2017) in their study titled “impact of organizational culture on the indian i.t workforce's job satisfaction and stress: qualitative report from smes operating in trivandruam” determined the variables and influence of organisational culture on employees' job satisfaction in small and medium-sized i.t. Companies in the southern indian state of tamil nadu were studied. As part of the denison's model, 400 employees were selected as a representative sample. Ms excel was used to analyse the data. Only lower-level employees reported higher levels of job satisfaction as a result of incentives for advancement, according to the findings of the study. It is undeniable, however, that stress is closely associated with the corporate culture. The lower the stress levels in a company's staff, the more likely it is that the company's culture is robust. This study found that female employees are less stressed than their male counterparts. The occupational therapist role should be introduced by the organisations to handle occupational therapists. The study recommends that organisations be more flexible in their pursuit of the organization's mission and goals. Employees who have a clear sense of where they want to go in their careers will be more committed to the organisation and happier in their jobs if they receive proper training.

Sengottuvel1 & syed aktharsha (2016) in their research entitled “the influence of organizational culture on organizational performance in information technology sector” analysed the link between organisational culture and it organisation performance. A representative sample of 210 employees from a renowned it organisation was gathered for the study. Using a structured modelling approach, a model is generated and tested. Strategic emphases have been found to have a possible impact on an it organization's performance in empirical studies on organisational culture. There are numerous ways to improve an organization's performance when all aspects of its culture are considered together. To sum up, better it performance may be expected if an effective and healthy corporate culture is in place.

Mohammed shafi et al., (2016) investigated in their study “influence of organizational culture on quality of work life among it employees in chennai” the connection between an organization's culture and the satisfaction of one's job. Measures of organisational culture and the five sub-scales of work-life quality were analysed using the chronbach alpha reliability coefficient. The results suggest a positive correlation between work life satisfaction and four characteristics of organisational culture. To discover the connection between a company's culture and its employees' satisfaction with their work environment. The coefficient demonstrates that the four elements of organisational culture are linked to a better quality of work life. The study suggested that fragmented culture, networked culture, mercenary culture, and communal culture all have an effect on how enjoyable working life can be.

Research methodology

The aim of the research which is evaluating the impact of organizational design and culture, characteristics of an organization's culture, schools of cultural thought, culture: integral part of the organization, culture as a whole, creating and maintaining a culture, how organizational cultures start, changing organizational culture, corporate culture. Creation of organizational culture, cultural dimension, types of culture, schein’s model of organizational culture, schein’s organizational culture assumptions, functions of culture of information technology firms at bengaluru and hyderabad which aims to enhance employee’s abilities in collectively handling the problems in an organizational environment. Evaluation of implementation intensities of various cultural practices in it industry of hyderabad and bangalore assumes significance in the backdrop of stiff competition. Hence, evaluation of organizational design and culture dealing with the development of employees’ career through the collective efforts of its own employee from all levels of the organization forms the core part of the present research.

Objectives of the study

•to evaluate the intensity of ‘organizational culture’ in information technology firms at bengaluru and hyderabad.

•to assess the quantum of ‘characteristics of an organization's culture and culture: integral part of the organization on information technology firms at bengaluru and hyderabad.

Descriptive analysis: - it is used for the purpose of testing the influence of one variable on the other.

The test has been administered to study the influence of the demographic variables, personality trait and attitude of it professionals. Chi-square test (empirical study) is used for the purpose of testing the influence of one variable on the other. The test has been administered to study the influence of the demographic variables, personality trait and attitude of employees. Cumulative weighted average is used to describe the profile of the respondents and their behavior in the various stages of organization development practices.

Organizational culture increasingly being recognized as a strategic human resource management tool to generate employee commitment, increasing morale, and to reduce sources of stress and problems at work place, and also to attract and retain talented work force. In the present day of globalization, competitive work culture is changing the way of work condition in every organization. The present study comprises investigations on the impacts of certain selected variables socio-demographic variables, occupational stress, organizational commitment and job satisfaction.

Results of the chi-square tests clearly indicate that irrespective of gender, all experiences and shares more or less same culture. Organizational culture is closely associated with different age groups, which means that all of them practiced the same culture. Anova result shows that the education statuses of the respondents were showing significant difference among engineers with rest of the groups in experiencing organizational culture.

Organizational culture is perceived and shared by the system analysts were showing significant deference with project managers, project leaders and software engineers. Culture showed significant variance among different groups of employees based on their experience in the organization. Employees experienced less than four years had significant difference with employees having more than nine years of experience. Organizational culture shows significant difference among married and single respondents. Education status of the spouse showed significant variance among employees in their experience of culture and business administration spouses differed among the groups. Employment of the spouse shows significant association among the respondents.

Conclusion

Attempts had been undertaken to precisely evaluate whether sociodemographic and organisational behaviour characteristics are the key contributors to organisational culture among information technology workers. The findings showed that socio-demographic and organisational behaviour characteristics had an impact on the culture. The survey also found that cultural differences exist among employees, depending on a variety of factors, including marital status, degree of education, work experience, position, number of children, monthly income, mode of transportation, and the total number of dependents. In a nutshell, the results showed that stress decreased the level of organisational culture while increases in commitment and job satisfaction and involvement boosted the organisational culture. According to the tried-and-true organisational culture model, factors such as workplace stress, organisational commitment, job happiness, and employee involvement all have an effect on the culture of the business.

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Consumer perception towards online grocery shopping in anantapur district

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Abstract

Purchasers play a crucial starring function in on line shopping for. The growing internet usage of the brisker age group in india offers a growing chance for virtual stores. If on-line dealers are conscious of the problems influencing the buying conduct of indian customers except the hyperlink among these capabilities and the kind of on-line customers, they can additional grow their selling policies to actively prompt likely trades. The most objective of this take a look at is to discover consumer attention towards on-line grocery buying in anantapur district. The data assets used on this undertaking report are number one and secondary information. An in depth studies kind could be used for this research. Preliminary information will encompass real statistics gathered from the sample length of 200 respondents dwelling in anantapur district, andhra pradesh thru google bureaucracy published on social networking web sites. The survey technique is used to accumulate simple data.

Key words

Online groceries, on-line stores, jiomart, huge basket, flipkart grocery.

Introduction

The word "attention" can be awesome as the capability to benefit that means. On account of the term "study", it mentions to the capability of our intellect structures to spring meaning to what they take a look at. Schiff guy describes it as "the process with the aid of which an individual chooses, achieves and is aware incentives as a expressive and intelligible photo of the biosphere." the word purchaser focus may be described as, "a advertising and marketing concept that includes patron reaction, consciousness and / or attention of a enterprise or its aids. Purchaser focus is generally prejudiced through exposure, value determinations, community family, social media, character involvements and different channels. Purchaser consciousness on fee, worth, and excellence are critical elements of spending conduct. The internet is altering the manner customers purchase and sell goods and offerings and is quick developing right into a worldwide singularity. Numerous businesses have ongoing the use of e-commerce with the purpose of sinking marketing budgets, thereby .dipping the expenses in their services and products to maintain pace with the tremendously reasonable marketplaces. Companies additionally use the net to speak and circulate data, wholesale merchandise, take remarks, and behavior purchaser satisfaction surveys. Clients use the internet no longer most effective to buy a product on line, but also to examine charges, product traits, and to compare after-income service centers if the product is bought from a particular save. Many professionals are constructive about on line business.

Further to the great capacity of the electronic commerce market, the internet offers a unique possibility for corporations to attain present and capability clients greater efficaciously. Despite the fact that most of the income from on-line businesses comes from corporate to enterprise, consumer trading practitioners must no longer lose religion inside the enterprise. E-trade from business to consumer has been evolving for over a decade. Students and practitioners of digital commerce are continuously striving to benefit higher perception into customer behavior in our on-line world. In addition to the growth of electronic vending, investigators retain to enlighten the conduct of financial clients from a spread of angles. Their severa research have supplied new emerging elements or hypotheses primarily based on traditional styles of purchaser conduct and examined their validity in the context of the net. This take a look at is an attempt to find out client consciousness about buying groceries on line

Groceries industry

Demonstrating that no sector of the retail market is secure after the virtual purchasing revolt, it's far nowadays probable to digitize a modest domestic grocery supply and make it to be had on your smartphone, pill or pc. No greater contemplating checkout strains like including the quantity of substances to understand in case you succeed for the explicit lane, overlooking your grocery listing on domestic or sporting weighty belongings to your front steps. On-line commodities are buying dramatically transforms the client dating with the nutrition marketplace and converts a provider that turned into as soon as taken into consideration a luxury right into a each day suitability. The internet commodities save is a web site that permits clients to acquisition nutrition on net. Ordering food at the net is like ordering another product - you may seek mainly for the preferred food gadgets or browse through the lists of merchandise or sections similar to the sections that go to the real grocery shop. The products offered by way of the online grocery keep are just like the ordinary grocery store. Whilst one has completed purchasing, the credit card will be checked out and the purchaser ought to specify precise hours that he can be available to obtain food for shipping. Considering that net grocery stores have to deliver food to clients, they typically price a shipping charge based totally in amount of goods they purchase.

Review of literature

Vijayasarathy (2004), in his studies, tested a model of client motive to use on-line shopping the usage of a pattern of 280 consumers. The look at determined that compatibility, usability, ease of use and safety are critical components of on-line buying, but privacy isn't. Another look at showed that the intent to apply on line purchasing was strongly inspired with the aid of attitudes toward on-line purchasing, legitimate beliefs and self-efficacy.

Rain tanveer singh (2012), who undertook a assignment at nirala imax inc. In the taiwanese market to sell indian groceries to neighborhood outlets & wholesalers within the taiwanese marketplace. The task first research the attitudes of clients in the direction of on line shopping, and also determines the elements that influence the patron to purchase goods and services. The second half of of the challenge impacts the capabilities of on line shopping in addition to the consumer's selection. It additionally addresses issues related to online purchasing. The 1/3 a part of the challenge determines the acquisition selection concerning the grocery. It determines the area priority of grocery buying in phrases of charge, high-quality, diversity, proximity and offers / discounts. The undertaking additionally recommended a business movement plan for a dealership agreement with a nearby grocery keep.

Muralikrishnan, b (2012), usa supervisor at ebay's india, defined in his article that indian clients generally tend to buy higher margin products along with garments and shoes as a fashion among ebay shoppers in western international locations than electronic devices and books. Popular options now but with lower profit margins and much less common purchases. Until currently, india's new e-commerce marketplace, which was limited to people buying educate, flight and movie tickets, changed into in the midst of boom because of the growing middle magnificence of younger, technologically advanced humans to store on-line in a country, he said. Is seeing fast increase in net usage. The consulting firm technopack estimates an annual marketplace of seventy billion by 2020, which has now grown from 600 million, to just five percentage of world online buying. Ebay itself estimates that the indian on line shopping marketplace will develop by almost cent percentage in 2012.

George adamidis et al. (2006), on this paper, the authors speak the particular component of buying; shopping for goods. Grocery buying is an critical and not unusual type of purchaser conduct that has gone through principal modifications during the last few decades due to the speedy evolution of generation. E-grocery is a brand new form of grocery purchasing that lets in consumers to reserve products over the internet from the comfort of their very own domestic. The evolution of grocery shopping on-line and in keep is basically decided by using the intentions and conduct of clients. The motive of this paper is to analyze and explain cypriot consumer perceptions and responses to on line grocery purchasing.

Objectives of the study

•to apprehend the various structures which might be providing on line services

•to look at the purchaser perception closer to online grocery shopping in anantapur town.

Research methodology

This observe turned into accomplished by way of amassing both primary and secondary data. The primary date accumulated as of 200 customers on convenient sampling foundation. We have been organized a structured questionnaire to acquire primary data. We had long gone thru the academic literatures, journals, magazines and additionally diverse sources of secondary facts were used for the observe.

On line stores

Jiomart – reliance retail

It is a brand new internet grocery distribution carrier issuer in our country, an undertaking is concerning reliance retail as well as geo structures. The e-commerce and cellular app promises groceries and day by day necessities to your property from nearby shops.

Reliance clever is a secondary of reliance businesses besides the leading store in our country. Reliancesmart's on line store has made the brand new age supermarket and grocery purchasing even less complicated via offering a one-forestall shopping enjoy to on line clients.

Huge basket

Massive basket is one of the most famous on-line supermarkets in india, imparting a wide variety of pleasant fine groceries at cheap charges. It is the biggest on-line grocery shop in india that supplies a extensive range of merchandise proper from your house with an easy price choice.

Grofers

Grofers is any other well-known indian on line grocery shipping provider company based totally in gurugram and permits customers to location an order the usage of a cellular utility or on-line internet site.

Nature's basket

Godrej natures basket is an internet commodities shop that nowadays functioning direct supplies in india towns as well. Nature's basket sells sparkling vegetables, end result and groceries online and via the mobile applications and now spencer's has offered marketing.

Amazon pantry

It is a transporter on behalf of high participants that allows unmarried box toward buy groceries online and deliver to clients at domestic. Amazon already sells a listing of merchandise inclusive of smartphones, garb, laptops, cameras and additional objects in india.

Flipkart grocery

It has likewise released this one on line grocery shop enterprise, which trades private care merchandise which include staples, packaged meals and soap, hair oil, toothpaste and laundry detergent.

Zopnow

Zopnow gives groceries and is one among the most important online supermarkets in india. Fresh meals, groceries, vegetables and frozen products may be brought to your own home within 3 hours or in the transport slots of your choice.

Spencers

Spencer's retail previously works a sequence of merchandizing supplies in thirty 5 towns throughout india, founded in kolkata and lately released its biggest shop in india.

Easyday

The easy day on line keep offers groceries proper at your step and offers on the spot grocery shipping services simplest from the easyday membership. The indian merchandizing product is owned by future retail, which additionally owns the big bazaar grocery shop, brand manufacturing unit and meals bazaar.

Dmart

It is prepared on-line, supplying ordinary essentials, groceries and staples of all manufacturers online on the nice costs. Street supermarkets operates the dmart marketing sequence of supermarkets inside the circumstances of india.

Analysis

Collection of responses according to gender, age and occupation.

Details	Responses	%
1. AGE:		
18-25 years	56	28
25-30 years	105	52.5
Above 30 years	39	19.5
2. GENDER:		
Male	156	78
Female	44	22
3. OCCUPATION:		
Student	44	22
Employee(Private /Public)	98	49
Business	58	29
4. Marital Status		
Single	79	39.5
Married	121	60.5
5. supporting devices for internet connection		
Desktop	28	14
Laptop	68	34
Smart phone	57	28.5
Tablet	47	23.5

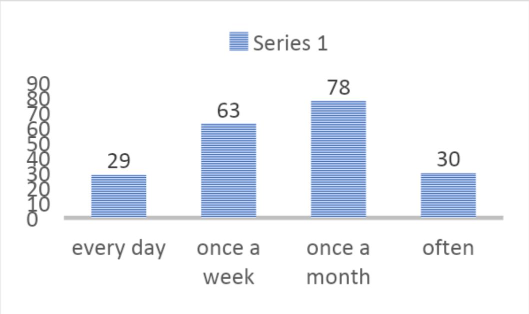
Out of total respondents 28% are belonging to 18-25 years old, 52.5% are 25-30 years and 19.5% are above 30 years. Total 78% male and 22% female respondents were participated during the study. Most of the respondents are employees that is 49% and 22% are students and rest of them are business people. The customer are placing order by the using smart phone, laptop, tablet, and desktop. Most convenient devices are laptop 34%, smartphone, 28.5% and tablet 23.5%

Customer viewpoint towards online groceries.

1 occurrence of virtual shopping

Particulars	Respondents	%
Every day	29	14.5
Once a week	63	31.5

Once a month	78	39
Often	30	15



The above table shows that the usage of online shopping is very less. Most of the customers are using weekly and monthly once only. Out of that only 14.5% that is 29 were using online shopping for purchasing groceries.

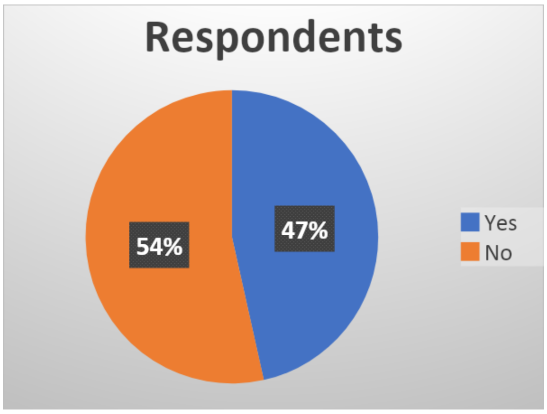
2. Purpose of electronic shopping

Particulars	Respondents	%
Free delivery	38	19
Offers	63	31.5
Discounts	51	25.5
Save time	48	24

From the above table we state that the customers are placing the order for offers 31.5%, discounts 25.5% and saving time 24% for preparing at home

3 is internet shopping useful?

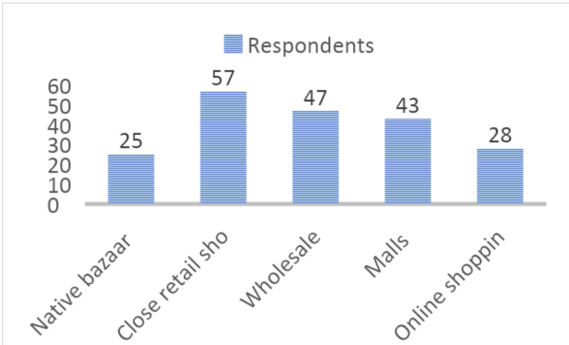
Particulars	Respondents	%
Yes	93	46.5
No	107	53.5



Out of total respondents 53.5% of the customers are not feeling good about online groceries. It because of lack of trust, freshness, quality, physical touch and price so on.

4 shopping in grocery items

Particulars	Respondents	%
Native bazaar	25	12.5
Close retail shops	57	28.5
Wholesale	47	23.5
Malls	43	21.5
Online shopping	28	14



Most of the customers are visiting close retailer shops (28.5%), wholesalers (23.5%), and malls

(21.5%) and often online shopping (14%), which is least that is native bazaar 12.5% .

Findings

39% of respondents had been doing online purchasing month-to-month as soon as, whereas around 14.5% of the respondents spoke back that they're doing on line purchasing each day.

approximately 32% of the customers chosen online shopping for best offers are offered by the retails shops, which are attractive the customers.

electrifying thing is 53.5% of the respondents are not feeling good online shopping and only 46.5% are trusting online shopping.

out of the study the few factors were determined that is customer can save time, traveling, chose goods at home and to eliminate standing in queues.

out of general respondents fifty five% of the customers are not feeling good approximately online groceries. It because of lack of consider, freshness, nice, bodily contact and charge so on.

the clients are placing the order for specific and specials 29%, first-rate charge 28.5% and absence of time 20.5% for making ready at domestic.

Conclusion

During the study period we observed few things that is customer are able to showed interest to purchase goods and services towards virtual sites primarily based on gives and discounts, different types of product and so forth. Easy accessible, open domestic delivery, and coins off transport settlement alternative. Customers count on enhancing the internet site's user friendliness to choose on-line medium to buy grocery items as opposed to grocery purchasing in the conventional way. Survived what was frequent defendant to shop for groceries on-line, most of the respondent thinks it is useful clean ordering, grocery purchasing on-line based totally on range, discounts / offers, savings and so forth. Keep away from time and lengthy queues

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Decent work and economic growth through the intersection of sustainability & employee wellbeing at workplace

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Abstract

In the recent times, the pandemic has affected the world severely in terms of quality oflife, political, environmental, economic sustainable development, and the global economy. The ilo has developed an agenda for the community of work called the decent work agenda, which strives to achieve decent work for all. The year 2020 started the 'decade for action' on achieving the 17 sdgs launched by the un agenda 2030. The 17 goals are the global blueprint to end poverty, protect our planet, and ensure prosperity. Prior to pandemic, the global commission on the economy and climate, had concluded that strong action has the potential to generate over 65 million new jobs by 2030, deliver at least $26 trillion in net global economic benefits, and avoid 700,000 premature deaths from air pollution. The global commission on adaptation estimated that investing $1.8 trillion globally from 2020 to 2030 in resilience building measures could generate $7.1 trillion in total new benefits and the focus was on creating decent work for sustainable economic growth.

Decent work sums up the aspirations of people in their working lives. Productive employment and decent work are key elements to achieving a fair globalization and poverty reduction. The ilo has developed an agenda for the community of work looking at job creation, rights at work, social protection and social dialogue, with gender equality as a crosscutting objective. Unsafe work environments have severe consequences for both workers and their employers. The ilo has estimated that 2.3 million workers die every year from workrelated injuries and diseases. A further 160 million workers suffer from work-related diseases, and 313 million workers experience non-fatal injuries each year. Negative economic consequences add to the damaging effects of unsafe work environments on human health and wellbeing. The workforce of the future has identified a culture of health as a key factor in career decisions, and investors are increasingly aware that good health is smart business. Today, it is inevitable that leaders need to respond to these calls by being deliberate in their intent to contribute to a healthier workforce. By embracing employee health and well-being as a pivotal piece of sustainable growth strategy, organizations can better able to create resilient, agile workforce that's well-positioned for the future. Most of the research on sustainability has a business-to-consumer focus, with limited emphasize on sustainability in the context of understanding employee wellbeing. Thus, this paper focuses on understanding decent work and economic growth, through the intersection of sustainability and employee wellbeing at workplace.

Keywords

Decent work, economic growth, sustainability, pandemic, employee wellbeing

Introduction

The 2030 agenda for 'sustainable development goals (sdgs)' was implemented in 2016 by united nations; in ensuring peace, prosperity and opportunity for all & for well-being of the masses; and to end all kinds of deprivation and socio-economic evils including poverty and inequality. The agenda enlisted 17 sdgs with 169 targets, which are the milestones of holistic socio-economic transformation, having priority focus on well-being of people and planet earth at large. As a global mandate, the sdgs cover three key dimensions of sustainable development viz., (a) economic growth, (b) social inclusion and (c) environmental protection: which are closely interconnected and inevitable, as a part of well-being of the individuals, communities, nations and world development. Sustainable business and economic growth is the key competitive advantage in the twenty-first century world. In the past two decades, sustainability has become an essential aspect of a firm's strategy. Most large global firms have a statement of social purpose, and many firms have signed the un global compact and support its sustainable development goals (young & reeves, 1987).

According to davos there is a pressure to disclose progress on environmental, social, andgovernance metrics, as well as climate response (davos, 2020). According to the information from "the evolution of sustainable development theory: types, goals, and research prospects"

(shi, 2019), the research emphasise that the theory of sustainability has gone through three periods: the embryonic period (before 1972), the moulding period (1972−1987), and the developing period (1987−present). In the meantime, the concept of sustainability is "everything we do during and after this crisis [covid-19] must be with a strong focus on building more equal, inclusive and sustainable economies and societies that are more resilient in the face of pandemics, climate change, and the many other global challenges we face".

By antónio guterres, secretary-general of the united nations continuously evolving from pursuing the single goal of natural resource sustainability to 'millennium development goals and sustainable development goals'.

As (spiliakos 2018) mentioned in "the effect business has on environment" and "the effect business has on society," the goal of a sustainable business strategy is to make a positive impact on at least one of the areas. When companies fail to assume responsibility, the opposite can happen, leading to issues like environmental degradation, inequality, and social injustice". The sustainable management of people, process and product is always a difficult task and firms should install a sustainable architecture to get the best out of both "mind-share" and "marketshare" philosophy (singh, 2018b).

Thus, sustainability is fast becoming fashionable in strategic management has come a long way, yet its meaning is often elusive. It has become a strategic concern driven by market forces. Today, more than 90 percent of ceos state that sustainability is important to their company's success, and companies develop sustainability strategies for their advantage. Leaders and managers across industry are engaged in developing organizational sustainable capabilities through fundamental changes in the organizational processes.

Over the last 50 years, there has been a considerable research associated with sustainability related matters. Initial studies of the subject were typically directed towards understanding environmental sustainability. However, research into the field has evolved over time and is now incorporating various sustainability aspects away from simply environmental issues. The problem is that the research does not seem to be achieving the long-term sustainability goals. Sustainability has run through our society, economy, and throughout our lifetimes. But the pandemic has impacted the economy, society, geopolitical, environment, technology, industry, human behaviour, human mentality, all significant suffering destruction, and reset.

Sustainability and economic growth

Many studies attempted to research and define sustainability. Some were limited in their view of what the term means while others showed that the term can only be explained by looking at many interconnected aspects which together, define the meaning of sustainability. For instance,

Operations management literature tends to consider sustainability from an ecological perspective without incorporation the social aspects of sustainability (sarkis, 2001; hill, 2001;

Daily and huang, 2001). Other studies such as carter & rogers (2008) looked at sustainability from the economic, social and environmental aspects while incorporating the business aspects of risk management, transparency, strategy and culture. The research found differing sustainability definitions depending on the aspects that authors attempted to study.

Recently, the term is being used to discuss the integration between the social, environmental and economic aspects of sustainability. "sustainability is development that meets the need of the present without compromising the ability of future generations to meet their own needs. "the first phase of business sustainability, at the university of michigan's erb institute call "enterprise integration," is founded on a model of business responding to market shifts to increase competitive positioning by integrating sustainability into pre-existing business considerations. By contrast, the next phase of business sustainability, what we call "market transformation," is founded on a model of business transforming the market. Instead of waiting for a market shift to create incentives for sustainable practices, companies are creating those shifts to enable new forms of business sustainability. Instead of tinkering around the edges of the market with new products and services, business must now transform it.

Enterprise integration is geared toward present-day measures of success; market transformation will help companies create tomorrow's measures. The first is focused on reducing unsustainability; the second is focused on creating sustainability. The first attends to symptoms; the second attends to causes. The first focuses primarily inward toward the health and vitality of the organization; the second expands that focus to look outward toward the health and vitality of the market and society in which the organization operates. The first will help future leaders get a job in today's marketplace; the second will help them develop a target for a lifelong career. The first is incremental, the second transformational. Changing the way, we do business is essential to addressing the challenges of economic growth and sustainability.

Hence sustained and inclusive economic growth is a prerequisite for sustainable development, which can contribute to improved livelihoods for people around the world. Economic growth can lead to new and better employment opportunities and provide greater economic security for all.

17 indicators for sustainable development and growth

The un has defined 12 targets and 17 indicators for sdg 8. Targets specify the goals and indicators represent the metrics by which the world aims to track whether these targets are achieved.

The 17 sdgs are represented in table 1 and the policy outcomes from these indicators are: better jobs, international labour relations, social protection floors, sustainable enterprises, rural economy, informal economy, labour inspection, unacceptable forms of work, labour migration, employer's and worker's organization.

SDG #	Thrust /Focus area of SDG	Description of the SDGs	Link with H
SDG 1	No poverty	End poverty in all its forms everywhere	
SDG 2	Zero hunger	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	
SDG 3	Good health and well-being	Ensure healthy lives and promote well-being for all at all ages.	
SDG 4	Quality of education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	
SDG 5	Gender equality	Achieve gender equality and empower all women and girls	
SDG 6	Clean water and sanitation	Ensure availability and sustainable management of water and sanitation for all	
SDG 7	Affordable and clean energy	Ensure access to affordable, reliable, sustainable and modern energy for all	
SDG 8	Decent work and economic growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Yes (
SDG 9	Industry, innovation and infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	
SDG 10	Reduced inequalities	Reduce inequality within and among countries	
SDG 11	Sustainable cities and communities	Make cities and human settlements inclusive, safe, resilient and sustainable	
SDG 12	Responsible consumption and production	Ensure sustainable consumption and production patterns	

Ilo 2030 agendagoal 8 – decent work and economic growth

Promote inclusive and sustainable economic growth, employment and decent work for all

The sustainable development goals (sdgs) aim to encourage sustained economic growth by achieving higher levels of productivity and through technological innovation. Decent work is one of 17 global goals that make up the 2030 agenda for sustainable development. An integrated approach is crucial for progress across the multiple goals. Making decent work and employee wellbeing matter within the sdgs.

Goal 8 of the sdgs, to 'promote inclusive and sustainable economic growth, employment and decent work for all' is an ambitious, yet lesser-known aim within the global goals agenda. It represents a crucial departure from the idea that safeguarding employees, and their well-being in the work environment, in some way acts as an economic ball and chain on business, national and global development. Nurturing employee well-being has a social and economic imperative and is a precondition to achieving goal 8 on economic growth and decent work, as well as contributing towards progress on good health and well-being (goal 3), gender equality (goal 5) and reduced inequalities (goal 10).

Sdg 8 offers a framework for countries to implement a mixture of policies aimed at promoting growth and productivity without harming the environment and generating decent work that respects core labour rights as an effective pathway to inclusive growth. It seeks to achieve higher economic productivity and job creation through diversification and innovations in technology, while at the same time protecting labour rights and promoting a safe and secure working environment. Despite gains in human development, narrowing gap of per capita income between high-and lower-income countries and improvements in labour productivity, only limited success has been achieved globally on most of the sdg 8 targets. Challenges, such as improving access to financial services and resource efficiency in consumption, increasing employment opportunities, especially for the young workforce, reducing informal employment, labour market inequalities, gender discrimination, and promoting safe and secure

Working environment; persist across countries. The effects of individual wellbeing is based on quality of working life, failing to which has an impact at business and national level. At business level, it's the lower productivity, declining mental and physical health, increased absenteeism, more rapid staff turnover, inferior service of its workforce, and thereby reducing its profitability via decreases in staff efficiency.

At the national level, higher rates of short-term absenteeism and possible frictional unemployment, reducing government tax revenue and increasing net borrowing to maintain the same level of spending on public services, growing levels of crime, greater demand for health services due to deteriorating mental and physical health, a poor quality work environment is a major driver behind the migration of highly educated and skilled labour away from their country.

Global goals in buisness- employee wellbeing

The 'global goals' simply cannot be achieved without businesses. Through their core operations, financial commitments, employee networks, consumer-facing platforms and high level influence, companies have a crucial role to play in accelerating progress towards the goals. Every business and every employee can make a vital contribution to creating a more peaceful, equitable and prosperous future.

Priorities for action – employee wellbeing & wellness at workplace

While it may be difficult to predict the future of the workplace as new technologies and trends take shape, there is one thing of which the organizations can be certain: the future workplace should be a workplace supporting the employee physical and mental health, focusing on employee wellbeing. Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life.

During the past decade, there has been a concerned shift of attention to workplace wellbeing strategies. Organizations must thus prioritize wellness in the workplace as it supports developing and adopting a framework that is grounded in compassion, holistic wellness, meaningful interactions, and flexibility helps organizations, to create a workplace culture driven by empathy and focused on holistic employee well-being, gain a competitive advantage and explore creative solutions to support the workforce effectively.

Engaging employees to create a sustainable business: the key to creating a vibrant and sustainable business is to find ways to get all employees from top executives to assembly line workers, personally engaged in day-to-day corporate sustainability efforts.co-create sustainable practices with employees: another important way of embedding sustainability in a company is to engage employees in the co-creation of sustainable practices.

Encourage employees to participate in workplace wellness and wellbeing programs wellness is the process of becoming aware of and practicing healthy choices to create a more successful & balanced life. Employee wellness programs are a great way to attract top talent, keep employees happy and productive and decrease employee turnover. An employee wellness program for their wellbeing is more than just a cool employee perk. It's an effective way to ensure the employees are in the right shape to do their best work.

The components of wellbeing are physical, psychological, intellectual, social, financial, occupational, environmental and spiritual. Today, organizations are waking up to the potential benefits of employee wellbeing programs through nutrition and healthy living, encourage wellness initiatives through recognition and rewards programs, promote and reward healthy eating habits, assess ergonomics, incentivize smoking cessation, help combat eye strain, on-site yoga classes to relieve stress, fitness activities, general health benefits, mental health & stress-release activities, social activities, community service activities, team building activities, create active workstation and more.

The main reason for this raising interest is the established link between health and performance in the work place.when increasing their focus on workplace wellbeing: it can be hard to see the advantages of an employee wellness program at first glance. But the truth is healthy employees bring an array of benefits to the businesses they work for.

The general hypothesis is that the healthier and happier people are, the more productive they are in the work place. It leads to better employee morale and engagement, a healthier and more inclusive culture, lower sickness absence, more productive employees, less office stress, less colds, flu and other illnesses, fewer office-related injuries and happier employees.

Conclusions

This paper has analysed all the 17 sdgs, and especially the sdg-8 in relation to the employee wellbeing & wellness at workplace along with ilo provisions. It has been found that this aspect is critically important in the current changed scenario, in the post-covid scenario and evolving work models.

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DECENTRALIZED FINANCE (DEFI) AND VIRTUAL CURRENCY-AN EMERGING DRIFT TO THE GLOBAL FINANCIAL SYSTEM

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Abstract

In this paper, i have studied the decentralized blockchain network of many financial products available to the public by eliminating middlemen like banks or brokerages. Decentralized finance is the next phase of digital finance by providing an open, transparent, and secure financial system. The research has been conducted by gathering a majority of the information from the us securities and exchange commission (sec). This is a risky investment, but the promise of a free, decentralized financial system through the defi market of virtual currency is prompting both institutions and individuals to lead this shift towards this financial marketplace. Even as the covid-19 outbreak stifled economies around the world, the defi marketplace has expanded and it is apparent that global financial markets are changing their outlooks towards the adoption of defi. Decentralized finance is revolutionizing the financial sector in a time of growing concerns about data and privacy security

Introduction

Decentralized finance (defi) is an emerging and rapidly evolving area in the blockchain environment. Although examples of defi have existed for several years, there was a sudden upsurge of activity in 2020. In one year, the value of digital assets locked in defi smart contracts grew by a factor of 18, from $670 million to $13 billion; the number of associated user wallets grew by a factor of 11, from 100,000 to 1.2 million; and the number of defi related applications grew from 8 to more than 200. This growth, in turn, has stimulated interest from both the private and public sectors. Defi aims to reconstruct and reimagine financial services on the foundations of distributed ledger technology, digital assets, and smart contracts. As such, defi is a noteworthy sector of fintech activity.

Defi already offers a wide variety of applications. For example, one can buy u.s. Dollar (usd)-pegged assets (so-called stable coins) on decentralized exchanges, move these assets to an equally decentralized lending platform to earn interest, and subsequently add the interest-bearing instruments to a decentralized liquidity pool or an on-chain investment fund. The backbone of all defi protocols and applications is smart contracts. Smart contracts generally refer to small applications stored on a blockchain and executed in parallel by a large set of validators. In the context of public blockchains, the network is designed so that each participant can be involved in and verify the correct execution of any operation. As a result, smart contracts are somewhat inefficient compared with traditional centralized computing. However, their advantage is a high level of security: smart contracts will always be executed as specified and allow anyone to verify the resulting state changes independently.

When implemented securely, smart contracts are highly transparent and minimize the risk of manipulation and arbitrary intervention. To understand the novelty of smart contracts, we first must look at regular server-based web applications. When a user interacts with such an application, they cannot observe the application's internal logic. Moreover, the user is not in control of the execution environment. Either one (or both) could be manipulated. As a result, the user has to trust the application service provider. Smart contracts mitigate both problems and ensure that an application runs as expected. The contract code is stored on the underlying blockchain and can therefore be publicly scrutinized. The contract's behavior is deterministic, and function calls (in the form of

Transactions) are processed by thousands of network participants in parallel, ensuring the execution's legitimacy. When the execution leads to state changes, for example, the change of account balances, these changes are subject to the blockchain network's consensus rules and will be reflected in and protected by the blockchain's state tree. Smart contracts have access to a rich instruction set and are therefore quite flexible. Additionally, they can store crypto assets and thereby assume the role of a custodian, with entirely customizable criteria for how, when, and to whom these assets can be released. This allows for a large variety of novel applications and flourishing ecosystems.

Review of literature

The original concept of a smart contract was coined by szabo (1994). Szabo (1997) used the example of a vending machine to describe the idea further and argued that many agreements could be "embedded in the hardware and software we deal with, in such a way as to make a breach of contract expensive…for the breacher."

Buterin(2013) proposed a decentralized blockchain-based smart contract platform to solve any trust issues regarding the execution environment and to enable secure global states. Additionally, this platform allows the contracts to interact with and build on top of each other (composability).

The concept was further formalized by wood (2015) and implemented under the name ethereum. Although there are many alternatives, ethereum is the largest smart contract platform in terms of market cap, available applications, and development activity. Defi still is a niche market with relatively low volumes—however, these numbers are growing rapidly. The first stream of literature identifies disintermediation as a core feature of defi, where there is no need to involve an intermediary or trusted third-party (kumar et al., 2020; angeris and chitra, 2020; ahluwalia et al., 2020), as trust is now inserted within the protocols and infrastructure and the role of a central authority is consequently not required (ali et al., 2020). This stream is geared towards disrupting the incumbent financial institutions, particularly those that are very large, reminiscent of the "too-big-to-fail" issue at the heart of the 2008 financial crisis (zetzsche et al., 2020). Defi also includes a kind of egalitarianism view of the financial system, with a fascination for the absence of intermediation (wong and eng, 2020).

Academic literature claiming that defi represents disintermediation or the full "democratization" of finance (zetzsche et al., 2020) (thus leading to the elimination of intermediation in financial markets) should be properly reconsidered in the light of empirical evidence. Indeed, all defi applications perform the role of intermediary, measured in terms of the capability of the provider to reduce transaction costs and/or information asymmetry. If an issuer is unwilling or unable to deliver, the token may become worthless or trade at a significant discount. This logic also applies to stable coins. Generally speaking, there are three backing models for promise-based tokens: off-chain collateral, on-chain collateral, and no collateral. Off-chain collateral means that the underlying assets are stored with an escrow service, for example, a commercial bank. On-chain collateral means that the assets are locked on the blockchain, usually within a smart contract.4 when there is no collateral, counterparty risk is at its highest. In this case, the promise is entirely trust-based. Berentsen and schär (2019) have analyzed the three categories in the context of stablecoins. From a technological perspective, there are various ways in which public v blockchain tokens can be created (see roth, schär, and schöpfer, 2019). However, most of these options can be ignored, as the vast majority of tokens are issued on the ethereum blockchain through a smart contract template referred to as the erc-20 token standard (vogelsteller and buterin, 2015). These tokens are interoperable and can be used in almost all defi applications. As of january 2021, there are over 350,000 erc-20 token contracts deployed on ethereum.3 table 1 shows the number of tokens listed on exchanges and the aggregated token market cap in usd per blockchain. Almost 90 percent of all listed tokens are issued on the ethereum blockchain. The slight deviation in terms of market cap originates from the fact that a relatively large portion of the usdt stable coin has been issued on omni. From an economic perspective, i am more interested in the asset's nature than in the underlying technical standard used to implement the asset's digital representation. The main motivation for adding additional assets on-chain is the addition of a stable coin. While it would be possible to use the aforementioned protocol assets (btc or eth), many financial contracts require a low-volatility asset.

Tokenization enables the creation of these assets. However, one of the main concerns with tokenized assets is issuer risk. Native digital tokens, such as btc and eth, are unproblematic in this regard. In contrast, when someone introduces tokens with a promise, for example, interest payments, dividends, or the delivery of a good or service, the corresponding token's value will depend on this claim's credibility.

Objective of the study

The main objective of the study is to find and understand the importance of decentralized finance (defi) where it suddenly upsurges its demand from the year 2020.

Scope of the study

The scope of the study is limited only to qualitative research because the major data is studied and analyzed from the reports of the world economic forum and the us securities and exchange commission (sec).

Statement of the problem

- what are the opportunities and potential benefits of defi? To whom will these benefits accrue and who might be excluded or left behind?

- what are the risks; individual, organizational, and systemic of using defi? How do these

Risks apply to clients, markets, counterparties, and beyond?

 can defi become a significant alternative to traditional financial services? If so, will there be

Points of integration? If not, what if anything will defi represent in the market?

Research methodology

Type - qualitative research

Observations

Decentralized finance ("defi") is a broad term for financial services that build on top of the decentralized foundations of blockchain technology. The space has evolved since the 2015 launch of the ethereum network, which laid the groundwork by implementing blockchain-based smart contracts. There has been increased interest recently, paralleling the 2013 spike in bitcoin price and

The 2017 boom in initial coin offerings. As new defi services aspire to reinvent elements of financial services, and billions of dollars of digital assets are pledged to defi capital pools, policy-makers and regulators face significant challenges in balancing its risks and opportunities. Defi proponents say it can address challenges within the traditional financial system. Open-source technology, economic rewards, programmable smart contracts, and decentralized governance might offer greater efficiencies, opportunities for inclusion, rapid innovation, and entirely new financial service arrangements.

On the other hand, defi raises considerations related to consumer protection, loss of funds, governance complexities, technical risk, and systemic risk. Significant incidents involving technical failures and attacks on defi services have already occurred. Moreover, questions remain about the extent of decentralization of some protocols – and associated risks, e.g., manipulation – and whether

Defi is more than a risky new vehicle for speculation that may open the door to fraud and illicit activity. The purpose of this document is to highlight defi's distinguishing characteristics and opportunities while also calling attention to new and existing risks – including the scope, significance, and challenges of the fast-growing defi ecosystem. Understanding defi business models and the full set of relationships underlying defi is crucial for an accurate risk assessment and nuanced policymaking. Notably, the defi space is relatively nascent and rapidly evolving, so the full scope of risks and potential for innovation remains to be seen – and there are unique challenges in regulating and creating policies for such a new and changing area. This report does not recommend anyone single approach; instead, it is designed as a set of tools that can be applied in light of the legal contexts and policy positions of each jurisdiction, which may vary. In the appendices, we offer a series of worksheets and other tools to assist with the evaluation of defi activities. A companion piece, defi beyond the hype, provides additional detail about the major defi service categories. We hope that this resource will enable regulators and policy-makers to develop thoughtful approaches to defi while helping industry participants understand and appreciate public-sector concerns. It is the result of an international collaboration among academics, legal practitioners, defi entrepreneurs, technologists, and regulatory experts. It provides a solid foundation for understanding the major factors that should drive policy-making decisions.

Understanding defi business models and the full set of relationships underlying defi is crucial for an accurate risk assessment and nuanced policy-making. Financial regulatory regimes vary from jurisdiction to jurisdiction, as do policy-makers judgments about the relative risks and rewards.

Defi will raise further questions about whether regulators have the proper tools to address evolving market activity, and how they can assert jurisdiction over a set of technologies and stakeholders that is intrinsically borderless and global. Due to their programmability and composability, the possible configurations of defi services are nearly endless. However, certain core functions, analogous to those in centralized finance, can be identified. These labels are generic and not intended as regulatory classifications for jurisdictions in which the terms used have legal import. A companion report, defi beyond the hype, provides greater

Detail on each of these categories – stable coins, exchanges, credits, derivatives, insurance, asset management, etc.

Defi uses a multi-layered architecture. Every layer has a distinct purpose. The layers build on each other and create an open and highly composable infrastructure that allows everyone to build on, rehash, or use other parts of the stack. It is also crucial to understand that these layers are hierarchical: they are only as secure as the layers below. If, for example, the blockchain in the settlement layer is compromised, all subsequent layers would not be secure. Similarly, if we were to use a permissioned ledger as the foundation, any decentralization efforts on subsequent layers would be ineffective. This section proposes a conceptual framework for analyzing these layers and studying the token and the protocol layers in greater detail. It differentiates between five layers, as follows - the settlement, asset, protocol, application, and aggregation layers.

1. The settlement layer (layer 1) consists of the blockchain and its native protocol asset (e.g., bitcoin [btc] on the bitcoin blockchain and eth on the ethereum blockchain). It allows the network to store ownership information securely and ensures that any state changes adhere to its ruleset. The blockchain can be seen as the foundation for trustless execution and serves as a settlement and dispute resolution layer.

2. The asset layer (layer 2) consists of all assets that are issued on top of the settlement layer. This includes the native protocol asset as well as any additional assets that are issued on this blockchain (usually referred to as tokens).

3. The protocol layer (layer 3) provides standards for specific use cases such as decentralized exchanges, debt markets, derivatives, and on-chain asset management. These standards are usually implemented as a set of smart contracts and can be accessed by any user (or defi application). As such, these protocols are highly interoperable.

4. The application layer (layer 4) creates user-oriented applications that connect to individual

Protocols. The smart contract interaction is usually abstracted by a web browser-based front end, making the protocols easier to use.

5. The aggregation layer (layer 5) is an extension of the application layer. Aggregators create usercentric platforms that connect to several applications and protocols. They usually provide tools to compare and rate services, allow users to perform otherwise complex tasks by connecting to several protocols simultaneously, and combine relevant information clearly and concisely.

Platform	Number		Market Capitalization	
	Absolute	Relative %	Absolute USD	Relative %
Ethereum	1793	86.74	55,07,16,50,000.00	85.55
TRON	26	1.26	4,63,91,84,120.00	7.21
Binance Chain	83	4.02	2,29,70,32,000.00	3.57
Omni	3	0.15	1,40,76,29,950.00	2.19
NEO	25	1.21	16,07,89,200.00	0.25
XRP	1	0.05	15,66,40,200.00	0.20
Stellar	21	1.02	15,56,40,200.00	0.24
EOS	31	1.50	11,75,60,200.00	0.18
Qtum	8	0.39	7,18,98,580.00	0.11
RSK Smart Bitcoin	1	0.05	7,07,15,650.00	0.11
Others	75	3.63	22,76,52,769.00	0.35

The above data is taken from the coin market capital where it is explaining about who captured the market with their investment in the cryptocurrency. The need for defi is found and coined by ethereum, which is the major portion of the market.

Emergent risks involve the interaction effects of multiple events, creating failure cases that are not reflected in a risk assessment of each service independently. Classic recent examples are banks that are "too big to fail" and scenarios in which ostensibly unrelated events, such as individual mortgage defaults, become highly correlated and produce cascading effects through chains of securitization. Other examples include systemwide liquidity failure due to bank runs or markets "freezing up" when parties are unwilling to transact due to perceived risk. Dynamic interactions among a potentially endless number of interconnected defi components may produce risks that are not present in any individual service. Also, because defi operates in a global market, activities are not necessarily limited to countries or business segments as they are when transactions are based on a national sovereign currency. Unless regulators can effectively limit cross-border defi activity, firebreaks to the contagion of systemic defaults may be more limited than for traditional finance.

Interaction risks will also grow as defi services begin to interoperate with traditional financial platforms. Flash crashes or price cascades, exacerbated by leverage in the defi system, may occur in extremely volatile or rough market conditions. Unlike traditional markets, where primary dealers and brokers can manually intervene when defaults occur concurrently, the permissionless, algorithmic nature of defi means that it may not be possible to stop cascades. Defi services that automatically liquidate collateral allow liquidators to compete to buy that collateral, sometimes offering a fixed discount as an incentive. However, when a flash crash occurs or market volatility is high, there may be so many liquidations and the drop in the price of the collateral may be so precipitous that liquidators or others will face significant losses.

Findings

Defi proponents say it can address challenges within the traditional financial system. Opensource technology, economic rewards, programmable smart contracts, and decentralized governance might offer greater efficiencies, opportunities for inclusion, rapid innovation, and entirely new financial service arrangements. On the other hand, defi raises considerations related to consumer protection, loss of funds, governance complexities, technical risk, and systemic risk. Significant incidents involving technical failures and attacks on defi services have already occurred. Moreover, questions remain about the extent of decentralization of some protocols – and associated risks, e.g., manipulation – and whether defi is more than a risky new vehicle for speculation that may open the door to fraud and illicit activity.

Suggestions

Creating awareness about defi is the most important factor. Earlier, bitcoin didn't have recognition because of a lack of awareness. Decentralized finance is a new technology but not in trend have to reach many by letting them know to have a better understanding of the method and process.

Conclusion

The particular manifestations of defi and their policy questions will change over time, as will activity levels and other aspects of the larger blockchain and digital asset world. Policy-makers and regulators will take different approaches based on the unique context of their jurisdictions. Larger shifts in financial regulatory obligations, or implementation of cross-national standards, may alter the context for consideration of defi issues. There were no decentralized digital currency assets before 2009, and no general-purpose smart contract platforms before 2015, so any recommendations about the proper treatment of an offshoot such as defi must consider potential and unpredictable developments in a rapidly evolving space. What is clear is that defi represents a distinct and potentially significant development, both within the landscape of blockchain and of financial services more generally. As this report has documented, defi presents a host of opportunities and many challenges. Even when there are no clear answers, policy-makers are best served by considering the right questions to ask, appreciating the points of interaction and tension with their regulatory regimes, and estimating the costs and benefits of various courses of action.

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DIGITAL BANKING IN INDIA: OPPORTUNITIES AND CHALLENGES

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Abstract

Digitalization has made a tremendous growth in recent days with the use of internet and mobile phone. Increasing use of mobile, internet and government initiative such as “digital india” are acting as catalyst that leads to tremendous growth in the use of digital payment electronics consumer transaction for product and services either through internet banking or mobile banking using smart phone or card payment are called as digital payment.

Digital banking has paved way to another spectrum of banking by allowing the customers to conduct their day-to-day banking activities at their convenience. The digital banking systems in developing countries like india are growing rapidly due to the penetration of internet and mobile phones. Banking transaction scenario has changed rapidly from typical to convenience banking, which offers enormous opportunity to move towards cashless and less cash society. The government of india has taken numerous steps to enhance and embolden digital banking system with a view to promote 'digital india'. As part of the initiative, the government of india intends to generate a 'digitally empowered' economy that is 'faceless, paperless, and cashless'. In the last few decades, banking system has undergone some distinct phases of digital transformation. This transformation was boosted by rising competition among public sector, private sector and foreign banks, efficient and also to access for all of the country's citizens. In this context, the present paper makes an attempt to study the theoretical aspects of digital banking in india, to know the opportunities of digital banking system in india and to identify the challenges of digital banking in india.

Keyword

Digital banking, digital india, mobile banking, internet banking.

Introduction

Now banks are part of human life. Presently indian government are doing efforts to make cashless economy. In this process digital banking play a very important role. In the present era we found ourselves in a wonderland, where the milkman accepts wallet payment without a fuss, a man buys a geometry set worth rs 100 using a credit card and the vegetable vendor uses qr code based "scan and pay" utility. The new innovative digital technologies and fantastic thoughts have given birth to whole new business and social dimensions. Digital banking provides solutions to bankers for their short term and long-term business and technological requirements.

Digital banking is the new paradigm in india which offers multiple benefits to the banking sector. It helps in increasing the productivity and profitability of banking sectors. It is a technological updating in the growing era. This is mainly introduced to improve 4c's namely: cost, convenience, control and customer satisfaction. The framework/ structure of digital banking is the result of the collaborated efforts of the group comprising idrbt research team, bankers, it professionals and consultancy experts. The term digital is referring to the storage of data in the form of digital signals. It can make the banking function easy. Atm (automatic teller machine) is an electronic telecommunication device. It is the best example of digital banking system. Digital banking makes the transaction very simple and easy. Sms banking is the example. Now every customer is free and do them as per their convenience. Digital banking is part of the broader context for the move to online banking, where banking services are delivered over the internet

Definitions

1. "digital banking- a new concept in the era of electronic banking, which aims to enrich standard online and mobile banking services by integrating digital technologies, for example strategic analytics tools, social media interactions, innovative payment solutions, mobile technology and a focus on user experience".

2. "digital banking is the application of technology to ensure seamless end to end (stp in the 'old' jargon) processing of banking transactions/ operations; initiated by the client, ensuring maximum utility to the client in terms of availability, usefulness and cost; to the bank in terms of reduced operating cost, zero errors and enhanced services".

Objectives of the study

1.to study the theoretical aspects of digital banking in india

2.to know the opportunities of digital banking system in india

3.to identify the challenges of digital banking in india

The concept of digital banking

Digital banking means any user with a personal computer and a browser can get connected to his bank's website or mobile application to perform any of the virtual banking functions. Digital banking is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry. E-banking is a generic term making use of electronic channels through telephone, mobile phones, internet etc. For delivery of banking services and products. The concept and scope of e-banking is still in the transitional stage. E-banking has broken the barriers of branch banking. The term "digital banking" covers computer and mobile / telephone banking. The system is updated immediately after every transaction automatically. In other words it is said that it is updated "on-line, real time." The system is updated immediately after every transaction automatically. Digital banking is further defined as delivery of banking products and services to customers through electronic channels. It does not involve any physical exchange of money as all transactions are done electronically from one account to another through internet. Digital banking includes the systems that enable financial institution customers, individuals or businesses to access accounts any time and from any part of world and do so when you have time and not when the bank is open. Digital banking is also known as electronic banking, cyber banking, home banking, or virtual banking and includes various banking activities that can be conducted from anywhere. A perusal of the concept of e-banking as described in the literature reveals that the term e-banking, is an upper construct that encompasses an array of banking services delivered through electronic media, be it through phone, pc, tv or internet. Thus, the term e-banking includes rtgs, neft, ecs, credit cards and debit cards, cheque truncation, atm, tele banking, internet banking and mobile banking.

Digital banking trends in india

Digital india in the banking sector has grown sharply in recent times. Some trends we see in digital banking in india are:

1. Increase in customers: the government's encouragement to use electronic wallets has contributed much to people adopting the use of technology in financial transactions. We see a rapid increase in the use of credit/debit cards as well as electronic wallets.

2. Chatbots: a number of banks have already employed chatbots in their customer care operations. We will see a steady increase in the number of chatbots employed as well as improvements in their speed of response, quality of interactions and the quality of services rendered.

3. Merge physical and digital process: many banks today offer a mixed physical and digital process to their customers. The customers could walk into the bank and then use devices there to carry out their transactions. In the indian context we will certainly see a steady increase in this kind of service especially in the rural areas.

4. Mobile technology: the proliferation of mobile phones and the easy and cheap availability of internet have meant that the banking sector had to provide digital service via mobile phones. A number of banks have developed apps to help customers handle banking transactions on their mobile phones.

5. End to end digital marketing: a number of customers are already using devices to handle their banking tasks. Banks have come to realize that digitalization is the only way forward. Hence a number of banks already started on the path of end to end digitalization, in their effort to provide all kind of services over the internet, resulting in paper list transactions

Scope of digital banking in india

A. Education: a lack of knowledge about banking in itself is a hurdle for many. Also, many parts of india still struggle with a low literacy rate. The lack of knowledge about computers and the use of internet is a challenge.

B. Fear: there are a number of unfounded fears individuals about the use of the internet. Cases of fraud are often blown out of proportion, and this adds to the fear factor, resulting in a number of ill-informed customers being nervous to use digital banking.

C. Training: there is much resistance from within the banking industry itself. Employees are not trained in the use of innovative technology. They are unable to utilize different features of digital banking and hence are wary about its implementation. This have been said, the challenges are steadily being overcome

Types of digital payments

There are different modes and types of digital payments that are prevalent in india, which are discussed in detail in the following lines.

1. Banking cards:

Banking cards are the most widely used digital payment system in india. It offers a great set of features that provides convenience as well as security to the users. Cards offer the flexibility of making other types of digital payments. Customers can store card information in the mobile application and pay for the services using the stored card information.

Banking cards (debit and credit cards) can be used for a variety of digital transactions like pos terminals, online transactions, as a payment medium in mobile apps, which provide any kind of service like grocery, healthcare, rental cab booking, flight tickets, etc. The most popular cards are issued by service providers like visa, mastercard, rupay, amex etc.

2. Ussd (unstructured supplementary service data):

Ussd is another popular digital payment method. It can be used for carrying out cashless transactions using mobile, without the need of installing any banking app.

The good thing about ussd is that it works without the requirement of mobile data. The main aim of this digital payment service is to include those sections of people of the society who are not included in the mainstream.

The striking feature of the ussd is that it can be availed in hindi. The ussd can be used for the following types of activities:

A. Initiating fund transfers

B. Making balance enquiries

C. Getting the bank statements

3. Aeps (aadhaar enabled payment system):

Aeps can be used for all the following banking transactions such as balance enquiries, cash withdrawal, cash deposit, aadhaar to aadhaar fund transfers. All such transactions are carried out through a banking correspondent which is based on aadhaar verification. This service can be availed if the aadhaar is registered with the bank where an individual has a bank account.

4. Upi (unified payment interface):

Upi is the latest digital payment standards where the user having a bank account can transfer money to any other bank account using upi based app. Upi enabled payments occur throughout the day and all 365 days in a year. Payment can be done using a virtual payment address (vpa). To use upi services one must have a bank account and a mobile number registered with that bank account.

5. Mobile wallets:

Mobile wallets are another popular payment option. Here the users can add money to their virtual wallet using debit or credit cards and use the money added in the wallet to perform digital transactions. Some of the most popular mobile wallets are paytm, mobikwik, phonepe, etc.

6. Point of sale terminals:

Pos terminals are installed in shops or stores where payments for purchases can be done through debit and credit cards. There are variations of pos, one which can be physical pos and the other one is mobile pos. The mobile pos does away with the need of maintaining a physical device.

7. Mobile banking:

Mobile banking is a service provided by the banks through their mobile apps in a smartphone for performing transactions digitally. The scope of mobile banking has expanded extensively after the introduction of upi and mobile wallets. Mobile banking is a term used to describe a variety of services that are availed using mobile/smart phones.

8. Internet banking:

Internet banking is the process of performing banking transactions from the comfort of your home using a mobile phone/laptop/ desktop and an active internet connection. The major type of transactions can all be done using internet banking. Internet banking services can be availed round the clock and all 365 days in a year, which makes it a popular choice for performing digital transactions.

Opportunities of digital banking

1. More output more profits

There is no specific time when someone can want to deposit or withdraw from their bank accounts, let alone buying something online. Through digital banking, banks can offer round the clock services to their customers, maximizing profits.

2. More customers with time

It is without any doubt that everyone is going the digital way. That's why it's easier for our grandfathers to wait in line in the bank than it is for a college student. Since the upcoming generations will be more digitized, digital banking is predicted to be the peoples' favorite in the future.

3. Mobile banking

You may take it lightly, but mobile banking is soon going to be the people's choice. That is because people today want to take their phones everywhere and use them to do everything. Mobile banking, therefore, presents an excellent opportunity for banks to generate more revenues from transactions.

4. More loans, more interests

Banks like it when people borrow loans. That is why many financial institutions are competing to give out low-interest rates because, in the end, they will still make profits. Digital banking will make it easier for customers to access loans online, and this will increase the number of borrowers.

5. Fastened services

Money needs to move around fast in any business setting. That is why having to spend hours in long ques in the bank to transfer money is a disadvantage to both customers and financial institutions. Through digital banking, one will not even have to leave their bed to transfer cash or complete payments.

6. Better market predictions

Digital banking is backed up with an accurate data collection mechanism. Data is i8mportant for any organization because it can be used to predict the market and offer better services to the customers. Today, the data available in banks have not been utilized as they are supposed to be mainly because of the format in which they exist makes them harder to access.

Digital banking is promising a better banking experience for both customers and banks. However, it is without any doubt that the future banker is a digital banker. Today the ai for banking is already being implemented by other banks, and the results are impressive for some. In the future, bank ques will be history, and that should be a heads up for any bank or financial institution wanting to dominate the market in the future.

Challenges of digital banking

1. Security

This is one of the first things that comes into one's mind when keeping money is mentioned anywhere. It is, however, sad to say that hackers are still giving financial institutions a run for their money. Therefore, some customers are not willing to take any chances. Note that banking security is nothing like downloading and installing an antivirus.

2. Fully digitized bank, brick, and mortar or both

Although many people are embracing digital banking, there is still a good portion of people who don't trust it. Also, some people are not convinced about digital banking unless they have proof that a bank exists in brick and mortar form. This makes it hard for digital banking to become completely digitized.

3. An evolution from ancient banking systems

Many people don't know it, but most banking systems use cobol programming language. This has been around for more than 60 years and was not meant to suit the kind of technology that is available today. Upgrading these banking systems and install suitable ones usually takes so much time while the demand for seamless digital banking is on the rise.

4. The non-financial institution already filling the space

Several non-financial institutions offer services very similar to what digital banking is expected today. Social media platforms like facebook, for example, have made it possible for users to send money directly to someone's bank account. Because they are not restricted by any rules as seen with financial institutions, it is hard for these financial institutions to cope. To begin with, social media platforms, for example, have a large fan base.

5. Internal barriers

For banking to be fully digitized, it means that both the banking system and employees will have to undergo a cultural shift. However, it is good to know that unlike other businesses, banks have a unique way of departmentalization, and this greatly influences the level of technology to be used. While some departments will benefit from a digital banking system, some departments will have to lay off some employees. Also, employee training may be required.

6. To buy or build the banking system

With the demand for digital banking on the high, some banks are desperate to take the leap and adopt digital banking. However, most banks are not quickly adopting digital banking because they don't know which kind of system will work correctly. Some prefer purchasing such systems because they want to work with a system that has been tested. Others prefer having a system built specifically for them. Don't forget that both kinds of systems have their pros and cons.

Conclusion

Banking and financial services have always been extremely formal in nature, and for good reason. They say "money makes the world go round", and even if the line was intended to be cynical, it remains true for at least all the businesses. Things are however, rapidly transforming in the digital era. It is as important that the banks remain as transparent, as their customers remain authentic. The main objective behind integrating banking services with technology is undoubtedly, convenience. Technology has now become familiar to most individuals, to an extent that it influences their lifestyle. It then, becomes vital for businesses to distinguish themselves in the digital space with unique offerings. Security remains part of the core services that banks can offer, and for this reason, the interfaces with simplicity work best. More customers are acclimatizing to mobile platforms, and more users are using online platforms at a much younger age. Due to these reasons, there is an undoubted power that can be leveraged through digital channels. In order to tap into the power of digitization, however, there are a number of challenges that need to be overcome.

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DIGITAL PAYMENT METHODS: CONSUMER PERSPECTIVE IN ADOPTING PAYMENT APPS IN ANANTAPUR REGION

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Abstract

Due to demonetization and covid - 19 the use of digital payment system has been increased in the society. The government of india has taken initiation that is digital india, which encourages to use the internet and smart phones exponentially. Digital payments will benefit the country's economy with greater transparency in transactions. There have been many changes in payment apps in recent times like upi, wallets, bhim for doing transactions very smooth and secure. This paper is going to discuss the various benefits of payments apps and to understand the consumer interest while choosing digital payments in anantapur region. For this purpose, the primary data was collected by preparing structured questionnaire. The responses were taken from people in anantapur region only.

Key words

Payments apps, digital india, bhim, upi.

Introduction

Making payment through digital is a method which helps to customer do transactions as their convenient. There will be two parties that is who send money (payer) and who receives money (payee). Both parties have to use payments apps for this. Physical cash is not involved in the online payment system. All transactions are settled via online. For this the customer no need to visit the bank for making payments as well as monitor the account, just he/she has to maintain sufficient fund in their account.

As per the survey of cash karo india more preferable method for online payment is e-wallet than the other payment methods. The smart phone and internet users have been increased tremendously, which leads to increase the way of digital payments. Present available digital payments systems are like plastic money (debit card and credit card), unified payment interface (upi), immediate payment service (imps), national electronic fund transfer (neft), real time gross settlement (rtgs), net banking and mobile banking so on. In the recent technological advances and other features are making interest to customer towards online payment. According to reserve bank of india report cashless transactions have been increased day by day for the last few days.

Literature review

Sujith t s, julie c d (2017) titled "opportunities and challenges of e-payment systemin india". The main purpose of their study is to classify the problems and challenges of electronic payment systems and to find appropriate answers to improve the electronic payment system. Online payment methods adds more possibilities. Their study found that the digital revolution provided an easier approach to digital payments. With the use of smart phones and the expansion of internet services to all areas, online payment usage will increase.

Mamta, prof. Hariom tyagi and dr. Abhishek shukla (2016) was conducted a research on the title “the study of electronic payment systems”. The foremost determination of this study is to identify the difficulties and challenges of electronic payment systems and to deliver some solutions for enlightening the eminence of the payment system. The successful implementation of an electronic payment system depends on the rigorous security and security measures that companies establish. It will improve the trust of the customers in the system.

Preity zinta and manvi panchal (2016) published an article entitled "study on the introduction of cashless economy in india 2016: benefits and challenges". It shows people's perspectives on the cashless transaction’s economy in india. The study was conducted in delhi using an organized poll and basic rate technology. It was mentioned that cashless transactions can help reduce the exploitation of fake currency, black money and money and improve the economic development of our country, while online exploitation, lack of proper understanding of technology, lack of trust system, lack of continuous internet services etc. Are the major difficulties that hinder implementation.

Vidya shree dv, yamuna n. Published “a study on new dynamics in digital payment system - with special reference to paytm and pay u money”. It has been found that the impact of the new online payment system on the customer and the problems they face is zero. It was determined that users are paying more courtesy to making payments over the payment gateway.

S. Khan was conducted a survey on 100 participants. There, they found that why the consumers were attracted towards buying goods or services via online and making payments by using various payments gateways. It concluded that more security concerns are needed to be added like fingerprint verification, otp, scan, artificial intelligence etc., this will increase the trust and confident of customers on digital payment system.

S. Vidya was associated the electronic wallets on the basis of cash back, payment supports, features and reward system. She was determined that the bhim application helped the users to make transactions deprived of net connectivity. Paytm and phonepe has provided many other wallet facilities. Google tez is a safe application which makes payments very quickly.

Gokhan aydin was explained the significance of wallets and factors which has an optimistic effect on the customers in using the wallets. Some of the features are facilitated to customers use it simple, opportune, contentment etc. It was determined that the mobile wallets are a significance to attract the customer towards making payment digital form and change the users attitude. It will help to increase the usage of wallet system and getting new users.

Objectives of the study

 to discuss the various payment gateways offered by the various financial institutions.

 to analyse the customers preferences while choosing the payments apps.

 to understand the impact of digital payments on human daily life.

Research methodology

This study was done by collecting both primary and secondary data. The primary date was collected from 100 customers on convenient sampling basis. We were prepared a structured questionnaire to collect primary data. Total sample size for primary data was 120. We had gone through the academic literatures, journals, magazines and also various sources of secondary data were used for the study.

Statistical tools:

- anova: two-factor without replication
- frequency table and charts/graphs

Hypothesis:

H0 – there is no significance between digital payments and customer satisfaction

H1 – there is significance between digital payments and customer satisfaction

Limitations of the study

- the survey was conducted within the geographical area of anantapur city only.
- out of the survey very few people were participated.
- the size of sample was small and constraint. It would have been good if the size of sample was more.
- the period of study was very short.

Various payment apps

Google pay

In the past it was known as tez. This is a part of google company's digital payment app. 2017 it was re-branded. It works for all bank accounts that support upi. All kinds of activities can be done if it is downloaded from the play store and linked to our bank account. Customers can do cash payments by using upi pin, qr code, mobile number or bank account number. Aadhar related services can also be availed through this. It provides proper online security from hacking and other attacks on banking details. Also offers benefits like cash back, discounts, and offers when making payments.

Phone pe

It is the first upi mobile payment app in india. It was launched in 2016. It is now an e-commerce giant who owns flipkart. The app is based with yes bank and also acquired a 37.3% of market share in 2019 and almost all upi transaction volumes. It offers many rewards and cashback offers for transactions on the app. It is entirely user friendly and customer can simply access the transactions.

Paytm

It is the most popular mobile payment app in india. It was launched in 2010. Consumers can simply store the money into the paytm pda wallet and do cash payment to merchants over qr code. It is very simple and easy for customers to customize.

Free charge

It is another popular mobile payment app and offers substantial cash backs, discounts and other offers to customers for various transactions. Business owner they can link numerous bank accounts in the free charge app. When registering in the free charge app, you can get the upi id based on axis bank. Payment can be received with customers by sharing upi id or qr code.

Amazon pay

Amazon pay is a popular online payment app set up by the amazon company. It was launched worldwide in 2007 but has been in operation in india since 2017. Amazon pay allows not only its customers but also other merchants to make payments. Amazon pay launched no-cost emi in their platform with the association of a fintech companies such as zest money to launch payment options on its platform. This allows customers to purchase goods through the amazon platform and make payments with easy instalments.

Mobikwik

Mobikwik is an independent mobile payment network. It enables the customer to withdraw cash using his debit, credit card, net banking and doorstep cash collection service. It permits to customer do various payments like dth, electricity charges, mobile recharges and shopping in the market. Mobiquick has recently joined hands with large and small-time grocery, restaurants and other offline merchants for convenience due to the growing need.

Analysis

Hypothesis

H0 – there is no significance between digital payments and customer satisfaction

H1 – there is significance between digital payments and customer satisfaction

Satisfaction viewpoint of digital payments on human daily life

Anova: Two-Factor Without Replication

SUMMARY	*Count*	*Sum*	*Average*	*Variance*
Strongly Agree	3	34	11.33333	94.33333
Agree	3	58	19.33333	144.3333
Neutral	3	6	2	1
Disagree	3	2	0.666667	0.333333
Strongly disagree	3	0	0	0
male	5	57	11.4	201.3
female	5	32	6.4	70.3
trans	5	11	2.2	8.7

ANOVA

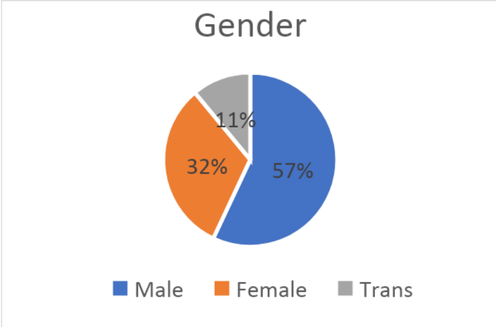
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	853.3333	4	213.3333	6.371329	0.013176	2.806426
Columns	212.1333	2	106.0667	3.167745	0.096986	3.113118
Error	267.8667	8	33.48333			
Total	1333.333	14				

The above analysis discussed the satisfaction viewpoint of digital payments on human daily life. Rows refers to likert scale and column refers to gender. Here we noticed that the f value (6.371329) is more than the f critical value (2.806426) and p value is 0.013176 at a significance level at 10%, we can state that the null hypothesis is rejected and alternative hypothesis is accepted, it implies, h1 – there is significance between digital payments and customer satisfaction.

Analysis the customers preferences while choosing the payments apps.

Gender

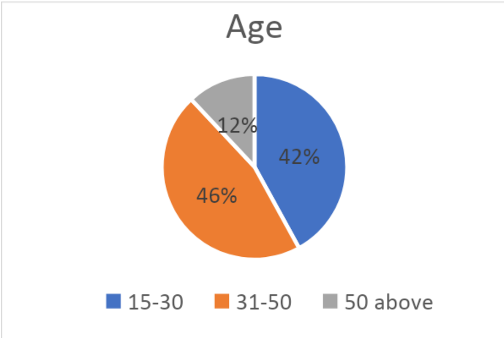
Gender	Male	Female	Trans
Respondents	57	32	11



Out of total respondents 32% female, 57% male and 11% trans genders were participated during the study

Age

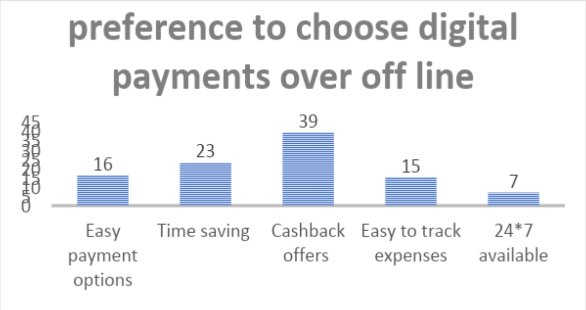
Age	15-30	31-50	50 above
Respondents	42	46	12



42% are between 15-30 years. 46% are between 31-50 years and more than 50 years are 12% only.

Why would you choose the digital payments over off line payment?

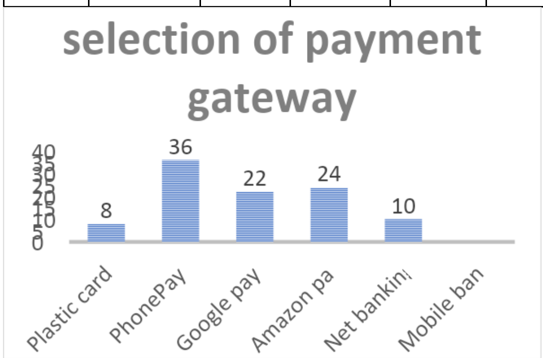
Easy payment options	Time saving and Convenient	Cashback offers and Discounts	Easy to track expenses	24*7 available
16	23	39	15	7



From the above table we can observe that the people have chosen digital payments for cash back offers, discounts, time saving and easy to make payments and access account in any geographical region as the customer convenient.

Which payment gate way do you choose while making payment online.

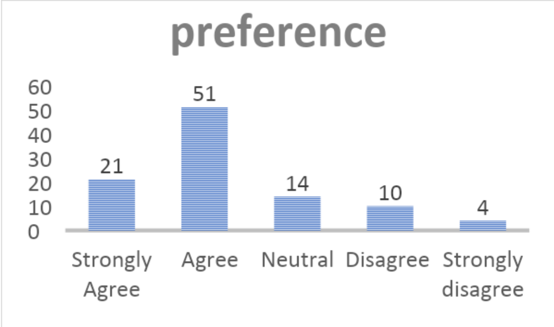
Plastic cards	Phone pay	Google pay	Amazon pay	Net banking	Mobile banking
8	36	22	24	10	0



The above chart shows that most of the customer are using upi like phone pay, google pay and amazon pay for making payment online. Very few are using plastic cards as well net banking and mobile banking is zero.

Do you believe that digital payments are a secure for payments?

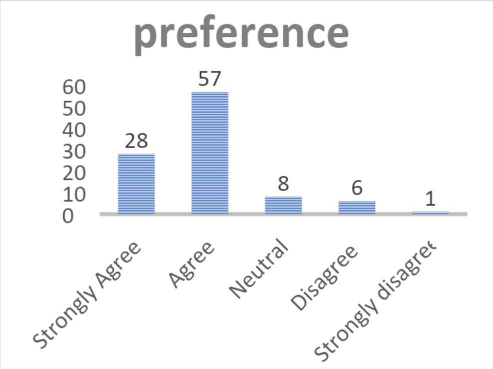
Strongly agree	Agree	Neutral	Disagree	Strongly disagree
21	51	14	10	4



Most of the customers are agree that the digital payments are secure for paying online. It is due to technological advances and features which satisfy the needs and convenient.

Do you believe that after demonization and covid-19 the uses of digital payments have been raised?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
28	57	8	6	1



85% of the respondents were agreed that the utilization of digital payments have been increased after demonization and covid-19.

Findings

□customer are using upi like phone pay, google pay and amazon pay for making payment online. Very few are using plastic cards as well net banking and mobile banking is zero.

□people have chosen digital payments for cash back offers, discounts, time saving and easy to make payments and access account in any geographical region as the customer convenient.

□most of the customers are agree that the digital payments are secure for paying online. It is due to technological advances and features which satisfy the needs and convenient.

□85% of the respondents were agreed that the utilization of digital payments have been increased after demonization and covid-19.

□some of the respondents' opinion that online payments are not secure due to causes such as fraudulent activities, uncertainty, lack of faith, technical problems etc.

□most of the customers are preferred to use phone pay, google pay and amazon pay which states that those financial institutions having good faith and trust in the market.

Conclusion

The use of payment apps have been increased significantly over the last few years. Direct cash usage decreased and e-cash usage increased. In addition, the offers offered by payment apps service providers are attracting a lot of customers. Among them, the use of apps is very easy and convenient. What people have forgotten in the present times, the phone will not forget. Paytm, phonepay, googlepay and amazonpay are the most popular. Their use is likely to increase further in the coming days.

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ECO-INNOVATION AND MANAGEMENT OF RESOURCE USE PATTERNS, INCLUDING MATERIALS ENERGY, WATER, AND LAND.

(a study with special reference to ananthapuram, kurnool, and kadapa districts)

Introduction

Sustainable development goals needs to be informed by knowledge that highlights the need for determination, forward-looking expectations about a growing global population seeking higher levels of well-being, and normative considerations such as leaving no one behind. The concept of eco-innovation has emerged as a global approach for fostering sustainable development for all societies. Eco-innovation-recent literature on innovation introduced different theories to describe a specific type of innovation, with potential to reduce the impacts on the environment. Some of these concepts refer to "green", "sustainable", "environmental" and "eco-innovation".

Advancing human cosiness including material comfort, health, education, voice, access to a clean and safe environment and resilience is at the core of transformations towards sustainable development. Health and education are not just development effects. They are also the means of achieving key aspects of the global development agenda. Effective action in any of those areas requires acknowledging and addressing the links among them the close ties between climate change and human health, for instance, or the ways in which biodiversity loss and deterioration of ecosystem services exacerbate inequalities. Pathways to advance human comfort eventually require collaboration, teamwork and interchange among multiple actors, and retaining many handles of change. There is no single pathway, and different combinations of efforts are required across regions and for countries in special situations. Not only is human comfort naturally important, but people's capabilities, in turn, drive global social, economic and environmental change according to sets of knowledge, skills, and abilities, psychological and physical abilities.

Economies and sustainable development

Economic activity should be seen not as an end in itself, but rather as a means for sustainably advancing human capabilities. Such an outcome would greatly accelerate the necessary reconfiguration and help to put people, societies and nature on the path to sustainable development. At present, there are numerous reasons why that is not happening. One oft-cited reason is the use of the gross domestic product (gdp) the market value of goods and services produced over a year as the sole or largest metric for managing economic policy for human development. While improving policymaking at this level is essential, it may not happen rapidly enough across the world to guarantee active paths towards sustainable development. On the other hand, several other significant weaknesses could address, even in the very short term. Economic growth has improved national incomes significantly, while that has contributed to advances in human, social and economic happiness, the effects on human societies and the environment are currently unsustainable. The more efficient – or even the only – way to make progress on a given target is to take advantage of positive synergies with other targets while resolving or amending the negative interchanges with yet others. Decoupling the benefits of economic activity from its costs at all levels is essential in itself and can also support the systemic changes predicted through the entry points encouraged in this report. An important key to doing that is to recognize that, while the present state of imbalance across the three proportions of sustainable development arises from not having fully respected the inter linkages across them or having excessively arranged the short term, it is those same inter links that will lead to the favourite transformative change, when accurately taken into account. Converting that vision into useful action for the eco-innovation plays a key role in promoting and implementing green growth because it promotes all forms of innovation that reduce environmental impacts and reinforces bounciness to ecological. It is also decisive in efforts towards resource efficiency and a circular economy. Highlighting eco-innovation as a means for achieving sustainable development requires information on the performance of main actors, in particular, countries. Eco-innovation can be defined as “all efforts from relevant actors that introduce, develop, and apply new ideas, behaviours, products and processes and contribute to reducing environmental burdens or ecologically specified sustainability targets. Such a macro-level scope is in line with research on national innovation systems, outlined below.

The use of agricultural crop wastes energy crops grown in regions with suitable rainfall can reduce the water-use intensity and water quality impacts of biofuels. Using biomass from forest diminishing can help divides by reducing fuel for wildfires and improving water capture and ground water recharge in forested regions. Extremes in temperature can also adversely impact biomass growth. Lengthy scarcity coupled with long high temperatures during the summer can damage the crop. Such conditions can also reduce surface water supplies and drive up demand for power. Continually increasing the consumption of waste-generating goods and services globally is unsustainable. Investment in the sustainable development goals from all sources is significantly short of what is needed. Production across national jurisdictions also leads to its own set of challenges.

Mining and well drilling for energy and fertilizer mineral extraction demands water, as does, the downstream processing or refining of these materials into fuels. This “produced water,” may contain a variety of contaminants. Mining also requires water and can cause water contamination with adverse impact on ecosystems. Treatment of produced water and other wastewater from mining and energy extraction operations requires additional energy and water. These processes can also contaminate water, which leads to additional energy demands and costs to treat the water for proper disposal or re-use.

Effects of water on energy use

Water demands on energy resources include pumping, treatment, processing, and conditioning water for various public, private, commercial, industrial, mining, and agricultural end- pumping requires energy for the extraction of groundwater and for transport of both surface and groundwater over horizontal distances that require overcoming head loss due to pipeline or channel flow and the traversing of uphill changes in elevation. Energy is also required for the treatment (filtering, demineralization, disinfection) of potable supplies, for the desalination of brackish or saline waters, to for the treatment of various wastewaters (municipal, agricultural, industrial), and to condition water for various end uses (heating, cooling, and further processing for industrial purposes).

Effects of energy on land use

The land use associated with energy can also interact with climate and have influence through release of greenhouse gases and aerosols, change of ground cover and albedo, and reduction or enhancement of carbon capture and sequestration in vegetation and soil.

Energy demands on land resources include the use of land to grow biomass and the infrastructure to harvest, process, transport, store, and distribute the material for use in the production of bio power or biofuel.

Sustainable forest and agricultural land use management practices in conjunction with ecosystems that include bioenergy feedstock production can increase net carbon sequestration rates, contribute to long-term carbon storage, and contribute to the production of fuels

Climate variations and change can impact the hydrological cycle and the growth and productivity .other energy related land uses that involve facilities and infrastructure can also be impacted by extreme weather events that can cause damage and disruption of service. Also needed to support energy is land for roads, railways, and facilities. Land is also needed for the siting of dams and reservoirs for hydropower, thermal and geothermal power plants, concentrator solar thermal power plants, wind and solar pv generation, and the associated electrical transmission and distribution lines and switching infrastructure needed to control and transport power to end-users.

The integrated energy-land-water at anantapur, kadapa and kurnool an important goal for goal this report is to provide decision-makers with a clear understanding that the convergence of supply and demand issues related to energy, water, and land. This increasing food demand is promoting farmers worldwide to increase crop production, which builds pressure on the environment and exceeds its carrying capacity to repair or replace itself, leading to its serious degradation. ‘natural farming’ or ‘eco-agriculture’ or ‘eco-friendly agriculture’ is suggested as a neoteric approach to improve both traditional and modern agricultural practices, which aims to safeguard the environment, public health, and communities sustainable agriculture practices enable food production without compromising the needs of future generation in both developed and developing countries, there is a need to adopt new approaches to increase food supplies while protecting the resource on which they depend.

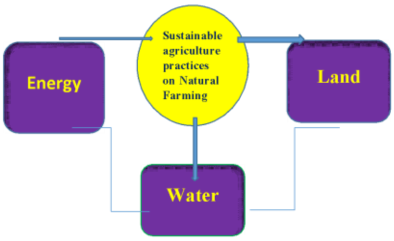

Fig: 1 Energy-Land-Water at Anantapur, kadapa and Kurnool

Table-1 analysis of agriculture driven impacts on environment

Agriculture driven impacts on environment	2016	2017	2018	2019	2020
Water depletion	✓	✓	✓	✓	✓
Climate change	✓	✓	✓	✓	✓
Air pollution	✓	✓	✓	✓	✓
Water pollution	✓	✓	✓	✓	✓
soil	-	-	-	-	-
GMOs	-	-	-	✓	✓
Agriculture waste	-	-	-	-	✓

Chart: 1 sustainability as a goal in indian agriculture development

Although it is common today to talk about sustainable agriculture, as well as sustainability of any human activity, the meaning of sustainable is seldom defined. It is possible to mistake sustainable agriculture for organic farming, or for some biodynamic version of agriculture, or for the reduction of agrochemical inputs. Actually, any activity or economic system able to maintain itself for an indefinite period of time can be defined as sustainable. However, there has been a realization that being sustainable reaches much further to include economic and social dimensions, and putting farmers in the centre. Sustainable agriculture is the practice of farming using principles of ecology and it integrates three main goals

Environmental (environmental health),

Social (social and economic equity) and

Economic (economic profitability).

Sustainability creates and maintains the ideal conditions between man and the environment; it is a profession that places man closest with nature and it needs to be well tuned with the surrounding environment. Farmers are considered as food gods and their involvement is the key to prevent hunger and to increase food security in the country. Again indian farmers have a long experience in water conservation that can now be enhanced through technology. Seeds can now be treated with enhancement that helps them improve their root systems that leads to more efficient water absorption. While sustainable agriculture through soil, water and seed management can increase crop yields, an efficient warehousing and distribution system is also necessary to ensure that the output reaches the consumers.

Natural resources planning and management processes should identify a vision that guides development and operational activities in the affected region. Planning and management processes should be,

utility within the region's legal/institutional frameworks,

accommodate both short- and long-term issues,

identify goals and expectations of the region's stakeholders,

recognise and respond to the district's water-related problems,

Kurnool

The district is bounded at the north by mahbubnagar district of telangana state, on the south by kadapa and anantapur district, on the west by bellary district of karnataka state and on the east by prakasam district. The climate of the district is normally good and healthy. South-west monsoon brings fair quantum of showers. The principal rivers flowing in the district are tungabhadra, krishna, and kunderu.

Kadapa

Kadapa district is said to be the heart of rayalseema as it is centrally located and well connected with the four districts of rayalseema. Kadapa is one of the districts in rayalaseema area, with an uneven and isolated rainfall pattern in different parts of the district, and has large dry tracts. The rainfall of kadapa district is mainly influenced by the south-west monsoon and some parts of the district receives rainfall from the north-east monsoon also. Principal rivers like penna, papaghni, chitravati and mandavya cut across the district giving the land sanctity of its own. Study area

Agro-climatic conditions in the areas of study. A mixed method that involves initial rapport building, qualitative and quantitative study in the selected area of study for target population was used.

•primary data for this study was collected by interviewing the experts and focus groups.

•the secondary data regarding agricultural status of the districts was collected through document review and through the websites.

The most sustainable ways to transform it to make agriculture highly efficient for farmers both in quantity as well as quality of crops grown by them are.

Table: 2 details of target respondents for this study

Districts	
Sample size	
Anantapur	20
Kadapa	20
Kurnool	20

This study was designed based on likert scale and guttmann scale to quantify the degree of awareness, knowledge, attitude, evaluation ability of farmers regarding type of agriculture practice which is common in their area, and their participation with current schemes and programs.

Land resources

While mankind has learnt to adapt his lifestyle to various ecosystems world over, he cannot live comfortably for instance on polar ice caps, on under the sea, or in space in the foreseeable future many traditional farming societies had ways of preserving areas from which they used resources. Equally importantly, man needs to protect wilderness area in forests, grasslands, wetlands, mountains, coasts, etc. To protect our vitally valuable biodiversity. Thus a rational use of land needs careful planning. These protected areas are important aspects of good land use planning.

The outcome of a chance fall on one side or the other of a stone balanced on a rock gave or withheld permission. Land is also converted into a non-renewable resource when highly toxic industrial and nuclear wastes are dumped on it. Land on earth is as finite as any of our other natural resources. Man needs land for building homes, cultivating food, maintaining pastures for domestic animals, developing industries to provide goods, and supporting the industry by creating towns and cities.

(a) land use change: the most damaging change in land use is demonstrated by the rapidity with which forests have vanished during recent times, both in india and in the rest of the world. Forests provide us with a variety of services. These include processes such as maintaining oxygen levels in the atmosphere, removal of carbon dioxide, control overwater regimes, and slowing down erosion and also produce products such as food, fuel, timber, fodder, medicinal plants, etc. In the long term, the loss of these is far greater than the short term gains produced by converting forested lands to other uses.

(b) land degradation: it is a process of deterioration of soil or loss of fertility.due to increasing population, the demands for arable land for producing food, fibre and fuel wood is also increasing. Hence there is more and more pressure on the limited land resources which are getting degraded due to over-exploitation..

Sustainable water use and water efficiency, while highlighting issues linked to agriculture and rural areas agricultural land management with soil and water benefits. The management of natural resources requires a long-term perspective so that these will last for the generations to come and will not merely be exploited to the hilt for short-term gains. Hence, sustainable natural resource management demands that we plan for the safe disposal of these wastes too.

Integrated water management is vital for poverty reduction, environmental sustenance, and sustainable economic development. In view of the rapid increase in population, urbanization, and industrialization, the demand for water for meeting various requirements is continuously increasing. The present day global concerns for sustainable development and conservation of natural resources are of recent origin as compared to the long tradition and culture of nature conservation in our country. Principles of conservation and sustainable management were well established in the pre-historic india. This management should also ensure equitable distribution of resources so that all, and not just a handful of rich and powerful people, benefit from the development of these resources. Another factor to be considered while we exploit these natural resources is the damage we cause to the environment while these resources are either extracted or used. Water is one of the most essential natural resources for sustaining life. Its development and management play a vital role in agriculture production.

Water is one of the most essential natural resources for sustaining life. Its development and management play a vital role in agriculture production.

An overview of natural resource management

Sustainable management of natural resources is a difficult task. In addressing this issue, we need to keep an open mind with regard to the interests of various stakeholders. We need to accept that people will act with their own best interests as the priority. But the realisation that such selfish goals will lead to misery for a large number of people and a total destruction of our environment is slowly growing. Going beyond laws, rules and regulations, we need to tailor our requirements, individually and collectively, so that the benefits of development reach everyone now and for all generations to come.

Objectives

The main objective of the study area focussed on the sustainable water use and water efficiency is to assess the potential role of scientific research, technologies and good practices:

 to identify and measure the awareness and behaviour of farmers and other local stakeholders towards agriculture driven environmental issues.

 to identify the main methodological challenges in developing indicators and statistics on eco-innovation

 to propose possible indicators for measuring relevant aspects of eco innovation, taking into account data availability issues; to define future research needs for addressing these methodological challenges in developing eco-innovation indicators; and to set up guidance for the most feasible route for implementation of eco-innovation indicators on the time scale envisaged.

 to find opportunities and actions to increase the demand of natural farming over chemical based conventional farming system.

 to recommend management policies on the basis of opinion of farmers and other local stakeholders for integration of environmental concern along with socio-economic concern in governmental policies

The study aims to provide an overview of issues in the management of water as a natural resource in the ananthapuram, kadapa and kurnool and the management of natural resources linked identify policy options.

Themes of resource use patterns, including materials energy, water, and land in anantapur, kadapa and kurnool.

This focus area takes particular account of practices to save water and reduce or optimise water use in agriculture, linkages between agricultural management and urban and industrial water management, planning and decision-making support tools and good policy practice that may improve water use, water flows and water availability. Technologies and practices relating to water quality are outside the study generally stresses issues of water scarcity rather than floods. In the second study area focussed on agricultural land management with soil and water benefits, the main objective is to identify soil management approaches with sustainable outcomes for soils and climate regulation and soils, while noting their co-benefits to water, as well as identifying other land management options for water benefits. This part of the study also aims to note the co-benefits of these approaches to other environmental objectives and soil productivity. Agricultural land management actions for improved functions of soils in the context of climate change are indicated, inasmuch as they need to be considered in relation to sustainable water management in agriculture in the future years. Biodiversity loss is an important challenge in agricultural ecosystems.

Scope of the study

Many aspects of agricultural production affect water. A large proportion of the water consumed in agriculture still comes from rainfall. There are many agricultural management actions that management actions for improved water availability may be used in practice to improve water use. This study has assessed crop related management actions in particular. The importance of business models for understanding and promoting radical and systemic eco-innovation is increasingly recognised. However, a comprehensive understanding of this concept and structured knowledge about it are still lacking. Although the majority of the eco-innovation studies still focus on incremental innovations such as green products and eco-efficiency improvements, the focus on “radical”, “systemic” and “transformative” innovation concepts has recently picked up and is discussed extensively, especially in the theoretical discourse.

Value creation by eco-innovation

Value creation, both for the firm and the customer, is at the heart of any business model, as it can be one of the most important factors behind the viability of a new product, service or technology introduced in the market. The value of the product is often increased by combining it with services or altered by the complete substitution of the product by a service.

Generally, in the eco-innovation literature, this value proposition concept is not framed or named as such but the analysis can be translated from the discussion on the economic and social benefits of particular eco-innovations. Even within those terms there are serious limitations to the utility of the indicators generally employed. A reliable innovation output indicator would, in itself, be of value to the development of useful eco-innovation indicators by providing a systematic record of ‘actually existing’ innovation in a specific form which would allow a further level of interpretive analysis of the environmental consequences of each specific innovation output event.

Consequences of eco-innovation

This concept is one of two theories previously referred to here as having “firm” focus. The outcome of this firm level of focus may make this model suitable to variation for the resolves of measuring eco-innovation specifically, as indicator surveys could be used to target previously identified eco-innovative performers the theory referred to here as “technological innovation systems” could be considered as an innovation indicator set well suited to the measurement of eco-innovation. The productivity and sustainability of a land-use system is determined by the interaction between land resources, climate and human activities. Especially in the face of climate change and variability, selecting the right land uses for given biophysical and socio-economic conditions, and implementing a monitoring and evaluation framework is in place, and relevant institutions are capacitated in carrying out monitoring activities and communicating experiences and results.

Outcomes of farmers and other local stakeholders in anantapur, kadapa and kurnool

1) reinforcement and improvement of multi stakeholder stands that will permit better planning, including landscape-based planning;

2) emphasis will be placed on rehabilitating ecosystem services, particularly land-based services, through agroforestry, natural regeneration and sound pasture management, target specific activities aimed especially vulnerable, to ensure equality of participation and the removal of underlying liabilities.

3) the development of observing and valuation practices and the sharing of project indicators, global environmental benefits, and socio-economic benefits.

Conclusions

As it is based on less use of material resources, energy, water and land, with the same amount of economic output in these three districts anantapur, kadapa and kurnool. Eco-innovations result in reductions in environmental risks, emissions, pollution and other negative impacts of resources use. This paper reviewed some literature on eco-innovation and decoupling and, discussed how these could encourage the reduction of natural resources use patterns, including materials energy, water, and land. By presenting the relationship between the longer life design of products and eco-innovations, also aimed at relating eco-innovations to the decoupling proposal, pointing that the latter depends on eco-innovations, to clarify and strengthen the interrelationship between longer lifetime product projects, eco- innovations and decoupling.

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EFFECTIVE UTILISATION OF COAL BY CONTROLLING THE PARAMETERS TO IMPROVE THE PRODUCTIVITY OF BLAST FURNACE.

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Abstract

Coal is the primary source of fuel used in iron making process at high temperature and high pressure. Coal is getting scarce day by day and has become expensive raw material because of scarcity. Coal is converted into coke in coke ovens plant to reduce the slag formation and impurities in the hot metal. Excess coke consumption in the blast furnace increases the sulphur content in the hot metal, so there is need to reduce the consumption of coke in the blast furnace. The aim of this research work is to check the quality of coal before production and based on its quality the parameters are controlled to improve the productivity of the blast furnace and to reduce the sulphur concentration in the hot metal. These parameters are controlled on regular basis based on the quality of the coal which can be changed every day as the whole raw materials are dumped in the storage yards which are open to atmosphere. Excess utilisation of coal not only increases the sulphur content in the hot metal but also pollutes the environment with its gases. The parameters that can be controlled in the blast furnace to improve the productivity and to reduce the sulphur content are pulverized coal injection, oxygen enrichment, high temperature and pressure, humidification of blast in the blast furnace. X-ray fluorescence spectrum device and optical emission spectroscopy are used for testing the sample of raw materials and hot metal quality.

Keywords

Coal quality, control parameters, blast furnace, xrf spectrum, optical emission spectroscopy

Introduction

Most of the industries uses coal as a primary source of fuel for manufacturing the products. Coal is one of the most abundant elements in manufacturing processes. Coal is classified into four categories based on the carbon percentage and is shown below.

Anthracite coal - 80-85.7 weight %

Bituminous coal- 44.9-78.2 weight %

Lignite coal - 31.4 weight %

Peat coal - 30-40 weight %

Anthracite coal is the highest carbon content coal. But still bituminous coal is used in most of the industry as it is most abundant in nature. Bituminous coal has high calorific value owing to which produces coke which is mainly used in steel industry. Peat coal is the least carbon content coal.

Applications of coal:

Coal is used as a primary source of heat for manufacturing process, following are the applications of coal:

1. Coking coal which is mainly used in steel production

2. Coal can be used in cement industry

3. Steam coal/thermal coal which can be used in power generation

4.activated carbon used in filters for water and air purification and in kidney dialysis machines. Apart from these applications coal can be used in pharmaceutical, chemical, paper industries. Thousands of different products have coal or coal by products as components soaps, aspirin, solvents, dyes, plastic and fibre.

5.bituminous coal is used in steel manufacturing.

Operation of blast furnace:

Blast furnace is one of the major departments in steel making industry. The purpose of blast furnace is to chemically reduce and physically convert iron oxides into liquid iron called hot metal. The blast furnace is a continuously operating shaft furnace based on the counter flow principle. At the top coke and burden (sinter, pellets, lump ore and flux) are charged in different layers. Charge materials descend under the influence of gravity. Charge materials require 5 to 7 hours to descend to the bottom of the furnace where they become the final product. In the lower part of the furnace hot blast (1000 -1300 °c) that is produced in hot stoves is injected through tuyeres. In front of each tuyere the hot blast reacts with the coke. Carbon monoxide is formed and travels upward gas that is generated in the front of the furnace tuyeres ascends to the top in 5 to 10 seconds after going through numerous chemical reactions. At the bottom of the furnace motel metal is collected. Besides the hot metal, slag is also formed that floats on the metal bath due to its lower density. Liquid hot metal (approximately at 1500 °c) and slag (approximately at 1550 °c) are tapped regularly. The products of the blast furnace process are hot metal (or) pig iron, slag and bf gas.

Raw materials used in blast furnace:

Raw materials used in making of pig iron are sinter, coke, nut coke, iron ore and additives.

Specific consumption of raw materials per ton of hot metal:

- raw materials:
- sinter : 1262kg
- iron ore : 361kg
- fuel:
- coke : 493kg
- nut coke : 37kg
- total fuel : 530kg
- air consumption: 1259 cu m
- oxygen : 20 to 23 cum

Sinter is the process of compacting and forming a solid mass of material by heat or pressure without melting it to the point of liquefaction.

Literature survey

A.l. Kundu et.al [1] were analysed the low silicon and low sulphur as important parameter that must be considered in the production of high-quality hot metal. This paper summarizes the strategies for the production of low silicon and low sulphur hot metal. The aim of the paper is to obtain the silicon and sulphur at 0.09% and 0.045%. The parameters like hot blast temperature, increase in sinter percentage in burden, action to decrease al2o3 in iron ore are optimized by using the correlation and regression technique. The experimental results which are obtained by the optimization technique were compared with the theoretical results and they were found very close to one another.

Shun yao, et al [2] have explained the most effective and direct way to achieve carbon emissions reduction in blast furnace in iron and steel industry. The methodology used in this paper is multi objective optimization in which cost and emissions are considered as objective functions. The optimized results were obtained by using generalized reduced gradient nonlinear solving method. The optimization model was verified by comparing the optimized results with the actual production data. The optimization model was applied to analyse the effects of coke ratio, coke rate, blast temperature and other factors of cost and carbon emissions.

Qingshi song et al [3] were explained about the coal, sampling procedure for testing the quality of coal, sampling techniques and its advances, coal sampling preparation and various instrumental analysis of coal like atomic spectroscopy, electron microscopy, x-ray spectroscopy, mass spectroscopy. The procedure for complete coal sample collection to the final analysis has been discussed in brief in their article.

Based on these articles, reports and research papers, this research has been carried out to improve the productivity of the blast furnaces by conducting the test on raw material coal by using x-ray spectroscopy and based on the result obtained, parameters of blast furnace can be controlled to improve the quality of hot metal.

3.before production:

Coal is stored in the storage yard and following assumptions are to be made before preparing the sample

Assumptions: ensure that the sample being collected is the representative of the bulk material and should have equal probability of being collected and becoming the part of final sample for analysis.

Ensure that the sample does not undergo any chemical and physical changes after the completion of sampling process and during the storage prior to analysis.

3.1 testing the quality of raw materials:

The sample is collected from the lot and is air dried to bring its moisture content equilibrium with the atmosphere and the dried sample is reduced according to the sizes in order to make the sample feasible to test in the sampling devices. The test sample is reduced to -175 microns in order to test in x-ray fluorescence spectrum.

Standard testing methods of coal:

Chemical analysis and testing of a coal sampling are generally done off-site in a laboratory. The main objective of testing and analysing the coal sample is to determine its quality or rank along with its intrinsic characteristics. Generally, coal analysis and testing include the following methods:

1. Proximate analysis:

Proximate analysis of coal determines the moisture content, ash content, volatile matter and fixed carbon. The proximate analysis can be calculated by collecting the test sample and is heated in blast furnace at constant rate at approximately 500°c for nearly 30 minutes, the loss in the mass of the test sample gives the proximate analysis of the sample.

2. Ultimate analysis:

Coal is primarily composed of carbon along with quantities like hydrogen, sulphur, oxygen.

Ultimate analysis is used to determine the contents of carbon, nitrogen, sulphur, oxygen present in solid fuel.

3. Ash analysis:

Ash is the residue which remains after the combustion of coal in air. It is derived from inorganic complexes present in coal and from associated mineral matter. The ash provides the measure of incombustible material. Sample of approximately 50 grams is taken and is heated gradually in the furnace so that the temperature reaches 500°c in 1 hour and 750 °c in 2 hours. Heating continues till the sample reaches the constant weight (50 grams). Hence the ash is calculated after the complete combustion of the sample in the furnace.

4. Calorific value:

Calorific value is direct indication of heat content of coal. It is the bench mark which determines the quality of coal and its economic value. The calorific value of coal in terms of standard analysis is done by using calorimeter. Higher the calorific value lesser the amount of coal required.

Methodology adopted:

Instrumental analytical technique:

Conventional coal analysis involves the use of laboratory bench scale apparatus. The modern sophisticated instrumentation has shown the modern applicability to coal analysis. The introduction of microprocessors and microcomputers had led to development of highly automated instruments that can determine the moisture volatile matter, carbon, hydrogen, oxygen, sulphur, nitrogen and ash fusion temperatures.

Instrumental analytical techniques are widely using for testing the quality of coal and coal products during recent years in most of the industries.

X-ray spectroscopy:

When an electron from the inner shell of an atom is replaced with outermost shell due to some sort of excitation. X-rays are emitted during electronic transitions to the inner shell states. Each element has a characteristic x-ray spectrum because the x-ray characteristic energies related to the atomic number.

X-ray fluorescence and its working:

X-ray fluorescence (xrf) is the emission of characteristic fluorescent x-rays from a material that has been excited by bombarding with high energy "primary x-rays or gamma rays". X-ray fluorescence (xrf) technology has been widely used in most of the industries for elemental and chemical analysis. X-ray fluorescence has the advantage of being rapid, non-destructive, simple and cost effective. X-ray fluorescence is unsurpassed method when used for multi element determination for the same prepared coal sample. This technique has been adopted by both iso and astm as a standard method for determining major and minor elements in coal ash. X-ray fluorescence is most probably used to determine the sulphur composition in coal. X-ray spectroscopy can be undertaken by two different methods, wavelength dispersive x-ray fluorescence (wd-xrf), energy dispersive x-ray fluorescence (ed-xrf). For fewer components in a most reliable and cheaper instrument. Accuracy and precision of an x-ray fluorescence instrument are driven by factors like x-ray excitation source and strength, time exposure, type of detector used, physical and chemical matrix effects, sample surface conditions as well as primary element of interest and inherent x-ray spectral line interference from element overlap. In ed-xrf coal sample which is prepared and grounded to the required size from that approximately 7-8 grams of homogeneous coal sample is pressed into even pellet. The secondary x-rays emitted by the sample are directed into the solid-state detector. Within the detector the incoming photons ionise the atom producing the electrical pulses that are proportional to the energy levels which are being detected. The elemental composition of the sample is calculated by the pulses which are amplified and interpreted by using the computer. The resulting information is then enhanced by user defined information / referencing an onboard database that provides additional data about the sample. The sample spectrum is adjusted for the further results which includes geometric effects caused by the surface texture, density, sample's size and thickness. Spectral interference which are originated within the sample. Xrf spectrum determines the composition of as, ps in coal. This spectroscope equipment requires finely ground particles if the sample size is less than 3.175 microns. Usually x-ray fluorescence cannot able to detect nonmetals like s, p, b and c. But it is possible only with the usage of rh end window tube as a universal tube and light elements can be excited effectively. This technique is mostly used in iron and steel and cement industry for testing and analysing the coal. X ray fluorescence is a non-destructive analytical technique used to determine the elemental composition of materials. X-ray fluorescence analyzers determine the chemistry of a sample by measuring the fluorescent x ray emitted from a sample when it is excited by a primary x-ray source. Each of the elements present in the sample produces a set of characteristic fluorescent x ray that is unique for that specific element, which is why xrf spectroscopy is an excellent technology for qualitative and quantitative analysis of material composition.

3.1.7 results:

The result obtained from testing the coal and ore has following composition:

Carbon percentage	:	70.58
Sulphur percentage	:	0.54
Phosphorous percentage	:	0.124

3.1.8 defects:

The sample which is tested before production contains 0.54 percentage of sulphur but it should be not more than 0.05% in order to reduce the sulphur percentage in the raw materials the controlling parameters are adopted which reduce the consumption of coke (primary source of sulphur). The result obtained by testing the raw materials quality, the sulphur percentage and carbon percentage is maximum which leads to the poor quality of hot metal as well as increment in slag formation which further decreases the quantity of hot metal. Carbon percentage can be optimized in coke ovens, coal is converted into coke by heating the coal for the removal of moisture in the absence of air. In order to overcome these defects (sulphur composition) control parameters are used to increase the hot metal quality and quantity as well as productivity.

3.1.9 solution:

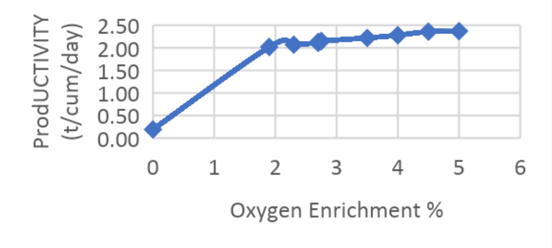
Sulphur and phosphorous are the common impurities which come from the coke and ore used in the manufacture of steel. Sulphur increases the brittleness of steel and reduces the corrosion resistance and weld ability. Therefore, sulphur needs to be removed typically below 0.05%. The main source of sulphur in the blast furnace steel making process comes from coke. Hence the consumption of coke is reduced as low as possible, this can be done by controlling the parameters of the blast furnace which not only enhances the quality of hot metal as well as steel but also increases the productivity and performance of blast furnace.

4. Control parameters:

The control parameters of blast furnace are implemented based on the result of the sample. The control parameters involve oxygen enrichment, pulverized coal injection, humidification of blast, blast furnace temperature and pressure. These are parameters are utilised based on the composition of sulphur. These controlled parameters are implemented in order to reduce coke consumption. This can be done by injecting pci, increasing the temperature and pressure of the blast, enriching the oxygen through tuyeres.

4.1. Oxygen enrichment:

Fuel injected at the tuyere level is normally accompanied by the oxygen enrichment of the hot air blast. The injection of oxygen at the blast reduces specific flow of the gas which leads to the reduction in the top temperature and an increase in the adiabatic temperature (raft) in the tuyere.

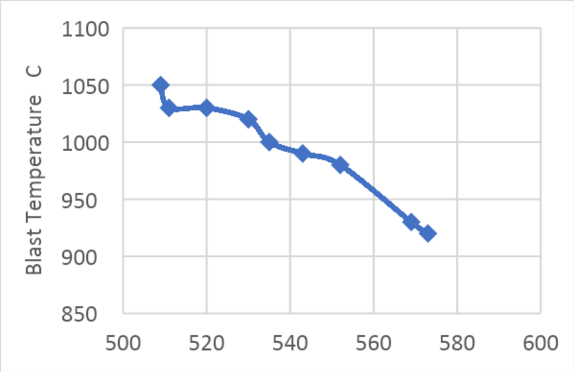


Graph 4.1: oxygen enrichment vs productivity

Thus, a combined injection of oxygen and fuel at the tuyere level increases the productivity of the blast furnace. Also, oxygen enrichment reduces the excess consumption of coke in blast furnace which results in the reduced amount of sulphur content in the hot metal. Generally, oxygen enrichment should be within the limits excess oxygen enrichment results in higher silicon content in hot metal due to excess temperature generation.

4.2 pulverized coal injection:

Pulverised coal injection (pci) is a process that improves injecting large volumes of fine coal particles into the race way of blast furnace. Coal fines are injected in the blast furnace directly from the tuyeres to reduce the burden load and decrease the reduction time of the iron ore. This process improves the blast furnace operation and also decrease the coke rate occurs.



Graph 4.2: pci versus blast temperature

Pulverized coal injection reduces the need of metallurgical coke for reactions in the blast furnace.

As it about the fines of coal the sulphur content is minimum and hence by using this parameter, the impurities in the hot metal reduces by reducing the coke consumption. Pulverized coal injection also saves the coke cost required for the production of hot metal, improves the quality of hot metal as well as the productivity of blast furnace.

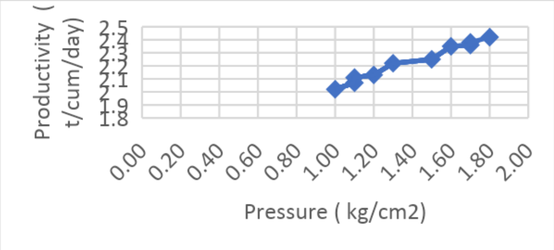
4.3 high top pressure:

This aim of this parameter is to increase the gaseous reduction.

Benefits of high-top pressure: increases production rate:

Due to increase in contact time between the ore and reducing gases and due to increase in the residence time of the gas in the stack portion, and due to high pressure, the rate of reduction of ore increases which also reduces the phosphorous content.

The reduction in fuel consumption that is coke consumption rate leads to the reduction in the sulphur content of hot metal. It also helps in the more uniform operation with lower and more consistent hot metal silicon content. It is due to the flexibility of operation.

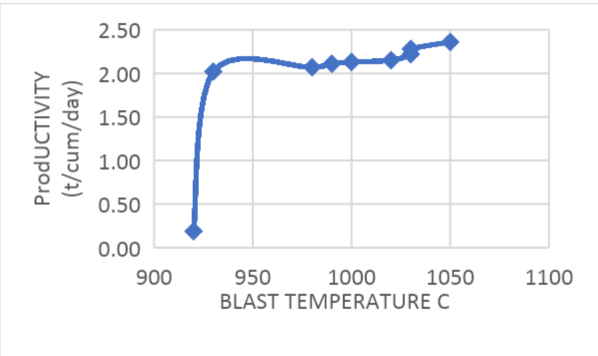


Graph 4.3: high top pressure versus productivity

This parameter also helps in increasing the furnace campaign life as the lining life increases due to smoother operation and it also reduces the dust loss (which leads to reduction in load on gas cleaning plant and channelling)

4.4. High blast temperature:

Thermal efficiency of the blast furnace can be increased by increasing the hot blast rate and the temperature of the hot blast. Due to high temperature of hot blast the fuel consumption in the furnace reduces which reduces sulphur content in the hot metal.



graph 4.4: blast temperature versus productivity

5. After production:

5.1 testing the quality of hot metal:

The hot metal which is obtained by applying the control parameters based on the quality of raw materials before production is again tested in quality assurance and testing department post production to check the quality of hot metal (sulphur content in the hot metal is tested).

From the blast furnace cast house, the produced pig iron sample is sent to the iron laboratory. Hot metal analysis is done by optical emission spectroscopy and slag analysis by x ray fluorescence.

Sample preparation for hot metal analysis:

Molten metal is poured into the copper mould and cooled it for some time in the air. That sample is sent to lab through pts is polished with the 36-grade silicon carbide emery sheet and sent for analysis.

Fig hot metal sample testing in optical emission spectroscopy

Sample preparation for slag

Slag is taken from the red-hot slag runners after that is cooled. Those samples are sent to iron laboratory through pts. In lab slag sample will make into the powder form in the vibratory mill by adding cellulose binders and this sample is taken into the container. After that it will be kept in sample pressing machine with the pressure of 30 tons for 5 seconds. After that sample is sent for analysis.

Analysis of hot metal and slag tested at qa &td lab are tabulated below:

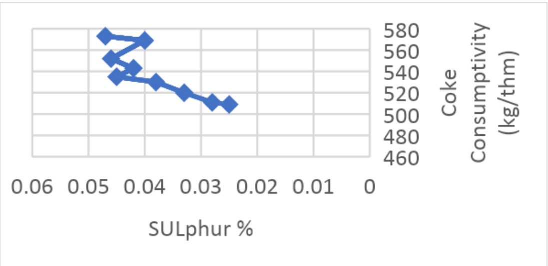
Table 1:

Hot metal			slag		
H.m temp	c	si	mn	s	
	p	ti	feo	cao	mgo
	sio2	al2o3	mno	cas	tio2
	cao/sio2				
1510	4.31	0.80	0.06	0.03	0.8
	0.6	0.29	36.5	8.52	33.5
	18.3	0.9	1.3	0.69	1.09
1500	4.29	0.88	0.04	0.036	0.9
	0.4	0.43	36.3	8.56	34
	18.1	0.12	0.95	0.73	1.07

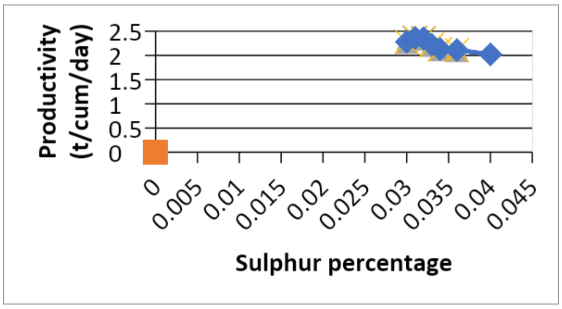
By controlling the parameters of the blast furnace, the composition of hot metal and slag is calculated and is shown in the above table.

Results and discussions

The responses obtained from the experimental runs shows that with the decrease in the composition of sulphur decreases the consumption of fuel (that is coke), this is possible by utilizing lesser amount of coke rate for the production. For better quality of hot metal sulphur content should be not less than 0.05%. With the help of control parameters, the sulphur composition is minimized by utilizing the lesser amount coke which also help in saving the cost. This increases the productivity as the input to the blast furnace was decreased (fuel consumption decreases). This also helps to increase the quality of hot metal and improves the performance of blast furnace



Graph 5: coke consumption vs sulphur %



Graph 6: sulphur composition versus productivity

From the graph it is clear that with the decrease in the composition percentage of sulphur the productivity has been increasing, this is possible with the decreased consumption of coke rate which leads to the cost saving of raw materials as well as achieving the high productivity. Further this sulphur composition can be reduced in steel making shop based on this report, final sulphur composition at the end product of steel is 0.015%.

Conclusions

The sulphur concentration in the coke before the production was 0.54 % but it has been reduced to 0.045% which makes the iron brittle free material and qualitative material and this pig iron is used in steel making process. Reducing in the sulphur concentration in the pig iron will give quality steel. This concentration of the sulphur has been reduced by controlling the parameters like oxygen enrichment, pulverized coal injection, blast temperature and blast pressure. This sulphur concentration is further reduced to 0.015% in steel making department which is an ideal percentage for qualitative steel. Raw materials are getting scarce day by day hence by utilizing the available raw materials by conducting the quality testing and by controlling the parameters of the blast furnace the productivity can be increased, also able to reduce the carbon monoxide emissions which affects the environment. This technique also reduces the production cost and also helps to increase the performance as well as life of the blast furnace.

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PERCEPTIONS OF POLICYHOLDERS ON CSR PRACTICES AND ITS IMPACT ON POLICYHOLDERS LOYALTY OF SELECT INSURANCE FIRMS IN INDIA

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Over the last few years, a slew of advances in social, political, economic, and technological domains have resulted in major changes in mnc management practices. Among these, corporate social responsibility (csr) is a paradigm change for enterprises and businesses to follow in the 21st century realities, where being socially responsible is no longer only fashionable but a business need. This evolution has been prompted by a slew of issues that have altered the operating environment for businesses, as well as the realisation among executives that earnings are not the only reason for their existence. The odd circumstance in which mankind finds itself in the second decade of the twenty-first century is another reason why enterprises must look beyond profitability. Given the political, social, and environmental issues that humanity is facing, corporations play an important role because they contribute the most to humanity's socioeconomic well-being and, as a result, influence political and social movements. The study focuses on public sector life insurance firm's operating in ysr district, andhra pradesh. According to the findings, the firm operates its business while also considering the needs of society.

Keywords

Corporate social responsibility, insurance sector, loyalty.

Introduction

Over the last few years, a slew of advances in social, political, economic, and technological domains have resulted in major changes in mnc management practices. Among these, corporate social responsibility (csr) is a paradigm change for enterprises and businesses to follow in the 21st century realities, where being socially responsible is no longer only fashionable but a business need. This evolution has been prompted by a slew of issues that have altered the operating environment for businesses, as well as the realisation among executives that earnings are not the only reason for their existence. The odd circumstance in which mankind finds itself in the second decade of the twenty-first century is another reason why enterprises must look beyond profitability. Given the political, social, and environmental issues that humanity is facing, corporations play an important role because they contribute the most to humanity's socioeconomic well-being and, as a result, influence political and social movements.

Csr (corporate social responsibility) is a contemporary business philosophy that motivates firms to participate in pro initiatives that are not immediately profitable. Business enterprises that consciously participated in a series of cultural, sporting, economic, social development, or other initiatives that benefited certain sections of the community rather than providing considerable benefits to all participants. As a reaction, social behaviours that are imposed or formed as a result of outside pressure are not regarded "social responsibilities." csr is an inner business model that enables the firm to be completely transparent to itself, its shareholders, and the general public. By adopting corporate responsibility, businesses must be conscious of their impact on all aspects of society, including the economic, social, and environmental. To carry out csr activities, a corporation must be able to expand society and the environment in its operations, rather than negatively impacting them. Corporate social responsibility is a broad concept that can take many various shapes depending on the organisations and industries involved.

By csr-specific actions, charity and individual volunteer efforts, enterprises will assist society by increased enhancing their respective brands. As valuable as csr is to the general public, it is even more valuable to a business. Various csr activities will aid in the development of a strong and positive relationship between workers and management.

Dimensions of csr

Different aspects of corporate social responsibilities are followed by businessmen. There are two types of corporate socially responsible aspects. There are two types of dimensions such as internal and external.

Table 1

Internal dimensions of csr

DIMENSION	SIGNIFICANCE OF DIMENSION
Human capital	In this dimension, responsibility is assigned to employees in their workplace such as work time, wage award timeliness, work quality employee benefits and the like.
Workplace Health and Safety	Responsibility for employee's safety and health. Taking care of staff who works in dangerous and unstable conditions.
Adaptation to changes	Responsibility for preparing workers for implementing shifts as a result of the environmental adjustments. The company has to ensure that its leaving workers are physically and emotionally prepared to face the demands of the outside world.

Source: manisha s. Modi, "corporate social responsibility: a study on indian private multinational companies", saurashtra university, rajkot, india, 2011.

Table 2

External dimensions of csr

EXTERNAL DIMENSION	DESCRIPTIONS
Local area	Responsibilities to the local area include creating employment, using local products and services and paying taxes.
Business partners, suppliers and consumers	Responsibility in negotiating with vendors and customers transparently and equitably. There is a standard of practice that must be practiced.
Human Rights	Security of social justice is a responsibility. Contribute to the costs of ending human rights violations.
Global Environmental Concerns	Accountability for conducting commercial operations in a way that does not have a negative environmental impact.

source: manisha s. Modi, "corporate social responsibility: a study on indian private multinational companies", saurashtra university, rajkot, india, 2011.

Corporation stakeholders and their requirements

Firms may have different types of significant stakeholders and their requirements, which are described below

Table 3

Requirements of stakeholders

TYPE OF STAKEHOLDER	REQUIREMENTS / FACTORS TO BE CONSIDERED FOR STAKEHOLDERS
Customers	Benefit, efficiency, better customer service and ethical goods are all factors to consider.
Shareholders	Profits and return on investment
Human Resources	Wage rates, job stability, benefits, respect, open and honest contact, efficiency, workplace safety, and employment are all factors to consider.
Society	Employment, participation and environmental conservation
Government	Taxation, Regulation, Accurate Reporting
Owner	Financial performance, durability, competitive position, position in the market and continuity are all important factors to consider.

source: harsha p., "environmental communication and corporate social responsibility: a critical study", university of mysore, mysore, 2016, p.31.

The social responsibilities of organizations towards customers are:

Customers of different social classes, interests and buying power must be catered to following the sale, assistance is offered to ensure that assistance, instruction and guidance should be provided, artificially inducing demand is frown upon, details are shown in advertisements and on products, keeping away from misleading advertisements and the like

Model and propositions of csr

To identify the numerous changes and advancements in the corporate social responsibility dimension, many forms of study were conducted. The "four-part model" established by archie b. Carroll is the most widely acknowledged of all the numerous csr models. The model is given below. This four-part model emphasises the many components, often known as various forms of corporate social responsibility. This paradigm combines linked themes such as "economic, legal, ethical, and charitable," among others.

Economic responsibility

The first level is financial responsibility, which again is highly relevant in today's society. This is also primarily for the company's survival. The company must produce sufficient income to fulfill shareholders' investment, fair wages to workers and fair prices to customers and so on.

Legal responsibility

This is the next layer; it is the one, which the public often needs. The company should conduct its operations following the legislation. The legislation defines the codes that must be practiced and which must be avoided by the company. Obey the rules established by the law, which are very relevant for society means to be socially responsible.

Ethical responsibility

The third layer in the four-part described model is ethical responsibility. This is also majorly expected by society. The firms operating in society also must contribute to the betterment and development of society, which means the firm, has to do what is good for and better for societal well-being? It is doing, what is expected by society. Not only just earning profits or operating the business as per norms is sufficient; contributing to society makes the corporation ethically responsible.

Philanthropic responsibility

This is the last layer of corporate social responsibility. The word 'philanthropy' is derived from a greek word, which means, "love of human beings". According to its theme, corporations must have to take care of the well-being of their personnel and their families. The donation of funds to charity, the provision of leisure and educational programs for workers, families and society are all examples of philanthropic actions that should be included in a firm's activities.

Figure 1

Model of csr

Source: carroll, a. B. (2016), "carroll's pyramid of csr: taking another look", international journal of corporate social responsibility, 1(1), 1-8, doi 10.1186/s40991-016-0004-6

The many kinds of corporate social responsibility are designed to meet the needs of the company's stakeholders. Shareholders, customers, employees, the government, the general public, and others are among the various stakeholders. Every shareholder, investor, or business owner hopes for a higher return on their investment. The company should focus on providing better and more equitable payouts to its stockholders. Investors expect profits; if they do not, they may withdraw their funds, causing a blemish on the organization's image and reputation.

Policyholders loyalty

Customer loyalty refers to customer feelings regarding a business product or service namely the formation of preference and repeated long-term purchase of the product or service behaviour, which is in turn affected by product quality, price, service, and other factors. Griffin (1995) describes four types of loyalty: no loyalty, inertia loyalty, latent loyalty and premium loyalty. She also describes a cycle that begins with turning suspects into qualified prospects and moves through turning qualified prospects into first-time buyers, repeat customers, loyal clients and finally into advocates. Griffin's book is slanted more toward personal selling and provides specific techniques salespeople can use to enhance loyalty.

Advantages of csr activities for the companies

Reputation as a responsible company

Organizational public spending will assist in establishing credibility as a socially conscious business, resulting in a competitive edge. Organizations consistently favour ethical sellers, as this may have an impact on how their customers see them. Some customers want more than just to do business with ethical firms; they expect it.

Better satisfaction of employees

The way a company treats its society reflects a lot on how it treats its employees. Employees who feel valued and respected at work are more likely to be productive and happy. Allowing employees to volunteer, especially during work time, develops a sense of belonging within the firm as well as a connection to the larger community. Employees will get inspiration and pride in their jobs as a result of these self-improvement chances. Individuals who are actively involved in society serve as opinion leaders.

Better society reputation

In today's competitive market, companies who demonstrate corporate social responsibility are drawing increasing attention and acknowledgment for their efforts. Better socially beneficial work will help the firm's brand credibility. Customers feel empowered when they purchase goods and services from companies that help their communities. Companies should take advantage of this chance to showcase their csr programmes and community involvement. Social networking sites services provided by businesses should be tweeted, blogged, and shared. Making the general public aware of their charitable efforts can help to improve the brand's public reputation.

Improved customer loyalty

Customers will be more likely to continue with a brand if the company meets their expectations in terms of established standards. The rapid increase of human population in the near future will require businesses to become more concentrated.

Improved creativity

By developing or providing improved resources for employees while considering csr practises, the company's personnel will be able to deal with a more creative and imaginative scope. These csr efforts will inspire confidence in the staff, allowing them to try new and inventive things while also re-energizing their work. The staff will feel energized as a result of the company's community engagement and will begin to contribute to a better situation. Staff can arrive up with fresh ideas for products or operating methods, as well as creative solutions to challenges. If the company examines or shows its practises through community giving, the employees will feel encouraged to come up with new and better ways to complete their responsibilities.

Costs savings

This could benefit the environment by lowering consumption of resources, waste, and pollution. People can cut their living expenses while still saving money for the business by taking a few additional simple actions. Recognize that minimising the quantity of waste company generates can save money.

Finding and keeping talented staff

It is much easier to acquire new staff or keep existing ones if you are a focused, long-term company. Staff is expected to work for longer periods of time, resulting in decreased recruitment and retraining costs as well as less downtime.

Life insurance sector- current scenario

In india's insurance industry, life insurance is one of the most rapidly growing segments. The latest details show that india is the world's 11th largest insurance market, and it ranks 10th in terms of total premium in the life insurance sector. Ministry of finance is in charge of instituting and enforcing insurance regulations in india, while the insurance regulatory and development authority (irda) are in charge of regulatory and developmental functions. The government of india also has the majority of share in some major companies in both life and non-life insurance firms. Both the life and non-life insurance sectors in india, which were nationalised by the government in the 1950s and 1960s, respectively and the different rules were implemented to liberalised the entry of firms in the 1990s. After the creation of irda and also making open doors for the foreign firms to start their operations in 2000, that the indian insurance sector has witnessed rapid growth.

Review of literature

Kim, m., yin, x., and lee, g. (2020), have stated that with the expansion of corporate social impact, corporate social responsibility (csr) activities have been regarded as a critical factor for corporate management. There is a need to understand customers' perceptions of csr activities for future corporate profitability. Thus, this study investigates the effect of multidimensional csr activities on customers' corporate image, customer citizenship behaviour (ccb) and long-term relationship orientation (lro). The results indicate that csr (economic, ethical, legal, and philanthropic) had a positive effect on corporate image and ccb (making a recommendation, helping other consumers, and providing feedback). It also appears that ccb had a positive effect on lro with firms. This study provides empirical implications for companies by verifying the effect of csr activities as a focal factor in building long-term relationships as an organizational goal in the foodservice industry.

Latif, k.f., perez, a., and sahibzada, u.f., (2020) has done the study on “corporate social responsibility (csr) and customer loyalty in the hotel industry: a cross-country study”. They examined "the role of customer perceptions of csr in improving customer loyalty by exploring its direct and mediated effects through service quality, customer satisfaction, corporate image and corporate reputation in a cross-country setting. Data from pakistan, china and italy were collected through surveys to explore customers' hotel experiences. The hypotheses were tested with smart pls-3. Findings for the overall sample revealed that csr affected customer loyalty positively and significantly. Nonetheless, this relationship was insignificant in the samples from pakistan and italy, while it was found to be only partially significant in china. The findings also revealed a direct positive and significant impact of csr on service quality, customer satisfaction, corporate image and corporate reputation. The direct relationships among all these variables were also significant across samples. Customer satisfaction and corporate image were identified as significant mediators of the csr - loyalty link, but service quality and corporate reputation were found insignificant.

Abaineh (2019) has attempted to explore the study on “corporate social responsibility: a critical legal analysis”. The author's main intention was to extract ideas behind csr from a legal perspective. This study is conceptual. The study outcomes state that csr is not the company's objective to earn profit. Corporate social responsibility has become a part of sustainability development. It is more concerned about organization stakeholders. This will result in creating fame for the company in society. This also balances social and economic circumstances.

The company's high moral level is based on the financial power of organization.

Abduldalam, kaoje, abubakar (2019) have done an investigation on "corporate social responsibility and performance of non-financial firms quoted on nigerian stock exchange". The major objective of the study was to find the impact of corporate social responsibility on the performance of non-financial firms that is on their return on investments. The author used an ex post facto research design. Secondary data was gathered from the annual reports of 40 companies. A panel regression model was used for the analysis of the data. The results of the study showed that corporate social responsibility was having a positive impact on return on assets and it was negative on return on equity. The outcome also showed a significant effect of corporate social responsibility on the performance of the company.

Azam malik (2016) enlightens research work "corporate social responsibility in indian insurance sector: a comparative study of lic & icici prudential life insurance company and its impact on stakeholders". The author's main motto was to assess the different types of csr practices of the two firms and how both stakeholders i.e., employees and customers understand the firm's csr practices were carried out in various branches in the states of uttar pradesh and new delhi. The author used the sample of which 1183 were customers and 850 were the employees of both firms. The study was carried out by developing the research model as csr practices as independent variables and satisfaction, loyalty and trustworthiness as dependent variables for both respondents. The researcher has used a descriptive research method and used a structured questionnaire to collect the data from the respondents. The statistical tools used for analysis were factor analysis, anova, independent t-test and regression analysis. The results of the study showed that there is a good impact of csr practices on respondent's satisfaction, loyalty and trustworthiness.

Shital padhiyar (2018) has done research on "a study on csr activities in selected companies of gujarat". The study focused on the areas of csr activities carried out by firms and also to study the opinion of managers in the implementation of csr practices. The selected firms were from the two sectors oil and natural gas and textile firms from gujarat state. The sample size of 104 managers, out of 16 top-level managers and 88 middle-level managers from the firms taken for the study. All csr operations of the firm were studied by text analytics. Chi-square statistical method was used to test the hypotheses of the study. The study found out that there were 49 different core areas of the firms, but only 20 factors were given prime importance as per the study.

Objectives of the study

The following are objectives considered for the study:

- to measure the impact of demographics of sample respondents or select stakeholders on their perceived csr practices of the select insurance companies in the study area.

- to observe the perceptions of sample respondents or select stakeholders towards the implementation of csr practices and their impact on the customer loyalty of the select insurance companies in the study area,

Iv. Hypotheses fo the study –

- h01.1: there is no significant difference between demographic factors (gender, age, marital status, educational qualifications, occupational status, income level) and perceptions towards csr practices of select policyholders in the study area.

- h01.1i: there is no significant difference between gender perceptions of policyholders towards csr practices of select insurance firms.

- h01.1ii: there is no significant difference between age and perceptions of policyholders towards csr practices of select insurance firms.

h01.1iii: there is no significant difference between marital status and perceptions of policyholders towards csr practices of select insurance firms.

h01.1iv: there is no significant difference between educational qualifications and perceptions of policyholders towards csr practices of select insurance firms.

h01.1v: there is no significant difference between occupation and of perceptions policyholders towards csr practices of select insurance firms.

h01.1vi: there is no significant difference between income level and perceptions of policyholders towards csr practices of select insurance firms.

h02: there is no significant impact of perceptions of sample respondents towards csr practices on customers' loyalty in select insurance companies.

h02.1a: there is no significant impact of perceptions of policyholders towards csr practices on their perceptions of customer's loyalty of select insurance companies.

h02.1ai: there is no significant impact of perceptions of policyholders towards csr practices on their perceptions of customers' loyalty of lic.

h02.1aii: there is no significant impact of perceptions of policyholders towards csr practices on their perceptions of customers' loyalty of sbi life.

h02.1aiii: there is no significant impact of perceptions of policyholders towards csr practices on their perceptions of customers' loyalty of iciciprulife.

h02.1aiv: there is no significant impact of perceptions of policyholders towards csr practices on their perceptions of customers' loyalty of hdfclife.

Research methodology and design

Target population and geographical area

The study's target demographic is policyholders from four life insurers in the ysr district, one from the government sector and three from the private sector, all of which have been implementing csr since 2012. They are life insurance corporation of india (lic), sbi life insurance company, icici prudential life insurance company and hdfc standard life insurance company. As a result, the research is limited to a few key stakeholders, only of policyholders. Policyholders of various insurers in the ysr district of andhra pradesh make up the sample. The four insurers have branches in various sections of the ysr district, which are listed below, along with the total population of the four insurance companies in the ysr district.

Total population of the study

Sample design

There are 3,16,500 members of policyholders in select life insurance companies in the ysr district. Among them, 850 policyholders from lic – 230, sbi life – 220, icici prulife – 190 and hdfc life - 210 have been selected by using yamane 1967 method for finding appropriate sample size by adopting convenient and cluster sampling techniques respectively in the study.

Data sources

The data has been collected from both primary and secondary sources. The primary data have been collected through the structured questionnaires that have been issued to both policyholders. The primary data have been collected by using the structured questionnaire separately for both policyholders and employees with 42 questions for policyholders and 42 questions for employees covering with csr practices (philanthropic practices, ethical practices, legal practices and economic practices) and questions on corporate image separately.

Demographic profile of the sample respondents

The demographic profile of the respondents is presented include gender, age, marital status, educational qualifications, occupation and income levels.

Table 4

Demographic profile of the sample policyholders

Demographic Factor	**Sub Groups in Demographic variable**	**No. of Policyholders**	**Percentage (%)**
Gender	Male	503	59.2
	Female	347	40.8
Total		**850**	**100**
Age	Below 25 Years	215	25.3
	25 - 35 Years	237	27.9
	35 - 45 Years	295	34.7
	Above 45 Years	103	12.1
Total		**850**	**100**
Marital Status	Married	618	72.7
	Unmarried	232	27.3
Total		**850**	**100**
Educational Qualifications	Up to SSC	478	56.2
	Intermediate	165	19.4
	Graduate	176	20.7
	Post-Graduate	31	3.6
Total		**850**	**100**
Occupation	Agri/Self Employee	111	13.1
	Private Employee	194	22.8
	Govt. Employee	102	12.0
	Corporate Employee	443	52.1
Total		**850**	**100**
Income Level	Up to Rs. 1,50,000/-	242	28.5
	Rs.1,50,001/- to Rs.3,00,000/-	338	39.8

- gender is an important variable in a given indian social situation, which invariably affects policyholders. It is evident from table 4.1that 59.2 per are males and 40.8per cent are females, 34.7 per cent of the respondents are in the age group of 35-45 followed by 27.9 per cent in 25–35, 25.3 per cent below 25 years and 12.1 per cent are above 45 years.

- in the family composition, 72.7 per cent belong to the married group and the remaining 27.3 per cent are unmarried. Education qualification is one of the most important characteristics that might affect the policyholders' perceptions of firms csr practices. From table 4.1, the majority of respondents are having only ssc and intermediate. A very less number of them are post-graduates i.e., only 3.6 per cent are post-graduates.

- the occupations of the respondents do have a bearing on his or her personality and quality of life. Almost 88 per cent of the respondents are private and corporate employees in the study area. It is evident from table 4.1 that 39.8 per cent of the respondents are earning between rs.1,50,001/- to rs.3,00,000/- followed by 28.5 per cent are earning up to rs.1,50,000/-, 25.3 per cent are in the group of rs.3,00,001/- to rs.6,00,000/-. Only 6.5 per cent are having an income of above rs.6,00,001/- in the study area.

Data analysis

Impact of demographic factors of policyholders on perceptions towards csr practices

The policyholders' demographic conditions like gender, age, marital status, educational qualifications, occupational status and income influence the perceived csr. Hence, the researcher in this section has assessed the impact and influence of demographic factors on the perceived csr. Based on the essence the hypotheses are formulated and tested using an independent sample t-test and one-way anova with the help of spss statistical software.

H01.1i: there is no significant difference between gender perceptions of policyholders towards csr practices of select insurance firms.

T-test has been applied to prove and the hypothesis h01.1iandmeasure the differences between perceptions of male and female respondents csr practices of select insurance companies. Table 5 shows the perceptions of policyholders onwards csr practices of insurance firms based on gender.

Table 5

Perceptions of policyholders towards csr practices of select insurance firms based on gender

Gender	n	mean	standard	deviation t	p-value
Male	503	2.6028	.52665	.389	.698
Female	347	2.5883	.54794	.386	.700
Total	850				

Source: field study

Results of testing the hypothesis

Table 5 shows results of 'p' value of at 0.05 level of significance and 95 per cent confidence level, the p-value is greater than 0.05. The calculated p-value is 0.700 and is more than 0.05. So, the hypothesis h01.1i is accepted and proved that there is no significant difference between males and females in perceived csr practices of insurance companies.

Relationship between age and csr perceptions

H01.1ii: there is no significant difference between age and perceptions of policyholders towards csr practices of select insurance firms.

The age of the respondent is a primary factor in influencing the csr practices of different companies in the existing literature. Hence, the researcher is considered the age for the study. The csr practices are treated as a dependent variable and different age-groups of customers are treated as independent variables. One-way anova test is carried to assess the differences in age-groups and impact of age-group on customer perceived csr practices of insurance companies. Table 6 shows the perceptions of policyholders towards csr practices

Table 6

Perceptions poliycholderstowards csr practices of select insurance firms based on age

Age Group	N	Mean	Std. Deviation	F	p-Value Sig.
Below 25 Years	215	2.6969	.59116	5.950	0.001
25 - 35 Years	237	2.6169	.55067		
35 - 45 Years	295	2.5612	.51909		
Above 45 Years	103	2.4441	.35098		
Total	**850**				

Source: field study

Results of testing the hypothesis

The anova test is used for measuring variances in perceptions of different age groups of sample respondents. The results in table 6 show that the value 0.001isless than the significant value of 0.05. So, hypothesis h01.1ii is not supported. Hence, it is concluded that there are significant differences between the perceptions of different age-group sample respondents in the study area.

Relationship between the marital status and csr perceptions

H01.1iii: there is no significant difference between marital status and perceptions of policyholders towards csr practices of select insurance firms.

An independent sample t-test is carried out to measure the differences between csr perceptions of married and unmarried respondents in the study area. The results are shown in table 7.

Table 7

Perceptions policyholders towards csr practices of select insurance firms based on marital status

Marital Status	N	Mean	Std. Deviation	t	p-value
Married	618	2.7528	.52665	.976	.330
Unmarried	232	2.8583	.54794	.937	.349
TOTAL	850				

Source: field study

Results of testing the hypothesis

Table 7 reveals that the p-value of 0.349 is more than 0.05. So, the hypothesis is supported. It is proved that there is no significant difference between perceptions of married and unmarried sample respondents towards csr practices in the study area.

Relationship between the educational qualifications and csr perceptions

H01.1iv: there is no significant difference between educational qualifications and perceptions of policyholders towards csr practices of select insurance firms.

The csr practices are treated as the dependent variable and different educational qualification groups of customers are treated as independent variables. One-way anova is carried out to assess the differences in perceptions of sample respondents based on different educational qualifications in select insurance companies. Table 8 gives the perceptions of sample respondents based on educational qualifications.

Table 8

Perceptions of policyholders towards csr practices of select insurance firms based on educational qualifications

Educational Qualifications	N	Mean	Standard Deviation	F	p-Value Sig.
Upto SSC	478	2.5889	.53758	5.260	0.001
Intermediate	165	2.4905	.37233		
Graduate	176	2.7174	.65281		
Post-Graduate	31	2.6005	.34368		
Total	850				

source: field study

Results of testing the hypothesis

Anova test has been applied to prove the hypothesis and the results are shown in table 8. The f-value that the p-value is less than 0.05 and is significant. Hence, the hypothesis h01.1ivis not accepted and concludes that there is a significant difference between perceptions of sample respondents based on their educational qualifications.

Relationship between the occupation and csr perceptions

H$_{01.1v}$: there is no significant difference between **occupation and perceptions of policyholders towards csr practices** of select insurance firms.

The csr practices are treated as the dependent variable and different occupational groups of policyholders are treated as independent variables. One-way anova test is carried out to assess the differences in perceptions of csr practices based on their occupation. Table 9 gives the perceptions of csr based on the occupation and differences among them.

Table 9

Perceptions of policyholders towards csr practices of select insurnace firms with different occupations

Occupation	N	Mean	Std. Deviation	F - Value	p-Value
Govt. Employee	111	2.4942	.42655	49.927	0.000
Private Employee	194	2.4805	.36548		
Corporate Employee	102	3.1535	.84310		
Agri/Self Employee	443	2.5454	.44872		
Total	850				

source: field study

Results of testing the hypothesis

From table 9, it is evident that the f-value is 49.927 and the p-value is 0.000 at a 5 per cent level of significance and 95 per cent confidence level. The p-value of 0.000 is less than the significant value of 0.05. So, the hypothesis $\mathbf{h_{01.1v}}$is not supported. Hence, it is concluded that there are significant differences between perceptions of sample respondents, who are having different occupations towards csr practices in the study area.

Relationship between income level and csr perceptions

$\mathbf{H_{01.1vi:\ there}}$ is no significant difference between **income level and perceptions of policyholders towards csr practices** of select insurance firms. The csr practices are treated as the dependent variable and different income groups of customers are treated as independent variables. One-way anova is carried out to assess the differences in qualification groups and impact of income group on customer perceived csr practices of insurance companies. Table 10 shows the perceptions of policyholders towards csr practices of insurance firms based on income level.

Table 10

Perceptions of policuholders towards csr practices of select insurance firms with different income level

Income level (Rs.)	N	Mean	Standard Deviation	F - Value	p-Value
Upto Rs. 150,000/-	242	2.5767	.59229	1.337	.001
Rs.1,50,001/- to Rs/3,00,000/-	338	2.6384	.55526		
Rs.3,00,01/- toRs.6,00,000/-	215	2.5750	.46756		
Above Rs.6,00,000/-	55	2.5157	.35440		
Total	**850**				

Source: field study

Results of testing the hypothesis

From table 10, it is evident that the f-value is 1.337 and the p-value is 0.001 at a 5 per cent level of significance and 95 per cent confidence level. The p-value of 0.001is is less than the significant value of 0.05. So, the hypothesis h01.1viis not supported. Hence, it is concluded that there are significant differences between perceptions of sample respondents, who are having different income levels towards csr practices in the study area.

The relationship between perceptions of policyholders towards csr practices of insurance firms and their impact on customers' loyalty.

It is high time to identify the differences in csr practices of insurance companies and perceptions of policyholders towards csr practices and their impact on the perceptions towards the customers' loyalty. The perceptions and differences among the perceptions of policyholders towards csr practices and their impact on customers' loyalty are been analysed in the study area.

H02: there is no significant impact of perceptions of sample respondents towards csr practices on customers' loyalty in select insurance companies.

H02.1a: there is no significant impact of perceptions of policyholders towards csr practices on perceptions of customers' loyalty of select insurance companies.

Loyalty of policyholders towards csr practices in lic

H02.1ai: there is no significant impact of perceptions of policyholders towards csr practices on perceptions of loyalty of lic.

Table 11 gives perceptions of policyholders towards loyalty based on the csr practices of select insurance companies.

Table 11

Loyalty of policyholders based on implementation of csr practices in lic

Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	ANOVA		R	R^2
	B	Std. Error	Beta			F	P		
(Constant)	1.947	0.481	0.559	4.405	0.000	4.276	0.000	0.559	0.418
CCSR	.394	0.191		2.068	0.000				

Source: field study

Results of testing the hypothesis

Table 11 shows the values of f, r, r2, and 'p' value at a 5 per cent level of significance and 95 per cent confidence levels. The 'p' value is 0.000. Hence, it is significant and the null hypothesis h02.1ai is rejected. Therefore, it is concluded that there is a significant impact of csr practices on perceptions of loyalty of the policyholders in lic company in the study area.

Loyalty of policyholders towards csr practices in sbi life

H02.1aii: there is no significant impact of perceptions of policyholders towards csr practices on perceptions of loyalty of sbilife.

Table 12 gives the perceptions of policyholders towards their loyalty **based** on the implementation of csr practices in sbi life insurance company.

Table 12

Loyalty of policyholders based on implementation of csr practices in sbi life

Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	ANOVA		R	R^2
	B	Std. Error	Beta			F	p		
(Constant)	1.918	0.269	0.684	7.138	0.000	7.662	0.000	0.684	0.534
CCSR	.253	0.091		2.768	0.000				

Source: field study

Results of testing the hypothesis

Table 12 shows the values of f, r, r2, and 'p' value at a 5 per cent level of significance and 95 per cent confidence levels. The 'p' value is 0.000. Hence, it is significant and the null hypothesis h02.1aii is rejected. Therefore, it is concluded that there is a significant relationship between a firm's csr practices on policyholders' loyalty in sbilife insurance company in the study area.

Loyalty of policyholders towards csr practices in icici prulife

H02.1aiii: there is no significant impact of perceptions of policyholders towards csr practices on perceptions of policyholders loyalty of icici prulife. Table 13 shows the impact of csr practices on policyholders' loyalty in icici prulife

Table 13
Impact loyalty of policyholders based on implementation of csr practices in icici prulife

Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	ANOVA		R	R^2
	B	Std. Error	Beta			F	P		
(Constant)	1.488	0.350	0.611	11.395	0.000	11.461	0.000	0.611	0.507
CCSR	0.650	0.138		4.727	0.000				

Source: field study

Results of testing the hypothesis

Table 13 shows the values of f, r, r2 and 'p' value at a 5 per cent level of significance and 95 per cent confidence levels. The 'p' value is 0.000. Hence, it is significant and the null hypothesis h02.1aiii is rejected. Therefore, it is concluded that there is a significant relationship between perceptions of csr practices on employee loyalty in the icici prulife insurance company in the study area.

Loyalty of policyholders towards csr practices in hdfclife

H02.1aiv: there is no significant impact of perceptions of policyholders towards csr practices on perceptions of loyalty of hdfclife.

Table 14 shows the perceptions policyholders towards csr practices and its impact on their loyalty hdfc life.

Table 14

Loyalty of policyholders based on implementation of csr practices in hdfc life

Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	ANOVA		R	R^2
	B	Std. Error	Beta			F	P		
(Constant)	1.658	0.361	0.658	14.590	0.000	4.828	0.000	0.658	0.525
CCSR	0.309	0.141		2.917	0.000				

Source: field study

Results of testing the hypothesis

Table 14 shows the values of f, r, r2 and 'p' value at a 5 per cent level of significance and 95 per cent confidence levels. The 'p' value is 0.000. Hence, it is significant and the null hypothesis h02.1aiv is rejected. Therefore, it is concluded that there is a significant relationship between a firm's csr practices on firms' policyholders' loyalty to the select hdfclife company in the study area.

Comparison on impact of csr practices of policyholders loyalty of select insurance select policyholders

Table 15 shows the impact of csr practices on loyalty of policyholders' in select insurance companies in study area.

Table 15

Comparison of impact of csr practices of select insurance firms on policyholders loyalty of insurance firm policyholders

NAME OF THE COMPANY	R	R^2	p-value
LIC	0.559	0.418	0.000
SBILIFE	0.684	0.534	0.000
ICICIPRULIFE	0.611	0.507	0.000
HDFCLIFE	0.658	0.525	0.000

From table 15, it is observed that the value of regression for sblife is 0.684 is high when compared with other insurance companies, which means the impact of perceptions of policyholders towards csr practices on perceptions of loyalty is more in sbilife insurance company in the study area.

Findings

- most of the respondents are male i.e., 503 members among 850 sample respondents and they are having high perception levels i.e., 0.52665 of standard deviation towards csr practices in insurance companies when compared with female respondents as they are having more awareness regarding csr practices, which are adopted by select insurance companies.

- the age-group of 'above 45 years' are having more csr perceptions when compared with other age-groups in the study area. The age-group of 'below 25 years' are having very less perceptions regarding csr practices adopted in select insurance companies as they are having lack of awareness regarding csr practices.

most of the sample respondents (618 members) are married and they are having more awareness i.e., lease standard deviation of 0.52665 towards csr practices compared with the unmarried respondents in the study.

the graduates are having more awareness and perceived more towards csr practices of select insurance companies in the study area when compared with other sample respondents, who are having other graduation education qualifications. The respondents, who are having intermediate are having less awareness and perceptions towards csr practices in select insurance companies as of lack knowledge and awareness regarding what are csr practices of insurance companies.

most of corporate employees i.e., 296 member among 850 sample respondents are having more perceptions towards csr practices of select insurance companies as of highest mean value i.e., 3.1535 followed by self employees having the mean value 2.5454, government employees are having the mean value of 2.4942 and least perceptions are having the private employees.

it is observed that policyholders, who are having the income level of 'above rs.6,00,000' are having high perceptions towards csr practices followed by the policyholder's income level of 'rs.3,00,000 to rs.6,00,000' and the policyholders, who are having the income level of 'upto rs. 1,50,000' are having very less perceptions towards csr practices in the study area as of less awareness regarding csr practice of insurance companies.

it is evident that there is a positive correlation between csr and cl i.e. 0.559. It is also indicated that 41.8 percent of a policyholders' loyalty is influenced by a firm's csr practices in lic in the study area.

it is evident that there is a positive correlation between csr and cl i.e., 0.684. It is also observed that 53.4 percent of policyholders' loyalty is influenced by a firm's csr practices in sbilife insurance company in the study area.

there is a positive correlation between ccsr and cl i.e., 0.611. It is also observed that 50.7 percent of policyholders' loyalty is influenced by csr practices in icici prulife insurance company in the study area.

there is a positive correlation between ccsr and cl i.e. 0.658, which indicates that 52.5 percent of policyholders'' loyalty is influenced by a firm's csr practices concerning hdfclife insurance company in the study area.

it is observed that there is high positive correlation between csr and cl i.e., 0.684 and the customer satisfaction is highly influenced i.e., 0.534 with csr practices of sbi life insurance company when compared with lic, icici pru life, hdfc life insurance companies in the study area based on the policyholders' perspective.

Suggestions for the study

The suggestions are given to the select insurance companies to promote its corporate image and better implementation of csr practices to satisfy the policyholders and also to increase the firms' customer loyalty they are:

1)suggestions or recommendations to implement more csr practices of select insurance companies to create awareness among the public as a social responsibility in ysr district.

2)suggestions or recommendations to implement innovative csr practices of select insurance companies for increasing of corporate image the satisfaction and loyalty of policyholders in ysr district.

3)suggestions or recommendations to implement csr practices for the growth of customer loyalty of select insurance companies in ysr district.

Conclusion

Csr may also an important marketing tool for insurance firms to increase customers and growth of the business. Professionals in the insurance industry should focus on incorporating and executing csr activities to improve customer retention and loyalty.csr can be considered an efficient way of boosting image of the firm, in addition to conventional marketing techniques such as advertisement, price and public affairs because consumers are becoming more aware of social responsibilities. Insurance firms that engage in csr operations would be viewed favourably by their policyholders. As a result, the bond between insurance providers and their buyers can be strengthened, promoting and expanding firms image. Customer acquisition tends to be more expensive than customer retention in the efficient indian market. As a result, insurance company directors should invest in csr activities to increase customer satisfaction and loyalty. Furthermore, insurance company executives are strongly urged to develop successful satisfaction plans and techniques to increase customer satisfaction and its image.

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SUSTAINABLE DEVELOPMENT THROUGH MICRO FINANCE -" A STUDY IN ANANTAPUR DIST"

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Introduction

Sustainable development is defined as an approach to developing or growing resources in a way that allows for them to renew or continue existing for others. Using recycled materials or renewable resources when building is an example of sustainable development. Microfinance institutions exist to provide small scale loans to those who needed and also do not have access to financial resources as a means for poverty alleviation. These results indicate that to achieve financial sustainability should focus on covering operating expenses through earned revenues. Microfinance institutions work to increase social sustainability by providing more services to particular clientele, while maintain the financial and operational sustainability of the institutions. The district of anantapuramu seriously suffers from locational disadvantages as it is located in “rain shadow” area. As such, it receives sufficient rainfall neither from the north west monsoon nor from the south west monsoon, resulting in droughts and famines, creating acute scarcity for food and fodder. The agro climatic situations prevailing in the district do not support sustainable agriculture. In a situation like this, people are forced to eke out livelihood either by switching over to non-farm activities or migrating to urban centers.

The people of anantapuramu district have adopted themselves to live in the existing conditions by way of engaging themselves gainfully in non-farm activities as self-employed entrepreneurs. The widely practiced non-farm activities in the district are silk handlooms, wool handlooms, tailoring, carpentry, cloth shops, fruit and vegetables vending, bricklaying activities, grocer shops, coffee/tea stalls, grills and gates making units, auto mobile/service units, mat-weaving units, construction activities and men beauty parlors (hair dressing saloons). In all this and other units, according to one estimates, more than 25 percent of the districts workforce permanently engaged in gainful employment.

For the purpose of analysis the study seven categories of activities have been selected: tailoring, weaving, dairy, repair service works, coffee/tea stalls, grocer shops, and fruits & vegetables vending as the selected activities found in large numbers satisfies the rationale for the selection for intensive study. Following the above narration as a backgrounder, it is attempted in the following pages to analyze the survey data chiefly covering the aspects, such as, socio-economic background of the rural non-farm entrepreneurs, organizational set-up, performance and problems to draw meaningful inferences which either helps further research or policy making body to solve the problems of non-farm unit owners in the district.

Need for the study

The studies reviewed here above have not focused on the specific issues on which are related to present study. The study is mainly focused on employment, income and savings through non-farm activities.

Significance of the study

Rural non-farm sector plays important role to enhance income and employment in rural areas and also remove poverty and it is a subsidiary occupation for rural people after the agriculture.

Methodology and sampling design

The preset is based on only primary data. The data was collected

Objectives of the study

1.to study the socio-economic profile of sample respondents

2.to analyze the income from non-farm activities

3.to know saving potential of selected respondents.

4.to analyze the problems of micro finance institutions.

5.to study the relation between sustainability with micro finance.

6.to know the problems of selected respondents

7.to make suggestions.

Problems faced by micro finance institutions:

Micro finance institutions is one example to the nbfc it gives financial assistance to the poorer sections in the rural areas. Reserve bank of india regulate their activities. The main moto of marginal financial institutions (mfis) to enhance living standards of poor people in the rural areas. Mfis mainly deals with the poorer section in the society. But this sector faced major serious problems. In the society poor people need more money to the different expenses. So because of this they will borrow from different sources to meet their needs. I will also be identified mfis faced different challenges. I.e.

1.high rates of interest charged by lender

2.more dependence on the banking system

3.borrowers have no awareness and also majority people was illiterates

4.lack of knowledge about micro finance

5.indebtedness is the major problem

6.insufficient funds

7.regulatory issues

8.document/ collateral based lending

Remedial measures:

1.more concentration to enhance the accessibility to reach the micro financial activities to rural people in the society

2.to enhance the saving and investment habits

3.to give more priority to non-government organizations and self-help groups

4.to formulate micro-credit progrmmes

5.up gradation of technology

6.in 2006 major development was to initiate business correspondence model to overcoming the challenges of micro finance delivery

7.tie up with ngos and shgs in the rural areas it could bring down the transaction cost.

Relation between sustainable development and micro finance:

Micro finance institutions work to increase social sustainability by providing more services to particular clientele, while maintaining the financial and operational sustainability of the institutions. The financial sector holds enormous power in funding and bringing awareness to issues of sustainability whether by allowing for research and development of alternative energy sources or supporting business that follow fair and sustainable labour practices. Financial stability includes raise money through donations, grants and also it includes other types of resources i.e. Kind, support, volunteer staff or shared resources from other organizations. It is a complex term it comprises three main dimensions that is environmental, social and economic categories.

Review of literature

1.g.naga raju and k.viyyanna rao (2014),"a study on the socio-economic conditions of handloom weavers", handloom industry occupies an eminent role in preserving countries heritage and culture and hence plays a vital role in the economy of the country.

2.dr.rajashekar and b.geetha (2013), “rural non-farm employment in india and tamil nadu”, the paper highlights the positive roles that the rural non-farm sector can play in increasing employment opportunities and standard of living of the poor in the rural areas. Major bottle-necks in this sector are poor quality of employment, income, shortage of skilled manpower and unavailability of credit facilities etc.

3.snehasish karmakar and debashish sarkar (2013), “income inequality in rural economy of west bengal, india”, it has been observed the income inequality is more prominent in marginal farms then that of small and medium farms. The contribution of non-agricultural income to the overall income inequality commonly occurs due to non-agricultural income rather than agricultural income.

4.bismah malik (2013), “kashmiri women stitch stories o survival and strength”, kashmiri women’s foray into the tailoring and apparel sector have transformed from voiceless “homemakers” to confined “money makers”.

Age group of rural non-farm entrepreneurs

The rural non-farm entrepreneurs up to the age group of 21 constitute 10 percent of the total sample; most of who engaged in repair/services works, tailoring, fruit & vegetables vending, weaving, coffee/tea stalls and grocer shops. Nearly 74 percent of the sample respondents’ fall in the age group between 22-45 years and 17 percent of the sampled entrepreneurs belonged to the age of 46 and above years. (vide table.1)

Educational status

It is rather a matter of satisfaction to state that illiterate rural non-farm entrepreneurs constitute 14 percent; 27 percent received education up to primary level; 31 percent metric; 21 percent graduates and 8 percent of then received technical education. The educational status of the rural non-farm entrepreneurs undoubtedly helps them to read news papers, journals, professional literature and thus help them to acquire or update their job skills to improve their productivity and enhance their earnings. It is significant to mention that a majority of the illiterate rural non-farm entrepreneurs engaged in activities such as, tailoring, weaving, repair/services works. (vide table 2), which do not require high level of education.

Caste composition

Caste-wise percentage distribution of respondents has been displayed in table 3 which makes it clear that 51 percent of the bcs engaged in almost all the seven selected activities while, it is only 44 percent of the ocs domination have been traced in grocer shops, dairy, coffee/tea stalls, repair/service works and tailoring. The participation of sc/st has been nominal but a few of them (3 out of 15) engaged in fruit & vegetables vending.

Income earned in the previous occupation

The income levels of the sample respondents prior to their entering into the domain of rural non-farm sector has been depicted in table 4; 60 percent of them could earn an annual income per household up to rs.40,000; 26 percent of them earned an income in the range of rs.40,000 – 60,000; and 14 percent of the sample respondents covered in the annual income in the range of rs.60,000 – 80,000.

Income earned in the present occupation

As against this, the annual income of the rural non-farm entrepreneurs presents a rosy picture: 14 percent of the rural non-farm entrepreneurs after entering into the current activities earned an annual income up to rs.40,000; 35 percent of them covered in the annual income in the range of rs.40,000 – 60,000; 34 percent of them covered in the annual income in the range of rs.60,000 – 80,000; and 16 percent of the rural non-farm entrepreneurs earned annual income rs.80,000 and above per household, vide table 5.

Average daily wages, average number of employment days and average household income per annum:

Most of the rural non-farm enterprises operated mainly with the family labor. As such the annual income generated for the selected rural non-farm activities has been shown in table 6. From the table, it is clear that the grocer shop entrepreneurs obtained rs: 96,000; as their household annual income followed by tailoring; (rs: 80,000); fruits and vegetable vending (rs: 78,750); weaving (rs: 76,250); dairy (rs: 65,000); coffee / tea stalls (rs: 64,400) and repair / services works (rs: 56,000). And it is reported that the household income derived from rural non-farm activities was far more then the farm activities in the respective mandal head quarters where the field survey was conducted for the study. Thus, the average annual income per household has been worked out to be rs: 73,771.

Household savings

According to table 7, slightly over 5 percent of the sample rural non-farm entrepreneurs did not save any thing for their rainy days; all the income was spent on consumption expenditure alone; nearly, 50 percent of them could save an amount in the range of rs 10,000-20,000 per annum; 45 percent of them saved an amount in the range of rs 20,000-1 lakh per annum from their current stream of incomes.

Conclusion

The district of anantapuramu seriously suffers from locational disadvantages as it is located in "rain shadow" area. As such, it receives sufficient rainfall neither from the north west monsoon nor from the south west monsoon, resulting in droughts and famines, creating acute scarcity for food and fodder. The agro climatic situations prevailing in the district do not support sustainable agriculture. In a situation like this, people are forced to eke out livelihood either by switching over to non-farm activities or migrating to urban centers.

Nearly 74 percent of the sample respondents' fall in the age group between 22-45 years. It is rather a matter of satisfaction to state that illiterate rural non-farm entrepreneurs constitute 14 percent; 27 percent received education up to primary level; 31 percent metric; 21 percent graduates and 8 percent of then received technical education. It clear that 51 percent of the bcs engaged in almost all the seven selected activities while, it is only 44 percent of the ocs domination have been traced in grocer shops, dairy, coffee/tea stalls, repair/service works and tailoring. The participation of sc/st has been negligible. 60 percent of them could earn an annual income per household up to rs.40,000; 26 percent of them earned an income in the range of rs.40,000 – 60,000; and 14 percent of the sample respondents covered in the annual income in the range of rs.60,000 – 80,000. Slightly over 5 percent of the sample rural non-farm entrepreneurs did not save any thing for their rainy days; all the income was spent on consumption expenditure alone.

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Table - 1

Percentage distribution of respondents of the sample units by age group

S. No.	Sample Units	Age Group					Total
		Up to 21	22 – 25	26 – 35	36 – 45	46 & Above	
1	Tailoring	2 (13.3)	3 (20.00)	5 (33.3)	03 (20.0)	02 (13.3)	15
2	Weaving	1 (6.7)	3 (20.)	2 (13.3)	6 (40.0)	3 (20.0)	15
3	Dairy	-	2 (13.3)	5 (33.3)	3 (20.0)	05 (33.3)	15
4	Repair / Service Works	3 (20.0)	4 (26.7)	5 (33.3)	02 (13.3)	01 (6.7)	15
5	Coffee / Tea Stalls	1 (6.07)	4 (26.7)	5 (33.3)	03 (20.0)	02 (13.3)	15
6	Grocer Shops	1 (6.7)	4 (26.7)	3 (20.0)	04 (26.7)	03 (20.0)	15
7	Fruit and Vegetables Vending	2 (13.3)	3 (20.0)	6 (40.0)	02 (13.3)	02 (13.3)	15
Total		**10 (9.5)**	**23 (21.9)**	**31 (29.5)**	**23 (21.9)**	**18 (17.2)**	**105 (100)**

Source: field survey
Note: figures in parentheses indicate percentage to total.

Table - 2
Percentage distribution of respondents of the sample units by educational status

S. No.	Sample Units	Education				
		Illiterate	Primary	Metric	Graduate	Technical
1	Tailoring	05 (33.3)	7 (46.7)	2 (13.3)	1 (6.7)	-
2	Weaving	03 (20.0)	06 (40.0)	04 (26.7)	02 (13.3)	--
3	Dairy	02 (13.3)	01 (6.7)	04 (26.7)	06 (40.0)	02 (13.3)
4	Repair / Service Works	03 (20.0)	04 (26.7)	05 (33.3)	02 (13.3)	01 (6.07)
5	Coffee / Tea Stalls	01 (6.7)	05 (33.3)	04 (26.7)	03 (20.0)	02 (13.3)
6	Grocer Shops	--	03 (20.0)	06 (40.0)	04 (26.7)	02 (13.3)
7	Fruit and Vegetables Vending	01 (6.7)	02 (13.3)	07 (46.7)	04 (26.7)	01 (6.7)
Total		**15 (14.3)**	**28 (26.7)**	**32 (30.5)**	**22 (21.00)**	**8 (7.6)**

source: field survey

Note: figures in parentheses indicate percentage to total.

Table - 3
Percentage distribution of respondents of the sample units by caste wise

S. No.	Sample Units	CASTE			Tc
		OC	SC/ST	BC	
1	Tailoring	06 (40)	--	09 (60)	1
2	Weaving	03 (20)	01 (6.7)	11 (73.3)	1
3	Dairy	08 (53.3)	--	07 (46.7)	1
4	Repair / Service Works	07 (46.7)	01 (6.7)	07 (46.7)	1
5	Coffee / Tea Stalls	8 (53.3)	--	07 (46.7)	1
6	Grocer Shops	10 (66.7)	--	05 (33.3)	1
7	Fruit and Vegetables Vending	04 (26.7)	03 (20.0)	08 (53.3)	1
Total		**46 (43.8)**	**05 (4.8)**	**54 (51.4)**	**1((1(**

source: field survey,

Note: figures in parentheses indicate percentage to total

Table – 4
Income earned in the previous occupation as reported by the sample respondents

S. No.	Sample Units	Income (Amount in Rupees)			Total
		Up to 40,000	40,000 – 60,000	60,000 – 80,000	
1	Tailoring	12 (80.0)	03 (20.0)	---	15
2	Weaving	10 (66.7)	03 (20.0)	02 (13.3)	15
3	Dairy	05 (33.3)	06 (40.0)	04 (26.7)	15
4	Repair / Service Works	06 (40.0)	04 (26.7)	05 (33.3)	15
5	Coffee / Tea Stalls	12 (80.0)	03 (20.0)	--	15
6	Grocer Shops	07 (46.7)	05 (33.3)	03 (20.0)	15
7	Fruit and Vegetables Vending	11 (73.3)	03 (20.0)	01 (6.7)	15
Total		**63 (60.0)**	**27 (25.7)**	**15 (14.3)**	**105 (100)**

source: field survey

Note: figures in parentheses indicate percentage to total

Table - 5
Percentage of distribution of sample respondents by household income earned in the present activity

Sample Units	Income (Amount in Rupees)			
	Up to 40,000	40,000 – 60,000	60,000 – 80,000	Above 80,00(
Tailoring	03 (20.0)	05 (33.3)	05 (33.3)	02 (13.4)
Weaving	02 (13.3)	06 (40.0)	04 (26.7)	03 (20.0)
Dairy	01 (6.7)	04 (26.7)	07 (46.7)	03 (20.0)
Repair / Service Works	01 (6.7)	03 (20.0)	09 (60.0)	02 (13.3)
Coffee / Tea Stalls	03 (20.0)	06 (40.0)	05 (33.3)	01 (6.7)
Grocer Shops	01 (6.7)	05 (33.3)	04 26.7	05 (33.3)
Fruit and Vegetables Vending	04 (26.7)	08 (53.3)	02 (13.3)	01 (6.7)
Total	**15 (14.3)**	**37 (35.2)**	**36 (34.3)**	**17 (16.2)**

source: field survey

Note: figures in parentheses indicate percentage to total.

Table -6

Average daily wages, average number of employment days and average household income per annum

S.No	Sample Units	Average Daily Wages	Average Number of Employment Days	Average income for Rs. In Thous
1	Tailoring	250	320	80,000
2	Weaving	250	305	76,250
3	Dairy	200	325	65,000
4	Repair/Service works	200	280	56,000
5	Coffee/Tea stalls	200	322	64,400
6	Grocer shops	300	320	96,000
7	Fruit and Vegetables vending	250	315	78,750
			Total	5,16,400

source: field survey,

Note: figures in parentheses indicate percentage to total.

Table - 7

Percentage distribution of respondents of the sample units by annual household savings

S.No	Sample Units	Household Savings				
		Nil	Up to 10,000	10,000- 20,000	20,000-40,000	40,000- 1 Lal
1	Tailoring	2 (13.33)	2 (13.33)	4 (26.66)	6 (40)	1 (6.66)
2	Weaving	2 (13.33)	3 (20)	5 (33.33)	4 (26.66)	1 (6.66)
3	Dairy	-	2 (13.33)	4 (26.66)	6 (40)	3 (20)
4	Repair/Service works	-	4 (26.66)	6 (40)	5 (33.33)	-
5	Coffee/Tea stalls	-	3 (20)	5 (33.33)	7 (46.66)	-
6	Grocer shops	-	2 (13.33)	5 (33.33)	6 (40)	2 (13.33)
7	Fruit and Vegetables vending	1 (6.66)	4 (26.66)	4 (26.66)	6 (40)	-
Total		**5 (4.76)**	**20 (19.04)**	**33 (31.42)**	**40 (38.85)**	**7 (6.66)**

Source: field survey

Note: figures in parentheses indicate percentage to total.

SUSTAINABLE DEVELOPMENTAL PRACTICES IN INDIA - ROLE OF EDUCATION

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Abstract

Sustainable development is a developmental need that must meet the present generation and also satisfy the future generation without changing the needs of what already existed. Sustainable development is multiple requirements of a skills, abilities, talents, knowledge, values for better future. Education is very important for every child to nourish their future and enrich their talents and achieve the nations targets. Sustainability means not only to increase literacy rate of the nation but also deals with entire development of nation in all aspects. Education can increase productivity of the nation, empower girl child education, increase the standard of living, create a status of equality, increase the chances of protection of environment

etc. The role of education in sustainable development is encouraging of best teaching and learning practices, implementation of best teaching methods, and motivate the learners on poverty reduction, climate change, conservation of

Water, natural resources. The paper studies the real importance of education for sustainability, key issues and challenges in implementation of sustainable aspects.

Key words

Education for sustainable development, issues and challenges.

Introduction

Education:

Education imparts all skills, knowledge, abilities, development of wisdom, talents among the learners. It is like a weapon sharpens the minds of people thoughts, wisdom, ideas. Education is a basic aspect as it transforms from one generation to another generation.

“education is very critical for promoting and creating awareness on sustainable development activities and improving the capacity of the people to address various environment and development issues. It is critical for creating environmental and ethical awareness, values and attitudes, skills and behavior that is consistent with sustainable development and for effective public participation in decision making”.

Sustainable development:

Sustainable development is an act encouraging participation of all kind of people for better implementation of educational techniques but it is not a mere concept in the education. Sustainable development is need to implemented in all developed ,developing countries and encouraging participation through out the world so that whole world become a better place to live for present and future generations .

Sustainable development term traced back where a man can live at caves with out depletion of natural resources like plants, water, soil etc. After when a man passing on to different stages started depletion of all natural resources and started harm to the environment by causing of pollution, releasing of hazardous chemicals into the air, disposing wastage into the earth . It is better to familiar with the concept “sustainable development “.

Education for sustainable development :

There are 4 metrics in sustainable education. They are-

Sustaining

Tenable

Healthy

Durable

•sustaining – it aids in sustaining people, ecosystems and communities.

•tenable – it works with a principle of integrity, respect, inclusiveness and justice.

•healthy – it is needed to build healthy relationships with all.

•durable – it is very strong enough to work well for the long run and let people practice it without fail.

2.current status of indian education system :

Since independence indian education system undergone many challenges for introducing of many education policies and schemes as a part of a developmental aspect.

Later on government sarvasikhaabhiyan merged with rastriya madhyamika shisha abhiyan, then right to free and compulsory education act made mandatory . Mainly it concentrates on improving of the primary and secondary education and decreasing of school drop outs . At the same time the biggest problem faced by indian education system is the ratio from teacher to student is very high (1:38) and lack of well trained teachers at many areas and lack of motivated teachers causes a problem for development of education in india.

Across the country the biggest problem faced is deficit of qualified/ trained teachers in every school .the demand and supply gap is more between the number of students and teachers among the schools. It is actually vary between private and govt schools . These variations are observed at poor quality of teaching and learning in govt. Schools also driving away students from govt. To private schools, subsequently increasing the enrolment by 31% in private schools. Added to that government also faced a problem of implementation of rte-right to education act in india.

Later on nep- national educational policy suggested many reforms in the education like improving the quality of education .improving of the standards, suitable curriculum , improving quality in teaching methods , training to teachers , using best resources in teaching etc . But this is also failed on implementation of sustainable development . Because the curriculum , standards , teaching practices are different from one school to another .

Sustainable development goals for india :

In the year of 2002 uneso report pointed out the need of sustainability to live peacefully in india. It encourages learning and re learning practices in education systems. To address some of the challenges in 21st century unesco introduced 17 sustainable goals in order to mapping of the indian education system . The 17 sdgs are these goals are set up in 2015 and targeted to achieve by the end of 2030.

3.need for sustainable education:

The primary need of education for sustainable education is encouraging the learners with skills, knowledge, values, behaviour, that must address the need of the society. It encourages to teach learners on the challenges that we are facing in the past, present and future and finding suitable solutions on various aspects. It mainly focusses on reducing of the poverty, reducing of the inequalities, conservation of nature, protection of environment, loss of biodiversity etc. Education is not only important for achieving sustainable development in india but also most important for learners to seek solutions on various problems that are not only facing by a man but also seek solutions for the country. Education should be transformative and it allows us to take decisions wisely for creation of better living conditions in the planet.

Education for sustainable development is mainly includes 5 key components. They are

Knowledge, skills, perspectives, values and teaching issues which must be needed to introduce in the curriculum of the teaching subjects. Education must facilitate a space to share thoughts, vision, opportunity for learners to express their vision, ideas and sharing of networks to aware of the problems.

A good educational system must be supportive, increase the quality of education, increase the habits of leaning, good teaching practices, develop public awareness, developing a good strategy to strengthen sustainable development activities in the country.

4.the main challenges of sustainable development today :

Even though there is a significance importance of sustainable development , also need to put more efforts to face the challenges that are ahead in gaining the importance .it is not only important in developed countries also equally important for developing countries to cope up with many challenges. It mainly concentrates on some of the biggest challenges that we are facing today like environmental problems, degradation of natural resources, climatic actions, social problems . Some other challenges are

•lack of financial resources to carry out and plan sustainable development.

•sustainable development is not possible in some countries as there are other priorities on hand.

•natural occurrences such as earthquakes, floods and tsunamis, can pose a threat to sustainability as they can shift the water flows and destroy certain elements of infrastructure.

•the governmental conflict between immediate profit and investment towards sustainable technologies
•corruption. (funding is the major problem in every country especially in india. Government is not able to grant sufficient funds for achieving targets and not collaborated with foreign countries for completion of sustainable projects.)
•lack of efforts at each and every level like municipal level also.
•lack of support from government and lacking a vision on peaceful climate.
•people are not interested in learning new concepts, methods, that are beneficial to the society.
•stakeholders feel that the curriculum may not be resulted into suitable outcomes and targets.
•everyone not ready to face the challenges that comes from the society, family, and friends and not having any support from other side for sustainability.
•another biggest challenge is not cope up with the upcoming problems of adopting to the current situations.

5.key issues of education for sustainable development:

There are many issues in successfully implementation of sustainable development activities in education. They are

1.a well framed curriculum is not existed at present on sustainable development in teaching to the leaners.
2.not recognizing suitable initiative, cooperative and collaborate activities in sustainable educational activities.
3.lack of quality education and not reaching of education at all levels of the society especially to the weaker sections.
4.not having awareness among youth on sustainable development activities and not able to motivating them.
5.always focus on student centred teaching and not encouraging participative centred teaching activities at schools.
6.not finding the suitable trained educators to teach at best levels at all kinds of schools, institutions, organizations.
7.not educating the children on social problems like hunger, poverty, sanitation, health, climate changes, protection of natural resources, global activities, gender sensitization, corruption etc.
8.not creating awareness on how the quality education makes the people more empowered than the present.
9.not encouraging digital literacy programmes, not involving the students on solving case studies, present contemporary issues.
10.not implementing lifelong learning, continuous learning programmes, activities from the school education itself. It makes them just to study and get good marks and not focus on future goals.
11.education also teaches students on environmental problems like pollution, zero waste, disaster management, recycling management, climate change

Conclusion

The educational practices are updating continuously and make learners to focus on sustainable goals the planned targets can be achieved successfully. The success of sustainable development in education is not that much of easy until it encourages all kinds of learners and motivating them to participate in the future actions. Human developmental activities are always focus on bringing new solutions for all kind of problems that must support sustainable activities. If all the above issues and challenges are overcoming in india then it leads to successful achievement of sustainable development goals by the end of 2030 .

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SUSTAINABLE ENTREPRENEURSHIP, INVESTMENT AND ECONOMIC GROWTH

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Abstract
In this paper, i have studied the impact of entrepreneurship investment on economic growth in india during the pandemic. Covid-19 hits the whole world resulting in economical imbalance and affecting many lives. Most people lost their jobs and standard-of-living have been dropped down. An important objective of this research is to study the emergence of sustainable entrepreneurship during the pandemic. Because of covid, everyone quarantined themselves by connecting with the world virtually. Start-ups taking birth due to pandemics with minimum investment leads to ample opportunities for many people to explore themselves by contributing strongly to macroeconomic growth.

Index terms – economic growth, entrepreneurship, covid – 19 pandemic, virtual opportunities

At this time when the entire world is collapsed by a covid-19 pandemic, nationwide lockdowns and social distancing are hampering businesses. Companies are seeing huge impacts though they established successfully in the past. This situation made them change the business model according to the present running model. The whole world is worrying about economic imbalance and financial setbacks. Indeed, we need to see on the positive side, few indian startups are growing well. These start-ups are growing fast and setting a good example for other companies on how to fight with and survive in this lockdown period. A survey conducted in february 2020 reveals that many indian startups had prioritized growth over profitability. Companies are fearing the post effect of the covid-19 virus which may continue for the better part of this fiscal year on their overall sales and business. Sustainable entrepreneurship results in the development of human goals by balancing all requirements to invest in the growth of the economy. It acts at the interface of politics, business, and civil society to mobilize new resources and aim at a structural change towards socially and environmentally sound economic activities. With its innovative business models, they develop new markets, generate new sources of income, particularly for socially disadvantaged population groups, and contributes to a sustainable approach to the economy, called a green economy. To survive the adverse times and to make sure that businesses and the economy thrive and spring back to their feet, the government of india has been developing strategies and various action plans. Policymakers are not only focusing on business continuity and revival of sectors but also on improving the ease of doing business within the country by promoting atma nirbhar bharat abhiyan.

The main objective is to find out how much percentage of entrepreneurs started their business during the pandemic time when compared to the past. Most of the people lost jobs and commenced business at times of pandemic for livelihood

Is one of the best examples. India's fight against the covid-19 outbreak was unique because facing the biggest problem gave problems as well as the thought process of starting a new life, despite waiting for someone's help.

According to a report by kpmg on the start-up ecosystem in india, the number of startups has grown from 7,000 in 2008 to 50,000 in 2020. By this, we can understand that the sudden demand for entrepreneurship is in need and fulfilled by the entrepreneurs with their extensive support to the economic growth of india through their little investments, which amounts to more.

A joint report by barc india and nielsen revealed that there was a 30 percent increase in the time spent on education apps in the first three months of lockdown.

Schools have been closed and parents have shown interest to make their children to be engaged in some activities which will enhance their knowledge and opportunities. Some entrepreneurs provided solutions to people's problems and made a profit out of it. Edtech funding also grew from $522 million in 2019 to an all-time high of

$2.2 billion in 2020, according to the indian private equity and venture capital association (ivca).

According to kpmg estimates there are more than 3,500 ed-tech start-ups in india today. The hrd ministry

Projects that india's ed-tech expenditure would reach $10 trillion by 2030. Among all businesses, edu-tech companies created more value for themselves only during the pandemic time, and still, it is continuing.

According to coffeemug, seventy-four percent of senior professionals would prefer to work for a start-up over a large corporate for better growth opportunities, a community of over 2,50,000 founders, investors, cxos, and business leaders.

Having surveyed more than 1,250 senior professionals, the report gleaned important insights into the preferences of senior-level professionals against the backdrop of the great

Re-shuffle in india. More than half of the respondents (57%) also claimed that a more diverse experience attracts them to

Start-ups. 53% of the leaders said that they would prefer start-ups over corporates based on the impact they could make in the workplace.

On top of that, investment has been the necessity to come out of economic imbalances. Many countries are impacted by covid times. India has the strength of youth and young minds, who can contribute to and support the economic growth through their innovations and implementations.

Findings

During the research, i found that the government of india launched a start-up india program for the development of ideas, financing, and some sessions to enhance knowledge for young and new entrepreneurs. The growth of start-ups identified during the pandemic time is supporting sustainable development by contributing to the national income. Lockdown creates a wider scope for sustainable entrepreneurship to make everyone's life with happiness and health.

Suggestions

The government of india can set up a committee by providing 1:1 mentorship to help youth in the process of their entrepreneurial journey. Both central and state governments can release the budget every year for new entrepreneurs to start the business. If entrepreneurs chose their business in ancient, traditional, or hand-crafts making, the government can help them with exports. I think youth are getting out of the shelves but they need moral support before strengthening their capability and ability to bring up the idea into reality, it will happen only with the continuous and constant support from their environment.

Conclusion

To survive the adverse times and to make sure that businesses and the economy thrive and spring back to their feet, the government of india has been developing strategies and various action plans and improving the ease of doing business within the country by promoting atma nirbhar bharat abhiyan.

To support the people of the country and strengthen the system with tech-enabled innovations, many indian startups are closely working with authorities at the central, state, and district levels. During this covid-19 pandemic, each state has its own set of issues to deal with. So many of them have

Turned to startups for their solutions, as we saw in the case of kerala and other states in the early weeks of the covid-19 pandemic.

By this report, we can analyze and interpret that the entrepreneurs are ready to invest in businesses or startups for sustainable development in the country which directly contributes to economic growth.

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THE INDIAN FINTECH ECOSYSTEM: TRENDS AND PROSPECTS OF FINTECH REVOLUTION.

Sathvik.s

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Abstract

Fintech refers to use of finance and technology together to increase the efficiency of activities related to finance and automation of financial services. The financial stability board (fsb) define fintech as "technologically enabled financial innovation that results in business models, applications, processes or products with an associated material effect on financial markets and institutions and the provision of financial services". With the advancement of technology, fintech ecosystem at global and national level continues to grow at fast pace. Penetration of mobile and digital bank has kept the movement of fintech services at larger pace. As per the medici report 2020 india had the second highest number of fintech companies. The key segments of business models comprises of digital banking, alternative lending, wealth tech, insurtech, neo banking and enabling tech and regtech. This paper attempts to understand about growth and fintech investment patterns, business models and the key drivers that encourage fintech services in india and also to shed light upon future prospects of fintech revolution.

Keywords: fintech revolution, medici, digital banking, wealthtech. Fsb.

Introduction:

Finance technology (fintech) can be defined as use of new technology that helps to improve and automate the service delivery and use of financial services. Fintech helps the firm's, business owners and consumers to manage the financial operations and processes with the help of specialized software and algorithm used on computers and increased usage of smart phones fintech is combination of finance and technology.

Indian fintech journey has started in the year 2009 with two supporting institutions i.e, national payment corporation of india, which tookover atm networks to renovate retail payments and financial deals. The second important aspect was formation of unique identification authority of india.

The advancement in technology makes the fintech ecosystem to grow at fast pace globally in general and at national level in specific. Us has become a major a destination with more number of fintech startups. Fintech offers a wide range of financial services such as money transfers, cash deposits, payments and other activities can be performed with the help of smart phones, managing individual investments without any assistance of person. As per the ey's 2017 fintech

Adoption index, nearly one-third of consumer base use two or more fintech services has become part of our lives. Fintech startups has opened doors to variety of new financial service offerings to customers under a single umbrella. As per the fintech report 2020, india emerge as fast growing fintech hub with new startup companies and gaining support from financial institutions and government. India has witnessed remarkable growth rate in fintech startups between 2015-2020. India emerged as accelerating fintech hub in the milieu of execution and acceptation of aaadhar, access to imps, upi apps and pradhan mantri jandhan yojana (pmjdy) schemes. Apart from that demonetization has become a boon in unprecedented times especially for fintech startups to banks on digital transactions. There are some of the key factors that provoke fintech revolution globally and at national level.

Objectives of the study

1.to understand the major drivers that boost fintech revolution in india

2.to look over the fintech business segments and future prospects of fintech revolution in india.

Research methodology

The present study is purely conceptual in nature and the information related to present study has been collected from various secondary data source such as articles published by medici, economic times, outlook money and other websites, publication of nasscom etc with well defined inclusion and exclusion criteria.

Inclusion criteria:

The information related to indian fintech was included and the information available in english language was majorly focused.

Exclusion criteria:

Only concentrated on indian fintech segments excluded global fintech services.

The key important drivers that enhanced fintech startups in india are majorly due to the following

1.vibrant investment ecosystem and capital flow:

Raising funds to start up a new business is one of the major challenge faced by every entrepreneur. Availability of capital helped fintech firms to promote uniqueness in service delivery and also help to improve business models. Apart from other factors indian fintech startups have been received benefits from private equity, venture capital, incubators, tech-hubs and accelerators. Most of the incubators and accelerators are university, public sectors, equity and financial institutional-led.

2.advancement in technology and digital infrastructure:

Technology is the key driver in fintech revolution, advancement in technology and innovations like artificial intelligence, internet on things, block chain, cloud computing, instant payments, machine learning, robotics etc are major transformations in the financial service sector.

Indian fintech has been strengthened with digital infrastructure and also the alternatives available to market participants like bbps, bharat qr, upi and india stack. As per the bcg, india stack has generated more profits and revenues, growth for indian fintech startups. The open api-infrastructure helped fintech startup's in minimizing acquisition costs and servicing to its clients.

3.demographical factors:

India population comprises of more than 65% people who are below 35 age bracket, who are tech savy, increased usage of smartphone's and accessibility of internet encourages fintech operations, 52% of indian population are digitally active using fintech services. Hence, there is a potential scope for fintech companies to enter into untapped rural areas and also for small and medium enterprises to start up it operations.

4.regulatory bodies and policies to fintech companies:

Fintech companies are subjected to regulated by the following authorities which are as follows:

•reserve bank of india (rbi)

•securities exchange board of india (sebi)

•ministry of electronics and information technology (meity)

•ministry of corporate affairs (mca)

•insurance regulatory and development authority of india (irdai)

Majority of the fintech firms are regulated and monitored by rbi which are involved in digi-payments, lending and other fintech operations.

The government of india and other regulators are the major triggers for the growth of fintech companies in india.

Government policies:

India is experiencing a phenomenal growth in cashless transactions with the advent of some favorable initiatives adopted by government of india to encourage fintech firms, some of the recent initiatives that bring favorable opportunities to fintech business which are national payments council of india (npci), unified payment interface (upi), digital india, start up india, jan dhan yojana, recognition for p2p business lenders like nbfc's and national common mobility card (ncmc).apart from the above, tax benefits and promotion of entrepreneurs in india through easy governance and flexi-business policies for start-up companies.

Rbi role:

Rbi has developed an effective structure for regulatory sandbox (rs) for fintech services , which are majorly concerned with regulations and procedures for entry and exit of fintech startups, duration, list of fintech products and service offerings and technology which is used for testing regulatory sandbox.

Rbi has improved bharat bill payment systems and unified payment interfaces along with p2p lending, digi-transactions etc. Also rbi has approved 11 entities with licenses to promote payment banks that offer deposits, savings and remittances.

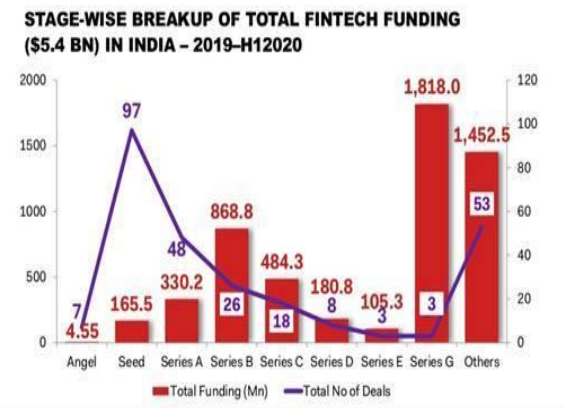
Irdai:

The insurance regulator irdai introduced (irdai) sandbox in the year 2019 to strike balance between insurance growth and security of policy holders also to promote tech space in insurance.

Number of fintech companies operating across india as of 2020-21, by city

Name of the City	No. of Fintech Companies
Bengaluru	447
Mumbai	437
Delhi	208
Hyderabad	133
Gurugram	128
Chennai	104
Pune	88
Noida	77
Kolkata	47
Ahmadabad	35
NCR	413

Source: statista research department



Source: outlook money

Amid covid-19 pandemic, india has witnessed 60% increase in fintech investments to $1467 nm in h12020 against $919 nm for the period last year.

India emerged as one of the asia biggest destination for fintech investment deals. India has highest investment in fintech segments compared with china. Total investments in indian fintech sector crossed more than 10 billions over the last four and half years i.e, cy 2016 –h12020. The underlying reasons for the phenomenal growth of fintech startups are due to availability of technical skilled work force, present financial system and vibrant technology ecosystem made bengaluru and mumbai ranked top two head quartered for top fintech companies. Out of total 21 unicorns in india, around 1/3rd are fintech companies

Top 10 fintech companies in india 2021

Fintech Startup	Fund Raised	Nature of Business /Segments
Razorpay	$367M	Payment gateway solution, automate payments, compliances, collateral free business loans.
Cash free	$42M	Automatic reconciliation and banking services, KYC, Cash transfers.
Paytm	$3.54B	Payments bank, SIP'S to Mutual funds
Bharat Pe	$ 617M	Digital Payments, UPI app with Zero transaction fees
Cred	$ 443M	Bill payments
Digit	$ 442M	Insurtech
Turtle Mint	$ 130M	Insurtech
PlumHQ	$20.7M	Insurtech
Zerodha	$2B Current	Wealth Tech
GROWW	$143M	Wealth Tech

Source: hellomeet.com/fintech companies2021

Fintech revolution: evidence from indian context

The overall market size of fintech services sector in 2021 is estimated around $500 billion while fintech market share is $31 billion dollars by blinc insights. The rapid growth in fintech sector in india due to the backdrop of digitalization in country and cashless transaction are the major drivers for fintech revolution.

Out of 6,386 fintech's 28% fall under investment tech, 27% into payments, 16% comprises of lending, 9% comprises of bank and 20% comes into other segments.

The core principles of fintech and digital foundations comprises of

- paperless transactions or dependence of digital records
- cashless economy and usage of digital payments, universal digital access.
- secure movement of data

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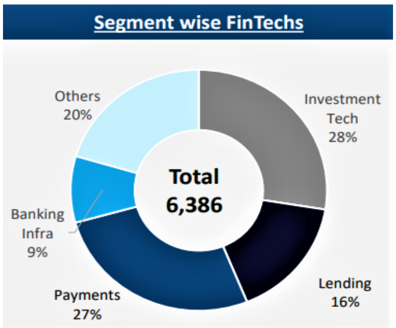
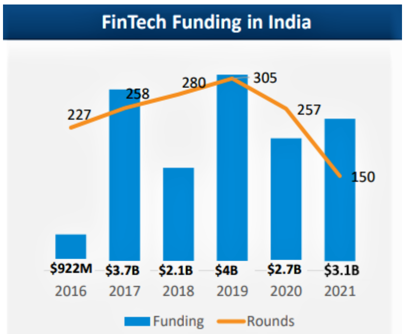
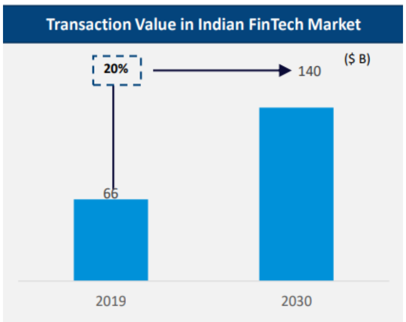




Source: bfsi.com



As per the report indian fintech, 14.6% of indian population are unbanked excluded from financial services, it is expected that to grow fast with strict regulations and policies with an expected cagr of 33.5% by 2023.

The below table shows the segment wise distribution of fintech funds

From 2016 to 2021, the total fintech funds stood at $16.5 billion around 60% of funds in last three years.

Business Segment	Funding Received
Digital Payments	$ 0.9 billion
Digital Lending	$0.73 billion
Investment tech	$169 billion
Insure tech	$512 million
Neo-banking Other banking solutions	$159 million $476 million

Source: the economic times.

Conclusion:

Fintech revolution brings a tremendous change in indian economy and technological innovations lead to massive growth of fintech in india. Usage of mobile phones, access of internet, investment support from venture capitalists, ease and flexi regulations from the government to promote fintech services. Digital india initiative is the major driver that encouraged fintech revolution and present india is the second largest fintech hub operating in different segments such as payments, lending, insurtech, wealth and investment tech and other segments. It is expected that neo-banking with cagr of 50.4% by 2026.

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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS

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Abstract

The use of the internet and social media have changed consumer behaviour and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. However, significant challenges exist from negative electronic word-of-mouth as well as intrusive and irritating online brand presence. This article brings together the collective from

several leading experts on issues relating to digital and social media marketing. The experts' perspectives offer a detailed narrative on key aspects of this important topic as well as perspectives on more specific issues including artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, b2b marketing, electronic word of mouth and ethical issues therein. This research offers a significant and timely contribution to both researchers and practitioners in the form of challenges and opportunities where we highlight the limitations within the current research, outline the research gaps and develop the questions and propositions that can help advance knowledge within the domain.

Keywords

Social media, consumer behaviour, b2b marketing

Introduction

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. According to recent statistics for january 2020, 4.54 billion people are active internet users, encompassing 59 % of the global population. Social media usage has become an integral element to the lives of many people across the world. In 2019 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023. Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost. Facebook pages have more than 50 million registered businesses and over 88 % of businesses use twitter for their marketing purposes. Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions. People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organisations have responded to this change in consumer behaviour by making digital and social media an essential and integral component of their business marketing plans. Organisations can significantly benefit from making social media marketing an integral element of their overall business strategy.

Review of literature

Review of literature is a written overview of major writings and other sources on a selected topic. This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies. Brendan james keegan and jennifer rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of smm evaluation and uncovering the challenges in this process. The research paper has developed a social media marketing evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (kpis), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.

Rodney graeme duffett (2017) examines the influence of interactive social media marketing communications on teenagers‟ cognitive, affective and behavioural attitude components in south africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers‟ attitudes toward social media marketing communications.

The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications. The practical implication of the study is that the companies and their brands should consider using and/or adapting their strategies based on the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, generation z consumers.

Priyanka p.v and padma srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

In a recent case study by christopher ratcliff (2014) on a global organization that appears to have mastered its social media strategy, ford. In his blog, he explains how ford has included the key success elements in its strategy including customized posts, user connectivity through tone of voice and perhaps most importantly, a social media team that reads and responds to every single comment made by followers. However, it is worth noting that ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations.

Ates bayazıt hayta (2013) in their research paper “a study on the of effects of social media on young consumers' buying behaviours” determines the effects of social media networks on purchasing behaviours of young consumers. The study results indicate that social media tools directly effects the purchasing behaviours of consumer, depending upon their age group and educational status.

Objectives of research paper

➢different types of social media marketing.

➢uses of social and digital media marketing.

➢importance of social and digital media marketing.

Research methodology

The study is analytical and descriptive. It is based on secondary data which were collected from books, journals, reports and websites. The data related to the last ten years. The data were tabulated and analysed for drawing conclusions. A few suggestions are made at the end of the report.

Analysis and discussion

Importance of social and digital media market:

1.social networks: facebook, twitter, linkedin:

Such types of social media are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion.

You can channelize different types of social media campaigns on these networks that will help you widen your reach. Some of the benefits of these social marketing networks.

(i)they encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships (ii)in case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on facebook, twitter, and linkedin sorts of social networks.

2.media sharing networks: instagram, snapchat, youtube:

Media sharing types of social media are used to find and share photographs, live video, video and other kinds of media on the web.

They are also going to help you in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result-driven way possible.

Social networks nowadays also offer these features, however, for media sharing networks, sharing of media is their basic role.

(i)starting with image or video on instagram, youtube and snapchat types of media sharing networks would be more beneficial for you.

(ii)to decide whether you should use these networks for your business or not, you should consider your resources and target audiences. These channels will help you run well-planned campaigns to generate leads and widen your audience base.

3.discussion forums: reddit, quora, digg:

Such types of social media channels are used for finding, sharing and discussing different kinds of information, opinions, and news.

They help businesses by being a top-notch resource for doing immaculate market research. These forums are the oldest ways of running social media marketing campaigns.

Before the entry of popular social media players like facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields.

(i)these discussion forums have a massive number of users and it ensures unprecedented reach for your business. These are the places that provide the answers to different queries of any domain.

(ii)in case your business needs deep customer research then these places would the most befitting one for your business. With sharing information and knowing answers, these places are very impactful in advertising as well.

4.bookmarking & content curation networks: pinterest, flip board:

Opting for such types of social media will help you find out, share, discuss and save a variety of latest content and media that are trending as well.

They are very helpful in channelizing brand awareness for your business, plus, choosing this one to run different types of social media marketing campaigns will help you generate website traffic and customer engagement.

In case you want to run some out of the box highly creative campaigns that can not only inform your audience and but also attract them then this one is the best fit.

(i)to run a social media campaign on pinterest, you need to have a site that is bookmark-friendly. You should optimize headlines and images for the feeds that bookmarking and content curation networks use for accessing and sharing your content.

(ii)flip board lets you create your own flip board magazine by using most engaging content and then you can showcase that to your audiences.

The uses of social media and digital marketing social media and digital marketing activities are very important, it's not only for gaining revenue, but also to reduce the cost of conventional marketing activities. It may be good if currently this company's sales number still good, but will it last. Will this brand become the top of mind brand for the next five years without being lost or overshadowed by the competitors? That is what social media and digital marketing useful for; we can predict the future, do prevention of crisis, and create innovations; because by using social media and digital marketing we can track our brand's competitors. The usage of having these online activities is also to know about people's opinion about our product, build our brand reputation, and to find the voices of our brand supporters or even the haters. These are things that conventional marketing hardly achieved effectively. The big marketing budget that originally for traditional marketing activities can be shifted to activate the digital marketing strategies, because by going digital we can check how much the frequency of the customer that get our advertisement, how their buying and lifestyle behaviour, etc. First of all, tvcs advertisement, sales promotion and below the line (btl) may be good and useful for the past generation, the budget that will be spent on those marketing channels will be huge, yet the effectiveness by the revenues number may hard to checked in detail because the evaluation is not really measurable. Those channels cannot really do direct targeting. People who watch television, come to the store or come to the event may vary; they who watch or come may not our product's target market, and with those conventional channels we cannot track their database and their behaviour. With digital and social media activities, we can track people's behaviour and create a database for us. The advertisement can be targeted directly to the specific age, gender, location, and even their shopping lifestyle. Using digital, it eases us to know our consumers' profiles. Checking our competitor will be also easier than past marketing activities. We can check their new promotions on their website, what content they create to engage with their customers, what is their latest product development; all of these elements can be tracked using social media and digital tools. Also, social media helps marketers to reduce the marketing budget, placing advertisement on tv, radio or even printed media need a huge budget, same goes with creating brand activation events. However, digital campaign through facebook ads, instagram ads,

Youtube ads, or even placing ads on millennials-friendly sites like webtoon, line or idn

Times, this will be 'low cost – high impact' marketing. Also, social media helps marketer to create more direct interaction with the consumers, because they can give direct feedback about our product in our social media, even now there are instagram polling and youtube polling that can help marketer to launch survey about our product via online and targeted toor public market – the millennial teenagers. To advertise the product, digital channel could be used such as social media network, email marketing, and affiliate marketing.one article titled '4 important digital marketing channels you should know about', said that email marketing is effective to make us gain new customers or improving strenghtening our relationships with the existing customers (digital doughnut, 2014). With email marketing we can share the latest promo or blog stories of our product to our mail database, but this has weakness such as people will mark our newsletter as spam is we keep send repetitive contents. We can also do online affiliate marketing, it can make more exposure of our brand because we put advertisement in our affiliates' website, for our product we can do affiliate with line shop, shop back, lazada, tokopedia and etc. While we get more coverage, the consumer will be redirected to our website and that can give us more traffic and database.

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising yourbrandand your products.

Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

With the huge number of online users, which is almost59%of the world's population, marketers must not miss out on their chance of marketing on these digital forums where they can reach all the maximum number of potential buyers compared with print or television media marketing. It is important to use platforms that are commonly used by customers so that you can reach out toyour target audienceat a more effective rate. Nothing can be better than these social media networks where mostusers spend a larger chunk of their timeduring the entire day and night. Being a business on social media networks, you might want to make the most out of these consumers' habits, which can help you create some major leads. These social media channels help you attract the right customers with the right information at the right time and help you showcase your product or brand to potential customers at the right times. This is how the mechanism of such social media websites works.it gives you a chance to make the most out of your social media marketing strategies.having an online presence as a business on any of the social media forums like facebook or instagram is a great way to interact with your audience and to really connect with them on a personal level. Which gives you the chance to tell your story to all your followers and inspire them through your success or past failures. Social media is a place where interacting with your audience gives you more exposure and helps you better understand your audience. Your customers will be able to know you and relate to your stories on a more personal level as well, and this is exactly what you need as an entrepreneur in this digitally connected world. People who don't know you or your business might find it intriguing to know how you build up your business and, thus, through these posts, you can create brand awareness about how hard you worked to make your dreams come true. This will add more meaning to your brand, and customers love it more when they see the realities of businesses. And to make sure that your story is heard and spreads at a faster rate, you might want to work on your content so that it is appropriate enough to impress the audience. Social media advertising has to be one of the least expensive ways of marketing your business digitally. With so many different advertising tools available on these social media forums, you can make use of this opportunity and cost-effectively market your product. The best thing about social media marketing is that you don't really have to use the adverts or ad tools to market your brand. You can grow as a page on social media networks by simply being consistent and posting interesting and relatable content for your audience. This can be done by using seo content, where you use the most trending keywords and enhance your rankings. And because the digital competition is always on its peak, you might want to keep your seo game on point. Once your social media marketing is strategized effectively, this would help you increase the traffic on your profiles on these forums, which will eventually lead them to your websites.

There are a number of businesses and bloggers who have spent not even a single dollar on a digital advertisement, but just with the help of great content and great interaction with their audience, they created a customer base who connected with them. This means that even if you have a smaller budget for advertisements, you can help your business on these social networking forums, where through increased marketing, the process of digital growth for your brand quickens. Business owners need to be vigilant on social media networks and need to create an image of their brand such that it is the first thing that comes to your customers' minds when they think about a certain product or service. For a target audience with the potential of becoming buyers, it is important that you are connected with them through these social media forums, creating an impression on their minds so much that your business is on top of their minds whenever they search or think about buying a similar product. This bond between a business and a potential buyer plays a significant role in converting them from just a potential customer to a loyal and regular one. And this is what social media marketing helps you create. It helps you as an entrepreneur tobecome the first choice, the first thought, or the first preference for all the customers who can be important for you and your business. With all business profiles on all social media networks accessible to the public, this could be your chance as an entrepreneur to know your competitor better and understand the strategies that they are implementing to attract their audiences. You would be able to see the content that they are posting on their social media profiles and judge which posts are doing better. After carrying out this analysis of your competitor's profile and looking into all the queries asked by their audience, you will be able to incorporate those questions into your digital marketing strategy. Go through their posts, their comments, and how they are engaging with their audience. Read the questions that their audience has asked and see how you, as a business, can answer these questions. Research more about how well informed their audience is and how aware your audience is. Based on these comparisons, you will be able to answer these queries better and make yourself and your audience more aware of certain things that you didn't know about earlier. Study their customer service and compare it with yours and analyze how you can do better than them. Social media networks are open to all, giving businesses a chance to follow their consumers' activities or potential buyers. This helps marketers be more informed about their target audience, likes, dislikes, and interests so that they can create a better marketing strategy to attract such customers. Learning these patterns helps you focus on the things that you are not following while designing content for your page, and therefore aiding you in becoming better at your digital marketing strategies to attract the right customers and meeting their demands. Social media gives you a chance to see what interests your customers the most. Therefore, you can create content that can be relatable for your audience, increasing engagement on your social media presence. This gives you access to see different demographics of people who visited your page and what kind of content was liked the most on your social media profile. You will be able to improve your marketing skills andcreate more engaging content.

Social media marketing and advertising can help you increase your return on investment, as the cost of advertising on these social media forums is often less than the return, giving you more revenue. Because you use digital marketing, you can reach hundreds and thousands of people by simply targeting ads, reducing your advertisement costs. Facebook and instagram help you in attracting your potential buyers, and at the same time, they aim to keep the potential customers engaged on their specific social media networks so that you and they both can benefit from this.this increased user time on their social media networks increases the possibility of users seeing your ad or your profile, and therefore visiting your profile and then eventually becoming buyers. A business that connects the most with its customers is a business that grows immensely on all possible levels. This is because the customers not only trust you with the product or service you offer but get to know you as a business on a much deeper level. This is why entrepreneurs must create a friendly relationship with all the followers through these social media forums, where they interact with one another, answer queries, and try to help each other in all possible ways. Communication is very important in all aspects of life. And just like that, it plays a very significant role in the business as well. Customers like being heard and feel more privileged when their service providers offer them the aid they seek and create a more friendly and easily accessible communication procedure, where they can post complaints, or learn more about your brand. This has to be one of the most effective ways of getting to know your audience better. Communicate with them, interact on all possible posts, learn what they want and what they like, and then use it to implement a much stronger marketing strategy so that you can transform them from potential buyers to loyal customers.

Suggestions

Advertising is the basic and most prominent tool to increase the awareness of product. So, big bazaar should use this tool to increase their share in the market by utilizing the present digital marketing efforts initiated by them. Retail business is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the customers and this can be possible by effectively utilizing promotional activities such as advertisements that too in digital marketing area. Big bazaar has been successful in keeping up its promise of providing value for money goods, but today customers look beyond price, such as promotional activities, quality, employee behaviour, store atmosphere etc. Big bazaar has scope for improvement in these yields that too providing advertisement in digital marketing. Big bazaar should also concentrate on increasing the frequency of showing advertisement in social networking sites such as facebook, google+ & twitter etc. And also in search engine sites such as google, yahoo, babylon, ask etc.

Findings

A new type of marketing which marketers operate the new factors like electronic media, digital technology and internet to get to their business goals is electronic marketing. Email marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audiencethat it is one of the oldest and still one of the most powerful of all e-marketing tactics. Email marketing allows people to do both that an excellent email marketing campaign can help people:

➢enhance " sales conversion "

➢make repeat sales

➢price will be reduced and adverts will be sent afterward.

➢cross-sell and up-sell goods and services

Conclusion

With more consumers turning to social media use daily for activities such as reading the news, researching products and enjoying entertainment, must strategically use social media marketing to appeal to their target audiences. However, challenges in using social media to reach consumers include lack of appropriate scales to measure and investigate constructs of interest, the constant changes in current and emerging social media platforms and the application of social network analysis to research the flow of electronic word-of-mouth messages and the influence on consumers' attitude and behaviours of such information. We encourage researchers to conduct further research in these areas to better understand the phenomena of social media marketing to benefit both academics and practitioners.

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CRYPTO CURRENCY AND BLOCK CHAIN- REVOLUTION IN BUSINESSES

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Abstract

This paper presents an overview of the main developments of cryptocurrencies and discusses their future perspectives. First, this paper reviews the history of cryptocurrencies since the creation of bitcoin, presents the main market trends, and discusses the key features of cryptocurrencies in the context of blockchain. Second, analyse the revolutionize of cryptocurrency and blockchain in businesses and the applications of cryptocurrency and blockchain technology in 2022,and presents a systematic economics and financial literature review on cryptocurrencies. This paper also examines the future perspectives of cryptocurrencies and blockchain technology with a focus on the environmental issues and central bank digital currencies.

Key words

Crypto currency, block chain, digital currencies

Introduction

Cryptocurrency is a technology that utilizes blockchain, one of which is digital money,electronic money, or virtual money that is in common with money in this world and this moneyhas no physical form. By using this blockchain technology can make all transactions that occur become very transparent and every existing data will relate to one another, and every existing data has one user within the scope of the cryptocurrency system.

Cryptocurrencies are a type of digital currency decentralized and not controlled by any government. The history of cryptocurrencies can be traced back to the 1980s, when they were called cyber currencies. These coins started gaining in popularity in 2008 with the introduction of bitcoin, which was created by an anonymous programmer or group of programmers under the name satoshi nakamoto.

Blockchain is an open source distributed ledger, or a peer-to-peer network; it represents another virtual foundation for a range of interactions. Similar to the internet, it is a comprehensive information technology with tiered technical elements and multiple classes of applications that could revolutionise almost all aspects of modern society. The blockchain is an organising paradigm for discovery, validation, and transfers of discrete units (of anything) and has the potential to coordinate human activity on a mass scale. As with the internet, it is open technology, not restricted to the corporations or governments, and its capabilities will continue to evolve with user innovations. In basic terms, it has the capacity to maintain permanent records of commercial transactions, transfer of assets and contracts, financial records, intellectual property, and wider applications across society. The primary advantages of blockchain protocols are their capacity to maintain permanent records secure from infiltration and unauthorised changes to data, partial anonymity yet transparency and authentication of transactions and data, removal of reliance on third party intermediaries, and fundamental trustworthiness.

Review of literature

While there are several reviews regarding blockchain technology (2017; brandão et al., 2018), we argue that the state-of-the-art of blockchain-enabled applications has received limited attention. Even in zheng et al. (2016) the applications of blockchains are not covered to their full extent nor applicability. There are indeed some reviews focused on the particular role of blockchain including the development of decentralised and data-intensive applications for the iot (conoscenti et al., 2016; christidisand devetsikiotis, 2016), and managing big data in a decentralised fashion (karafiloski and mishev, 2017a).

Other reviews focus on security issues of the blockchain (khan and salah, 2017; li et al., 2017a; meng et al., 2018) and on its potential to enable trust anddecentralisation in service systems (seebacher et al., 2017) and p2p platforms (hawlitschek et al., 2018). Some technical aspects of the blockchain design such as its consensus protocol (sankar et al., 2017), the vulnerabilities of scs (atzei et al., 2017) and other technical characteristics like its size and bandwidth, usability, data integrity, and scalability have also been studied in yli-huumoet al. (2016) and koteska et al. (2017).

Objectives of research:

The core objective of the study is to as follows:

1.to study on reovolution of cryoptocurrency and blockchain in businesses.

2.to study on applications of cryoptocurrency and blockchain in businesses.

3.to study on future of cryptocurrency in india.

Research methodology

The study isdescriptive. It is based on secondary data which were collected from journals, reports and websites. The data related to the last ten years, a few suggestions are made at the end of the report.

Analysis and discussion

Blockchain technology could revolutionise these spaces in 2022:

Ablockchain is a distributed database where every entry needs to be approved by a network of peers without any intervention from an intermediary or central authority.

This distributed, decentralised nature of the database makes it highly secure and transparent as several nodes (peers) in the network have a copy of it. If there are any irregularities in the database of a single node, the other nodes in the network can point them out and correct them.

It is a desirable feature not only to the financial industry but also to any industry that values the security and transparency of its data.

Here are some spaces we could see blockchain revolutionise in 2022:

International transactions:

With rapid globalisation, the need for quick, convenient, and secure international money transfers is on the rise. Until now, sending money across borders was tedious and took several hours, days even! But this could all change once blockchain technology is added to the mix.

International transactions backed by blockchain technology would remove intermediaries that slow down the process. Transactions would also become more secure. It's a future that isn't too far away. A company named ripple is already working on instant and reliable international transactions using blockchain technology, and their efforts could come to fruition within the next few months.

Capital markets:

Blockchain technology also has the potential to overhaul the capital markets for the better. A recent survey from coalition greenwich, a financial consultancy organisation, shows that the total annual budget for enterprise blockchain applications within the capital markets domain has been roughly $1.7 billion since 2018. The implementation of blockchain technology in capital markets can provide faster clearing and settlement, consolidated audit trails, and improved operations.

Digital voting:

They say democracy is only as strong as its voting freedom and structure. This is a big issue given the current voting system, which is governed by a central authority and, as such, is vulnerable to internal and external attacks.

Fortunately, these issues can be solved with the help of blockchain technology. The details of a particular vote can be verified and added to the database by several individuals. This makes the entire process secure and transparent.

A company named followmyvote is currently working on a system that will use blockchain technology to ensure a transparent online voting platform.

Protection from money laundering

Blockchains also use asymmetric encryption methods to secure the data stored in the blockchain. It employs a cryptographic hash function that uses two keys. A public key that is known to everyone and a private key that is only held by the person making the transaction. This could be extremely useful in combating money laundering. The encryption can be used to store the know your customer (kyc) information, which is how financial institutions can identify their clients.

Energy:

Blockchain technology can be extremely useful in the energy industry too. It can help execute energy supply transactions and provide a basis for energy reading processes like metering and billing as well.

There can be various supplemental uses of blockchain in energy, such as renewable energy certificates, emission allowances, asset management, and documenting ownership.

Blockchain applications in business

Supply chain management

Blockchain's immutable ledger makes it well suited to tasks such as real-time tracking of goods as they move and change hands throughout the supply chain. Using a blockchain opens up several options for companies transporting these goods. Entries on a blockchain can be used to queue up events with a supply chain - allocating goods newly arrived at a port to different shipping containers, for example. Blockchain provides a new and dynamic means of organizing tracking data and putting it to use.

Healthcare

Health data that's suitable for blockchain includes general information like age, gender, and potentially basic medical history data like immunization history or vital signs. On its own, none of this information would be able to specifically identify any particular patient, which is what allows it to be stored on a shared blockchain that could be accessed by numerous individuals without undue privacy concerns.

As specialized connected medical devices become more common and increasingly linked to a person's health record, blockchain can connect those devices with that record. Devices will be able to store the data generated on a healthcare blockchain and append it to personal medical records. A key issue currently facing connected medical devices is the siloing of the data they generate - but blockchain could be the link that bridges those silos.

Real estate

The average homeowner sells his or her home every five to seven years, and the average person will move nearly 12 times during their lifetime. With such frequent movement, blockchain could certainly be of use in the real estate market. It would expedite home sales by quickly verifying finances, reduce fraud thanks to its encryption, and offer transparency throughout the entire selling and purchasing process.

Media

Media companies have already started to adopt blockchain technology to eliminate fraud, reduce costs, and even protect intellectual property (ip) rights of content - like music records. According to marketwatch, the global market for blockchain in media and entertainment is estimated to reach $1.54 billion by 2024.

One platform that has taken the spotlight in leveraging blockchain for media, is eluvio, inc. Formally launched in 2019, eluvio content fabric uses blockchain technology to enable content producers to manage and distribute premium video to consumers and business partners without content delivery networks.and recently, the platform has been tapped by media giant, mgm studios for "global streaming to web, mobile, and tv everywhere audiences of 'certain properties.'"

Energy:

Blockchain technology could be used to execute energy supply transactions, but also to further provide the basis for metering, billing, and clearing processes, according to pwc. Other potential applications include documenting ownership, asset management, origin guarantees, emission allowances, and renewable energy certificates.

Blockchain applications in government

Record management

National, state, and local governments are responsible for maintaining individuals' records such as birth and death dates, marital status, or property transfers. Yet managing this data can be difficult, and to this day some of these records only exist in paper form. And sometimes, citizens have to physically go to their local government offices to make changes, which is time-consuming, unnecessary, and frustrating. Blockchain technology could simplify this recordkeeping and make the data far more secure.

Voting

Blockchain technology has the ability to make the voting process more easily accessible while improving security. Hackers would be no match to blockchain technology, because even if someone were to access the terminal, they wouldn't be able to affect other nodes. Each vote would be attributed to one id, and with the ability to create a fake id being impossible, government officials could tally votes more efficiently and effectively.

Taxes

Blockchain tech could make the cumbersome process of filing taxes, which is prone to human error, much more efficient with enough information stored on the blockchain.

Non-profit agencies

Blockchain could solve the anti-trust problems charities are increasingly facing through greater transparency; the technology has the ability to show donors that npos are in fact using their money as intended. Furthermore, blockchain tech could help those npos tribute those funds more efficiently, manage their resources better, and enhance their tracking capabilities.

Compliance/regulatory oversight

The majority of regulatory oversight stems from recordkeeping, but the consequences of not maintaining records is inarguably much worse. Thus, compliance is non-negotiable for companies. Blockchain can make record updates available to regulators and businesses in real time, in turn reducing time lags and allowing red flags and inconsistencies to be spotted sooner.

Blockchain applications in other industries:

Financial management and accounting:

If the blockchain is truly as secure as it has shown itself to be in the last several years, then such impenetrable security would be tantalizing for customers concerned with financial fraud.

Record management

As stated earlier, the encryption that is central to blockchain makes it quite useful for record management because it prevents duplicates, fraudulent entries, and the like.

Cybersecurity

The biggest advantage for blockchain in cybersecurity is that it removes the risk of a single point of failure. Blockchain tech also provides end-to-end encryption and privacy.

Big data

The immutable nature of blockchain, and the fact that every computer on the network is continually verifying the information stored on it, makes blockchain an excellent tool for storing big data.

Data storage

The same principles for big data apply to data storage, as well.

Iot

Blockchain is poised to transform practices in a number of iot sectors, including:

•supply chain: tracking the location of goods as they are shipped, and ensuring that they thestay within specified conditions.

•asset tracking: monitoring assets and machinery to record activity and output as an alternative to cloud solutions.

Despite these key areas where blockchain can be leveraged, the technology in the iot is still dependent on startups. In fact - only 17% of respondents to business insider intelligence's survey of iot providers think that blockchain will become a universal standard in the iot.

More to learn

While the blockchain has impacted a variety of industries, it has specifically been viewed as one of the most transformative technologies for financial services. In the blockchain in banking report, business insider intelligence explores blockchain successes and failures at major banks and outlines steps other players can take to find success in their own blockchain projects.

The best crypto trading platforms and exchanges in 2022:

1. Binance - best overall crypto exchange

Pros: 50+ cryptocurrencies, reputable, low fees, easy-to-use website interface, good security

Cons: not available in 7 us states, not ideal for beginners, poor customer service

Launched in china, in 2017, malta-based binance is among the most popular crypto trading exchanges globally. In 2019, binance was launched in san francisco for us residents.

Binance allows you to buy, sell, and trade cryptocurrency, charging 0.1% on trades. You have the option to earn interest on your coins by staking them for a while and earning an interest rate of between 0.5-10%.

One can purchase crypto using bank deposits, bank transfers, and credit/debit cards, so there are a lot of payment methods to choose from. However, a heavy 4.5% fee is charged on debit card purchases.

For security measures, binance has an asset fund as insurance in case user funds are stolen and a 2-factor authentication system (2fa), although reviews have reported glitches with the authentication system.nonetheless, there are50+ coins available on binance, so you’ve got a ton of options if you’re looking to trade bitcoin, ethereum, and many other coins.

2. Coinbase - best place to buy bitcoin for beginners

Pros: see all your coins in one place, simple ui for beginners, insured, buy bitcoin easily, good variety of altcoins

Cons: expensive compared to other crypto exchanges, few payment options, custodial wallet

Launched in 2012, in san francisco, california, coinbase has accrued over 30 million users worldwide, with users cutting across 103 countries.this crypto exchange mostly caters to inexperienced investors looking to trade in cryptocurrency, so this is perfect if you’re a beginner who’s looking to learn the ropes without being overwhelmed by graphs and data all over the screen.

Coinbase allows for bank deposits, bank transfers, paypal, and credit/debit card transfer payments. However, the exchange has rather expensive fees at $0.99-$2.99 for purchases under $200 and an additional 0.5% fee depending on the amount traded.on matters of security, coinbase has fdic insurance that allows users to be fairly compensated if the company ceases to exist, and cold storage is used to set aside 98% of user funds, so theoretically only 2% of your money could ever be stolen at any time.

3. Kraken - best customer support of any crypto exchange

Pros: good security features, stylish user interface, reputable site, 7 fiat currencies, 50+ cryptocurrencies

Cons: not for beginners, slow account verification, poor customer support

Based in the us, kraken launched in 2011 and relaunched in 2013. The exchange currently offers 50+ cryptocurrencies, so you've got plenty of options to trade with.kraken offers 3 packages of accounts: starter, intermediate, and pro. The starter account allows for deposits, exchanges, and withdrawal of cryptocurrency. There are average fees on trades: between 0.9%-1.5% depending on the amount of the trade. This makes it one of the cheaper crypto exchanges that's a good reputation.

On the downside, although customer support assures users of 24/7 availability, there are some bad reviews about the service.

You are required to provide id for any deposit for account verification, which is great for security, and there are7 fiat currencies accepted at the time of writing (usd, eur, cad, gbp, chf, jpy, and aud).

4. Crypto.com - best sign-up bonus

Pros: good security, low fees, huge crypto coin collection, up to $50 sign-up bonus, regular promotions

Cons: complex app system, poor customer service, poor privacy, unclear source of funding

Founded in 2016 and based in hong kong, crypto.com is a popular cryptocurrency platform that allows its users to trade, buy, sell, and spend. The exchange service is most popular for its remarkably low fees of between 0.04%-0.20%.

Crypto.com allows you to have a non-custodial defi wallet that has a separate app of its own. With it, you can link that account to your main one for ease of transfer of funds.

5. Etoro - best trading platform for crypto & forex

Pros: no commission on cryptocurrency, easy-to-navigate user interface, easy for us crypto investors to sign up, multiple coins traded (btc, eth, etc.)

Cons: high trading fees, poor customer service, one account-based currency

Etoro was established in 2007 in tel aviv, israel, as a social trading exchange. It now has its headquarters in london, with 17 million users globally spread over 100 countries. In 2018, it launched in the us with a cryptocurrency-only platform.

The exchange offers 6 crypto coins (bitcoin, bitcoin cash, ethereum, xrp, litecoin, and xlm) for investors. While it's not a lot, these are the biggest crypto coins that most people are looking to trade, so it makes sense.

6. Coinmama - best bitcoin brokerage service

Pros: good customer care, easy-to-navigate website interface, live pricing, bitcoin sold directly

Comes in many languages

Cons: no mobile app, high fees, no crypto-crypto transactions, can't sell bitcoin without an eu bank account

Launched in 2013 in tel aviv, coinmama is a cryptocurrency brokerage with 2 million worldwide users spread over 188 countries.unlike exchanges, brokerages sell their crypto to investors. Coinmama offers10 cryptocurrencies (including bitcoin) that they can sell to you at great rates.

7. Bisq - best decentralized crypto exchange

Pros: decentralized exchange, good security, variety of payment options,low fees, not geo-restricted

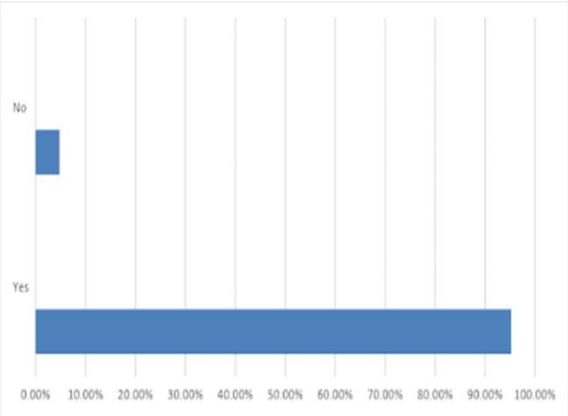
Cons: low liquidity, open for fraud

Bisq was launched in 2014 and is a decentralized exchange — servers are distributed all around the world as opposed to having a headquartered central building. In other words, it's basically impossible for someone to steal your money.

The future of cryptocurrency in india depends on the regulations of the rbi:

As cryptocurrency became popular, people started investing and trading in crypto coins across the globe. The same thing can be observed in india as well, mainly in the year 2020-2021. There have been many regulations passed by the rbi. The cryptocurrency was banned in india but with time crypto trading started again. Now, neither are they recognised by the government as legal tender nor are they regulated by rbi. There are no laws that prohibit trading in crypto. In that sense, cryptocurrency is any other asset like gold, commodities, etc.

Respondents' response on cryptocurrencies in india and existence after a decade



From the survey, it is observed that 95.20% of the total respondents believed that cryptocurrencies in india will exist even after a decade. While the rest 4.80% of the respondents think that cryptocurrencies will not exist in the future with government regulations that might come up in the future. But with so many investors investing in cryptocurrencies, there are chances that crypto will exist in the future even with the regulations put on by the government.

Sugesstion

- cryptocurrency can serve as a great tool from the financial point of view.

- as the study reveals that, there are some firms accepting bitcoin, the investigation has begun about the transparency, business module of those firms and the people who deal with bitcoin.

- legalisation of cryptocurrency can take the indians and india as a nation at a platform which promises progressive growth.

Conclusion

Cryptocurrency has potential to replace the traditional monetary system. In order to adopt this phase of cryptocurrency it must first evolve and accept a secure network of currency exchange. According to the findings of the present study, if crypto currencies are in the form of lakshmi coin then the society can be motivated to make investors adapt gradually which will in turn pave a way towards rapid progress in usage of cryptocurrency. This will help india to reach to the next platform of e-commerce. Indians are to be benefited by bitcoin, but it may not be the same for the nation as the whole.

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A STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTO CURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN

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Abstract

From a few years onwards, crypto currencies and bitcoin grab a hot topic in the financial

Industry. Crypto currency is a digital or virtual or internet currency that uses cryptography for security. Cryptocurrency has created unmatched changes in the financial market having both positive and negative contributions. The concept of crypto currency is a little hard to accept, but it is easy to use. It is considered difficult because it is entirely different from our conventional currencies that we people are using since ages. Bitcoin was created in the wake of the 2008 global financial crisis to operate outside of governments, central banks and financial institutions. Since then, bitcoin's framework has challenged many regulators, most of them struggled to find ways to bring it under control. This led to some countries banning it or making it illegal, while some others remained observant and the rest worked out ways to tax and regulate its operations. This is a conceptual paper tries to study the different aspects of crypto currencies, starting with their history, types, its working, advantages and disadvantages, challenges and opportunities. The study also tries to analyze the legal status of bitcoin in india.

Key words

Crypto currency, bitcoin, block chain, advantages, disadvantages, challenges

Introduction

The instruments used as exchange instruments to make the trade transactions as easy as possible according to the market needs have experienced huge development and change. Those instruments used to intermediate the exchange of goods are known as money. Money as something that serves as a medium of exchange, an unit of accounting, and a store of value. Money is a medium of exchange in the sense that we all agree to accept it in making transactions. Merchants agree to accept money in exchange for their goods; employees agree to accept money in exchange for their labor. As a unit of accounting, money provides a simple device for identifying and communicating value. Money serves as a store of value in that it allows us to store the rewards of our labor or business in a convenient tool. From the era of barter to commodity money, metal and coins, to gold and silver, continuing by modern monetary systems and checks and ending with the latest global currency developments, such as introduction of crypto currencies known as bitcoin and ethereal and a like. The introduction of crypto currencies has revolutionized the international payment system in a scale that just few years ago were unimaginable. A crypto currency is a digital or virtual currency that uses cryptography for security. In 1983, the american cryptographer davidchaum conceived an anonymous cryptographic electronic money called e-cash. Later, in 1995, he implemented it through digicash,an early form of cryptographic electronic payments which required user software in order to withdraw notes from a bank and designate specific encrypted keys before it can be sent to a recipient. This allowed the digital currency to be untraceable by the issuing bank, the government, or any third party. A crypto currency is difficult to counterfeit because of its security feature. A defining feature of a crypto currency is that it is not issued by any central authority. It is completely decentralized.

Objectives of the study

•to understand the concept of crypto currency, its working, its types and the top player bitcoin.

•to study the advantages and drawbacks of bitcoin.

•to analyze the legal status, challenges and opportunities of bitcoin in india.

Research methodology

This paper is purely based on secondary data referring to various sources such as journals, newspaper articles, websites and statutory reports.

Types of crypto currency

Crypto currency is designed to work as a medium of exchange. The number of crypto currencies available over the internet is over 1600 and growing. A new crypto currency can be created at any time. By market capitalization, bitcoin is currently the largest block chain network, follow by ripple, ethereum and lit coin

1. Bitcoin (btc)

One of the most commonly known currencies, bitcoin is considered an original crypto currency. It was created in 2009 as an open-source software. Using block chain technology. Bitcoin allows users to make transparent peer-to-peer transactions. All users can view these transactions; however, they are secured

Through the algorithm within the block chain. While everyone can see the transaction, only the owner of that bitcoin can decrypt it with a “private key” that is given to each owner. Unlike a bank, there is no central authority figure in the bitcoin. Bitcoin users control the sending and receiving of money, which allows for anonymous transactions to take place throughout the world.

2. Litecoin (ltc)

Litecoin was launched in october 2011 as an alternative to bitcoin. Like other crypto currencies, litecoin is a peer-to-peer crypto currency and open source-source software project released under the mit/x11 license. Its creation and transfer is based on an open source cryptographic protocol and it is completely decentralized. Litecoin is different in some ways from bitcoin. A few differences between these digital

Currencies are:

The litecoin network aims to process a block every 2.5 minutes but bitcoin takes 10 minutes. This allows litecoin to have faster transaction confirmation.

The coin limit for bitcoin is 21 million and litecoin is 84 million.

Experts says that litecoin are more complicated to create and more expensive to produce because it uses different algorithm called scrypt and fpga (field programable gate array) and asic (application specific integrated circuit) devices made for mining.

3. Ethereum (eth)

Ethereum is a type of cryptocurrency which was proposed in late 2013 by vitalik buterin, a crypto currency researcher and programmer. It was initially released on july 2015. It is an open source platform based on blockchain technology. While tracking ownership of digital currency transactions, ethereum blockchain also focuses on running the programming code of any decentralized application, allowing it to be used by application developers to pay for transaction fees and services on the ethereum network.

4. Ripple (xrp)

Ripple is a real-time gross settlement system, currency exchange and remittance network created by ripple labs incorporation, a us based company. Ripple was released in 2012 that acts as both a cryptocurrency and a digital payment network for financial transactions. It’s a global settlement network that is designed to create a fast, secure and low-cost method of transferring money. Ripple allows for any type of currency to be exchanged, from usd and bitcoin to gold and eur and connects to banks, unlike other currencies. Ripple also differs from other types of digital currencies because its primary focus is not for person-to-person transactions, rather for moving sums of money on a larger scale.

5. Bitcoin cash

Bitcoin cash is a type of digital currency that was created to improve certain features of bitcoin. Bitcoin cash increased the size of blocks, allowing more transactions to be processed faster.

6. Ethereum classic

Ethereum classic is a version of the ethereumnblockchain. It runs smart contracts on a similar decentralized platform. Smart contracts are applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interface. Like ethereum, it provides a value token called “classic ether,” which is used to pay users for products or services.

Introduction to bitcoin

One of the most popular cryptocurrency wallet using is bitcoin which was invented by an unknown

Person or group of people using the name satoshi nakamoto in 2008.bitcoin is a cryptocurrency, a form of electronic cash. It is a decentralized digital currency that can be sent from user to user on the peer-to-peer bitcoin network without the need for intermediaries, where transactions happen through a public ledger called blockchain, handling users’ data anonymously. Ten years since its introduction, bitcoin is today the most widely used and accepted digital currency.

Although bitcoin is commonly referred to as a cryptocurrency, nakatamo himself referred to it as “a system for electronic transactions without relying on trust”. Other electronic payments require a trusted intermediary, such as bank or electronic unit, in order to verify a transaction. Instead of relying on a single trusted intermediary, like a bank or a credit card network to transmit and verify transaction, the bitcoin system relies upon a large number of competing “miners” to verify transactions. Bitcoin regulate and generate units of currency using the rules of cryptography. The transaction fees of traditional online payment mechanisms are more than the transaction fees of bitcoin transaction. Bitcoins are completely virtual coins designed to be self-contained for their value. There is no need for bank to move and store money. Bitcoins are not physically present, so that only balances are kept on a public wallet in the cloud. All bitcoin transaction is verified by a massive amount of computing power. A personal database that you can store on your computer drive, on your smart phone, on your tablet or somewhere in the cloud is called wallet. Bitcoins are transferred from one personal wallet to another.

Features of bitcoin

The bitcoin protocol is not just about sending money from one person to another. It has many features that distinguish it from other cryptocurrencies.

Control against fraud: it provides users with top level of protection against most common frauds like charge backs or unwanted charges. Because of the security users can encrypt their wallet and have complete control over their money. So there is no chance of any type of fraud.

Globally accessible: bitcoin allows any bank, business or individual to securely send and receive payments anywhere at any time in few minutes. All types of payments in the world are acceptable.

Cost efficient: with bitcoin transactions can be possible directly without any mid person. The transaction time and cost is much less as compare to other payment system.

Transparency: all bitcoin transactions are public and transparent to all users. The block chain stores all transaction details. Where user can any time verify.

Working of bitcoin

Individuals can use bitcoins to make payments to other individuals or merchants without involving a thirdparty, like a bank or financial institution, for the purpose of validation. Instead, transactions are cleared and validated within the system through the blockchain. Most cryptocurrencies are based on blockchain technology. In simple terms, it is a system to transfer and store data or information that is generated while transacting in a cryptocurrency. The blockchain is a public ledger that records and publicly displays all bitcoin transactions that have been executed within the bitcoin system. A block is a permanent record of recent transactions. The blocks of recorded data build upon each other to form the blockchain which dates all the way back to the first bitcoin transaction. The transparency established by the blockchain is essential

In securing the validation process as it allows the community to monitor and self-police transaction activity. It also allows for verification of both the spender and the recipient and ensures that double-spending a bitcoin is impossible.

When one creates a bitcoin wallet to store bitcoin, the person will receive a public key and a private key. Public keys and private keys are a set of long numbers and letters; they are like his/her username and password. People need their public key of if they want to send money to the them. Because it is just a set of numbers and digits, nobody needs to know their name or email address etc. This makes bitcoin's users anonymous. But the private key is not disclosed. On the blockchain, private key is one's identity. Private key is used to access the bitcoin. If someone sees it, they can steal all the bitcoins in the account or wallet.

Legal status of bitcoin in india

The legal status of bitcoin and related crypto instruments varies substantially from country to country and is still undefined or changing in many of them. Whereas the majority of countries do not make the usage of bitcoin itself illegal, its status as money (or a commodity) varies, with differing regulatory implications. While some states have explicitly allowed its use and trade, others have banned or restricted it. Likewise, various government agencies, departments, and courts have classified bitcoins differently. The european union has passed no specific legislation relative to the status of bitcoin as a currency, but has stated that vat/gst is applicable to the conversion between traditional (fiat) currency and bitcoin.coutries include where bitcoin legalised are united states, france, ireland, russia, ireland, japan, switzerland, singapore, norway, germany, south africa, costa rica, jamaica, krygystan, venezuela, brazil, argentina,chile, philippines, israel, lebanon, turkey, hong kong, czec republic, venezuela, turkey, uzbekistan, costa rica, mexico, nambia, lebanon, ukrane, denmark, finland, iceland, sweden, bosnia, bulgaria, greece, italy,lithnania, malta, marcedonia, portugal, hezegovina, spain, begium, luxemborg and netherlands.

Bitcoin are totally banned and transactions based on bitcoin are illegal in countries like nepal, china,pakistan, taiwan, cambodia, indonesia, bangladesh, iran, saidi arabia, colombia, ecuador, bolivia, egypt, morocco and algeria.

But in india, canada, jordan, vietnam and thailand bitcoin is legal but there is a banking ban imposed. The state bank of vietnam has declared that the issuance, supply and use of bitcoin and other similar virtual currency is illegal as a mean of payment and subject to punishment ranging from 150 million to 200 million vnd but the government doesn't ban bitcoin trading as a virtual goods or assets. Coming to india since 2012 bitcoins has been available in india. On 1 february 2018, finance minister arun jaitley, in his budget speech stated that the government will do everything to discontinue the use of bitcoin and other virtual currencies in india for criminal uses. He reiterated that india does not recognize them as legal tender and will instead encourage blockchain technology in payment systems. According to the indian government people using these types of currencies should take certain caution because there is no lawful protection for these currencies. And no help can be gained by the people from the government side if some fraud is faced by the people. In early 2018 the reserve bank of india (rbi) announced a ban on the sale or purchase of cryptocurrency for entities regulated by rbi in 2019, a petition has been filed with the supreme court of india challenging the legality of cryptocurrencies and seeking a direction or order restraining their transaction. The indian government is drafting the regulatory framework for cryptocurrencies. On february 25, the supreme court gave the government four weeks to come up with crypto regulation. The court will then hear the petitions against the crypto banking ban by the country's central bank, the rbi.

Advantages of bitcoin

Ivanchenko (2016) provides the advantages and disadvantages of bitcoin as stated below.

1. Anonymity. With a bank, the people must give their id when applying for an account.

With bitcoin, anyone anywhere in the world can send money to each other. There is no kyc (know-your-customer) process to open a bitcoin wallet. It is completely anonymous and at the same time fully transparent. Any company can create an infinite number of bitcoin addresses without reference to name, address or any other information.

2. Peer-to-peer cryptocurrency network – in such networks there is no master server, which is

Responsible for all operations. Exchange of information (in this case — money) is between 2-3 or

More software clients. All installed by users program-wallets are part of a bitcoin network. Each

Client stores a record of all committed transactions and the number of bitcoins in each wallet.

Transactions are made by hundreds of distributed servers. Neither banks or taxes, nor governments

Can control the exchange of money between.

3. No inflation – the maximum number of coins is strictly limited by 21 million bitcoins. As there are neither political forces nor corporations able to change this order, there is no possibility for

Development of inflation in the system.

4. Open code for mining crypto currency – btc applies the same algorithms that are used in online banking. The only difference of internet banking is the disclosure of information about the users. All information about the transaction in the btc network is shared (how, when), but there is no data about the recipient or the sender of the coins (there is no access to the personal information of the owner`s wallet).

5. Unlimited possibilities of transaction – each of the wallet holders can pay to anyone, anywhere and any amount. The transaction cannot be controlled or prevented, so you can make transfers

Anywhere in the world wherever another user with a bitcoin wallet is located.

6. No boundaries - payments made in this system are impossible to cancel. The coins cannot be faked, copied or spent twice. These capabilities

guarantee the integrity of the entire system. Every month

The number of online shops, resources, and companies to accept btc is expanding.

7. Low btc operation cost - the btc cryptocurrency works as physical cash, combining the functions of e-commerce. No need to pay commission and fees to banks and other organizations. The main part of such process is mathematics, which does not need money. The commission fee in this system is lower than in any other. It amounts to 0.1% of the transaction amount. The operation interest charges go to btc miner’s wallets.

8. Decentralization - there is no central control authority in the network, the network is distributed to all participants, each computer mining bitcoins is a member of this system. This means that the

Central authority has no power to dictate rules for owners of bitcoins. And even if some part of the

Network goes offline, the payment system will continue to operate stable.

9. Easy to use - taken into account that the procedure of opening an account for the company in

Ukrainian banks is overcomplicated and can be refused without explanation, using btc is

Convenient for companies. The company needs approximately 5 minutes to create a btc wallet and immediately starts to use it without any questions and commissions.

10. Transparency - the btc stores the history of transactions that have ever taken place. It is called a sequential chain of blocks or blockchain. The block chain keeps information about everything. So if the company has publicly used the btc address, then anyone can see how much btc is owned. If the company address is not publicly confirmed, then no one will ever know that it belongs to this company. For complete anonymity companies usually use the unique btc address for every single transaction.

Disadvantages of bitcoin

1. Bitcoin transactions are irreversible: conventional payment methods such as a credit card charge, bank draft, personal check, or wire transfer all benefit from being insured and reversible by the banks involved. In the case of bitcoins, every time bitcoins change hands and change wallets, the result is final. Simultaneously, there is no insurance protection for your bitcoin wallet. If you lose your wallet's hard drive data or even your wallet password, your wallet's contents are gone forever.

2. Cannot be frozen or audited: bitcoin wallets cannot be seized or frozen or audited by banks and

Law enforcement. Bitcoin wallets cannot have spending and withdrawal limits imposed on them.

Nobody but the owner of the bitcoin wallet decides how the wealth is managed.

3. Bitcoin is not very easy to use: private keys, public keys, opening and using a wallet etc. Are not

Very easy for people who aren’t confident using computers. When we want to send a payment to

Someone, we have to type a long set of numbers and letters (their public key) into the

Computer. Bitcoin needs to become easy to use so that everyone in the world can use it, just like

Browsing the internet is.

4. Technical weakness — time delay in confirmation: bitcoins can be double-spent in some rare

Instances during the confirmation interval. Because bitcoins travel peer-to-peer, it takes several

Seconds for a transaction to be confirmed across the p2p swarm of computers. During these few

Seconds, a dishonest person who employs fast clicking can submit a second payment of the same

Bitcoins to a different recipient. While the system eventually catches the double-spending and

Negates the dishonest second transaction, if the second recipient transfers goods to the dishonest

Buyer before receiving confirmation of the dishonest transaction, then that second recipient loses

Both the payment and the goods.

Opportunities of bitcoin in india

• entrepreneurs within the country are seeing this as a natural opportunity for the proliferation

Of bitcoin and other cryptocurrencies within the country. It's reported that india currently has

Around 30,000 bitcoin owners in the country, and that number is expected to grow.

• for consumers is a payment system which does not require to provide private credentials

• to marketers it is away to save transaction cost

• for emigrants it is an instrument to send remittances without charges

Challenges of bitcoin in india

Government regulation: indian government stand towards bitcoin is the prime challenge for its growth. The future of cryptocurrency is doubtful in india for now. Currently in 2019 rbi announced that cryptocurrency will not be considered as a legal tender. Because it is completely decentralized.

Security threat: hackers and malicious users can create as much as they want from virtual currency if they break the system and know the method of virtual currency creations. This will lead to the ability to create fake virtual currency or steal virtual currency by just changing the accounts balances.

Negative impact on indian monetary system: cryptocurrency like bitcoin help users to purchase virtual and real goods and services with virtual currency in some platforms may reduce the demands on real money. Users will no longer depend on real money to buy what they want and they will use virtual money instead. On the other hand, some platforms enable users to exchange their virtual currency with real currency and this will increase the demands on real world currency. This demand-supply fluctuation will negatively affect the real monetary systems.

Using for alleged activities: several incidences have occurred stating that bitcoins have been use for illicit and illegal activities around the globe like money laundering, black marketing, tax evasion etc.

No ombudsman: there is no forum, where a user can possibly reach out for any help or grievance, as a result of which indian consumers are being exposed to transactional and informative risks.upcoming entry of india's own cryptocurrency. As per business standard report the indian government is going to introduce its own cryptocurrency similar to bitcoin called "lakshmi".it's discussion is going on.

Deep embedment on local currency: ey's global innovation leader paul brody has indicated that bitcoin and other cryptocurrency lack any concrete practical use in the country, given that local currency is deeply embedded in the economy.

Human mismanagement in online exchanges: the people running unregulated online exchanges that trade cash for bitcoins can be dishonest or incompetent. The only difference is that conventional banking losses are partially insured for the bank users, while bitcoin exchanges have no insurance coverage for users.

Conclusion

Cryptocurrency especially bitcoin offers a new, effective and attractive model of payment methods that can boost companies and operators' revenues. It also provides alternative method of payment, apart from real money, that enable users to make financial activities such as buying, selling, transferring and exchanging easily. Cryptocurrency can bring more positive changes to e-business and e-payment sector. However, cryptocurrency doesn't get that much of trust yet. Many concerns, challenges and issues are existing in many cryptocurrency platforms. Until cryptocurrency is being well regulated and controlled, users need to take extra precautions of using such virtual money. So the lack of legislations is considered as the main concern in cryptocurrency systems. The silence of the rbi on the regulatory status of bitcoins may prove to be damaging. An industry has grown around bitcoins in india- traders, exchanges and merchants who accept payments in bitcoins. Bitcoins have already gained wide acceptance around the world- hence banning them would not be an option in india. Instead, this industry would need to be regulated. The sooner this is done,

The better.

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CSR ACTIVITIES IN SELECTED CORPORATES: JOURNEY TOWARDS SUSTAINABILITY

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Abstract

Corporate companies can nowadays be regarded as 'small cities' due to their large size, population, and the various complex activities taking place in campuses, which have some serious direct and indirect impacts on the environment. The environmental pollution and degradation caused by universities in form of energy and material consumption via activities and operations in teaching and research, provision of support services and in residential areas could be

considerably reduced by an effective choice of organizational and technical measures. Although many environmental protection measures can be seen at some universities, but a more systematic and sustainable approach to reducing the negative impacts of those activities and making the campuses more sustainable, is generally lacking. Therefore, this paper proposes a framework of a more suitable approach to achieving campus sustainability that could remedy the limitations of the current environmental management practices in universities and ensures more sustainability through the integration of three strategies, namely: university environmental management system (ems); public participation and social responsibility; and promoting sustainability in teaching and research.

Key words

Sustainability, csr, environmental pollution, ems

Introduction

Environmental sustainability is responsibly interacting with the planet to maintain natural resources and avoid jeopardizing the ability for future generations to meet their needs. A walk on the beach or a hike in the woods reminds us that our forests, coral reefs, and even our deserts act as examples of sustainable systems. Learn more about environmental sustainability to see its importance and what role you can play. According to the united nations (un) world commission on environment and development, environmental sustainability is about acting in a way that ensures future generations have the natural resources available to live an equal, if not better, way of life as current generations. While it may not be universally accepted, the un's definition is pretty standard and has been expanded over the years to include perspectives on human needs and well-being, including non-economic variables, such as education and health, clean air and water, and the protection of natural beauty. Many also wonder if it's possible to utilize business as the catalyzing force behind this change because financial success can be tied to ecological and societal success, and vice versa. Individuals have a role to play, but so do institutions that contribute to the cause on a larger scale. The ways in which we can all live more sustainably can take many forms, such as: reorganizing living conditions in the form of eco-villages, eco-municipalities, and sustainable cities reappraising economic sectors (perma culture, green building, sustainable agriculture) or work practices, such as sustainable architecture developing new technologies (green technologies, renewable energy, etc.) Making adjustments in individual lifestyles that conserve natural resources.

Objectives

•to know about the csr activities of the companies ntt data, reliance limited, apple

•to know about the rural transportation of the company

•to correctly dispose of workplace waste

•to minimize the raw material usage

Csr activities in corporate companies

1. Ntt data

A world of peace, justice, and prosperity does not have to remain a dream. That was the idea behind the un’s 17 sustainable development goals – a targeted, measurable, and meaningful approach to bettering our world. We aim to further these goals in all we do, from creating sustainable cities to fighting inequality. Whether employees or partners, we seek the company of those with the same passion.

Our projects show how we put our commitment into practice. We are actively engaged in 4 focus areas:

•environmental protection

•sustainable & innovative economy

•social engagement & human health

•employees & workforce

Environmental protection

We are facing a climate crisis that is already wreaking havoc across the globe. Left unopposed, it is set to get much worse. That is why we are supporting the development of the perfect sustainable world: accountable businesses, circular economy, and social change. Our efforts are part of a bigger picture, and we will contribute as much as possible to that.

Sustainable & innovative economy

It is privilege to be able to see our innovations change the world for better. Our employees get the opportunity to make waves, not just in the corporate scene but for projects that will have positive repercussions for years to come. Here are a few sustainable innovation projects we are particularly proud of.

Social engagement & human health

After witnessing the positive effect our employees were having in their communities, we decided to introduce paid volunteering days. Our employees can now contribute to great causes during work hours, widening the reach of their kindness considerably. Read on to find out how they have used this time for the greater good across the globe.

Employees & workforce

We want to push a perspective change. Corporate success is more than the efforts of its people; corporate success is the happiness of its people. Our workforce should represent the society we want to see, whether that be by mirroring the diversity around us or through initiatives aimed at inclusion. Check out how we achieve these objectives.

2.reliance limited

Rural transformation livelihoods of 1.2 million+ farmers, fisher folk and livestock owners enhanced (over 4.8 million since inception) eco-consistent soil conservation resulted in bringing more than 7,000 ha of land under sustainable agricultural practices (over 64,000 ha since inception) water harvesting and conservation efforts resulted in bringing over 32,000 hectares of land under irrigation since inception more than 73 billion litres of water harvesting capacity has been created since inception. As a result, 307 villages were made water secure over 7 million saplings were planted this year to promote biodiversity (over 20 million since inception) health over 0.44 million health consultations provided to patients through reliance managed hospitals, mobile and static medical units and various health camps (4 million since inception) the eye care services supported 1,207 visually impaired individuals under the drishti programme (17,000+ corneal transplants since inception)

Education providing quality education to 16,000 students through 14 reliance foundation schools 713 talented students were given scholarships to pursue higher studies (over 13,644 scholarships since inception)

Sports for development

The rf jr. Nba programme has scaled up to 10,000+ schools across 34 cities through its physical education curriculum. So far, the programme has inspired 9 million children and youth to adopt healthy, active lifestyle the rf young champs programme is supporting 48 talented young football players through scholarships to hone their skills with world-class facilities and best-in-class trainingsin its second year, rf youth sports programme introduced athletics while continuing with football. The programme reached out to 4.7 million youth from 3,400+ educational institutions across 34 cities disaster response supported over 10,000 individuals from 22 flood affected villages across assam's 11 district helped over 0.15 million individuals from 87 flood affected villages across 2 districts of gujarat. Adopted four worst-hit villages to provide required assistance for rehabilitation, beyond the immediate relief efforts the early warning advisories disseminated during ockhi cyclone in southern india saved lives of 27,000 fishermen and over 4,600 ha of paddy fields

Arts, culture and heritage

•supported ‘8 prahar’, an event dedicated to indian classical music, bringing together singers including padma vibhushan sangeet martand pandit jasraj to delight music lovers in mumbaisupported the annual concert ‘abbaji’, organised by ustad zakir hussain in the memory of renowned tabla maestro, ustad allah rakha khan

3. Apple india private limited

Csr projects and programmes the company shall undertake specific corporate social responsibility (“csr”) projects and programmes, as approved from time to time by the board in its capacity as the csr committee of the company, within the following csr categories:promoting education, including special education and employment enhancing vocational skills and livelihood enhancement projects;ensuring environmental sustainability; promoting gender equality and women’s empowerment;promoting healthcare including preventive healthcare;contributing to – or funding – technology incubators located within academic institutions which are approved by the central government of india from time to time; providing disaster relief under applicable items in schedule vii of the csr requirements; and providing financial assistance to reputable non-governmental organisations (“ngos”) working in any of the above indicated areas.

All csr projects and programmes shall be carried out only in india. No specific csr projects or programmes shall be undertaken in pursuance of normal course of business of the company. In furtherance of specific csr projects or programmes, the company may collaborate with ngos and other like-minded stakeholders, including other companies, registered trusts and societies, in order to leverage upon the collective expertise, wisdom and experience that such relationships may bring. Set forth on appendix a to this csr policy are the specific projects and programmes approved by the board in furtherance of the above csr categories. Appendix a shall be updated from time to time as necessary to reflect additions and revisions.

Budget

In accordance with csr requirements, the company shall seek to spend annually 2 per cent of the average net profits of the company, made during the three immediately preceding financial years, on specific csr projects and programmes. The company shall take steps to ensure that any surplus arising out of the company’s csr projects and programmes or activities shall be set aside for later use in csr projects and programmes and in no event shall form part of the company’s business profits.

Administration

The company’s csr projects and programmes shall be overseen by a separately designated csr committee of the board, provided, however, that so long as the board consists of two directors, such csr committee shall consist of both directors (hereinafter, the “committee”)

Monitoring and reporting

Under the direction of the committee, the company shall implement a monitoring mechanism over the company’s csr projects and programmes. Such monitoring mechanism shall, among other things, make transparent the manner and details of the implementation of all csr projects and programmes undertaken by the company. The board shall receive periodic reports from the committee on the status of the company’s implementation of specific csr projects and programmes. On an annual basis, the board shall report to relevant stakeholders on the company’s csr projects and programmes and related matters, as required by csr requirements.

Amendments to csr policy

The committee shall review this csr policy on a periodic basis and shall update it as necessary or appropriate (subject to approval by the board, if applicable) to ensure that it reflects csr requirements as well as the current interests of the company and relevant stakeholders.

Findings

Increase sales customer loyalty, better financial performance, greater ability to attract talent and retain staff company policies that insist on working with partners who follow ethical business practices supporting charitable organisations in the communities where a company operates social responsibility programs can boost employee morale in the work place and lead to greater productivity

Suggestions

There must be a balance between economic growth and welfare of the society business that implements social responsibility initiatives can increase customer retention and loyalty. It encourages professional personal growth

Conclusion

Corporate social responsibility is more than just a business trend or fad. Businesses that want to stay relevant to new generations and who want to help people in need around the world while increasing their own revenue and efficiency will benefit from embracing csr.

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A STUDY ON VALUE EDUCATION IN SCHOOLS

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Abstract

Nowadays it has been noticed that education system has taken the wrong turn and this is the problem faced by all countries including india too. No single person is responsible for this situation. Parents have failed to bring up their children properly. The nation’s leaders do not set them a good example. Even teachers have failed in their responsibilities. The student of today is concerned with acquiring wealth, strength and position, but not good qualities. Education is meant to enable one to acquire what are good qualities. Education is not intended merely to stuff the brain with information. It has to transform the heart and make it pure. This sacred truth has been forgotten. When we have exemplary parents, exemplary leaders and ideal teachers, students will be ideal students, who are selfless, pure-hearted and innocent by nature, are being dragged into politics, their minds are getting fill with bitterness and hatred and their hearts are getting polluted

Keywords

Education system, information, responsibilities

Introduction

Value education is need of the hour as mankind is passing through a crisis. The tremendous emphasis on the scientific and mechanical ways of life is fast reducing man to the status of a machine. Moral and religious values are being undermined. The fundamental principles of civilization are being ignored. Conflicts of ideas, manners and habits are pervading the atmosphere. Disregard for everything old is the fashion of the day. At this situation, the solutions of all these social and global evils are through value education. Emphasis should be laid on such education through which moral values can be developed among the students so that they can conduct their life morally. They can decide what is right or wrong; what is good or evil; what is justice or injustice. If we can make a student as a good human being, the development of moral values within him is the prior task of education. They are the foundation of human existence. They make our life meaningful. Due to dearth of values in the present generation the curriculum must give prominence to value education. Value education has never been out of style. It is very relevant in almost all the fields concerning human activity. We have outstanding doctors who are in to organ robbery, brilliant engineers whose bridges collapses soon after their bills are passed and accountants who rob government treasury by manipulation, civil servants who rule as emperors, politicians with fake promises. All of them are the best educated and trained but their intellectual dishonesty is horrifying. Hence, the need of development of moral values is very significant.

Dr. A. P. J. Abdul kalam, our honorable president in his book “india2020: a vision of the new millennium’ has rightly remarked that “if you are a teacher in whatever capacity, you have a very special role to play because more than anybody else it is you who are shaping the future generation. A teacher has a higher responsibility as compared to other professionals as students look upon the teacher as an embodiment of perfection. Education has become a business today. This has changed the outlook of the students as well as the parents and it has further resulted in deterioration of respect for teachers and all those who are a part and parcel of education system. Gautama buddha has rightly preached “desire is the root cause of evil”. Students are told not to fulfill their desires by improper ways, by adhering to immoral activities. The present paper is an attempt to state the importance of value education in the present education system so that the future generations will nourish high ideals and values to contribute in the development of the society and the role of a teacher in imparting values. Keywords: value education, role of teacher, present education system.

Value education concept

Education is essential for all round development of a child. Education has always been linked with society. It has both a personal and social dimension, and like the two sides of same coin, they are inseparable. According to gandhi, real education does not consist in packing the brain with information, facts and figures or in passing examinations by reading prescribed number of books, but by developing right character. National policy on education (1986) says, “in a culturally plural society, education should foster universal and eternal values oriented towards the utility and the integration of people.” Such capital value education should help eliminate religious fanaticism, violence, superstition and fatalism. Besides, value education has a profound positive content based on our heritage, national goals and universal perception. Today we are living in a world of paradox; on the one hand, science and technology are advancing very fast while, on the other hand, most societies are facing problems of alcohol and drug abuse, mental illness, stress, crime etc. Therefore, value should be introduced at the school level. If we want to develop values among our students, we have to develop values among our teachers. This paper also states the role of teacher in imparting value education

Need of value education

Some important needs of value education have been mentioned below:

1.preparing our children for future roles in society: knowledge gained in school is only one goal of education. The primary goals of education should be enabling students to gain knowledge and moral values. Our kids will need both in preparing themselves to be good parents and citizens in society.

2.many parents aren't teaching moral values: if all parents were teaching their children moral values in the home, it would not be necessary for the schools to do this work. The sad fact is that a lot of kids are not learning from their parents the difference between right and wrong. This is because most mothers and fathers in their busy work days spend only a few hours with their children. In many families there is only one parent and no other role models for kids to follow:

3.there is too much violence and dishonesty in society: every day student is exposed to violence, dishonesty, and other social problems in the media and the real world. How many times have we heard about school shootings? What about other times when students are caught cheating on exams? Then, too, we read about bullying in school and fights between gangs. If moral values were taught in schools, we would have fewer of these problems

4.to counter bad influences in society: unfortunately, many of the role models of young people are setting bad examples. These bad examples range from sexual promiscuity, degrading of women, advocacy of violence, and the condoning of dishonesty in order to succeed.

5.moral values will stick with you for life the significant of moral values in our life is very important. Moral values teach us what is right or wrong. Thus, we can conduct our life in a right direction. We can understand what is good or evil. This type of learning helps us to conduct our life morally in this world.

Objectives

•to explain the value education concept

•to explain the need of value education. Skits, role plays propagating moral values can be performed by students under the guidance of teacher

•to propose suggestion for enhancing value education in schools

Research methdology

The research is exploratory in nature; it focuses on literature review, news papers, journals, websites and the other reliable sources.

Role of teachers in imparting value education

Ordinary teachers can bring about extraordinary transformation in the society. A teacher should practice what he preaches. Teachers are a role-model for the students. Their actions convey more than their words. Students learn values from what the teachers are rather than from what they say. Teacher makes a maximum impact on the personality of a student in the formative years. Students imbibe virtues and vices knowingly and unknowingly from theses role models. Teachers demonstrate the appropriate behavior of their students by their actions. Teachers must have healthy attitude and should possess rich values.

teachers can maintain a case-study register to closely observe the students and note down the positive and negative traits of their personality.

by organizing cultural and sports events values like team spirit, sharing, spirit of cooperation, patience, courtesy etc can be imparted.

national and religious festivals must be celebrated to foster a feeling of homogeneity.

"thought for the day" should be employed in assemblies. Moral thoughts trigger in them moral thinking

teachers should give importance to cooperative learning.

Teaching values – an experiment in education

Education is a process that starts at the next moment of birth of every child. Education did not just mean teaching the students how to read, write and get a job. It also included developing the personality of the student to make him, an ideal citizen. So value education is education in values and education towards the inculcation of values. Different aims of education can be listed as follows:

to impart the practical knowledge, necessary to level a useful life.

to preserve, transmit and enhance the values from one generation to another

to create new values.

to boost self-expression, self-preservation and. Self-confidence

to help individual to adjust physically and mentally.

to enable individuals to control environment and fulfill responsibilities

to eradicate communal and social disharmony

to develop problem solving abilities and positive approaches to life

to utilize limited resource effectively for better achievements

Guidelines for proper value orientation:

•develop gandhi values among the students.

•perceive his role as an agent of change in the community.

•perceive his role not only as a leader of children but also that of a guide to the community.

•act as a link between the school and the community

•possess warm and positive attitude towards growing children and their academic, social-emotional and personal problems.

•the preservation of environmental resources and preservation of historical monuments and other cultural heritage.

•develop understanding of the objective school education in the indian context and awareness of the role of school in achieving the goals of building up a democratic secular and socialist society.

•develop understanding interests, attitudes and skills that would enable him to foster all round growth and development of the children under his care.

•develop competence to teach on the basis of the accepted principles of teaching and learning.

•the teacher should be a mediator in the encounter between the individual and the mass of information

Suggestions

•set up special clubs and reading rooms in schools that concentrate on peace news and events that violate the norms of social justice and equality.

•compile a list of films — documentaries and feature films— that promote the values of justice and peace. Screen them from time to time in schools.

•co-opt the media as a stakeholder in education for peace. Invite influential journalists and editors to address children. Ask for space in newspapers and journals for children's views to be published at least once a month.

•celebrate the cultural and religious diversity of india in schools

•organize programmers to promote an attitude of respect and responsibility towards women.

Conclusion

When a problem arises, it needs to be recognized, addressed and resolved. Instead of blaming people or institutions for the results of a lack of morality in schools, we should focus our efforts on finding ways of successfully implementing character education into schools. Changes have to occur in parents, legislators, communities, and the media and educational system so that children are taught how to behave. Actualizing character education programs into schools is necessary in order overcome this nation's crisis of character thus teachers play an important role in the nation building by character building of the students.

The best and the greatest profession in the world is that of a teacher, because the future of a nation depends upon the type of teachers who shape the future generations. Every teacher plays the most important role in shaping the students as enlightened citizen. Swami vivekananda words should not be forgotten by the teachers- "arise, awake and stop not till the goal are achieved

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GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES

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Abstract

The automotive industry is one of the major industries in today's world. It is constituted mainly by the light and heavy vehicle manufacturers that produce vehicles which contribute largely to environmental pollution. The heavy commercial vehicle manufacturing companies thus have a great responsibility towards environmental sustainability. In order to achieve this, automobile companies are taking various initiatives like water & energy conservation, emission & waste management and adopting them into their hrm process. All these initiatives can be successfully implemented and achieved only with the involvement and co-operation of employees of an organization, which forms the basis for the implementation of green human resource management. This study focuses on the environmental initiatives taken by two indian (ashok leyland and tata motors) and two foreign companies (isuzu and daimler ag), and descriptive comparison between the two categories.

Keywords

Green hrm, heavy commercial vehicle, environmental sustainability, green initiatives

Introduction

Nowadays it seems that a considerable number of organizations practice green human resource management practices in the global context. Exploring and synthesizing about these green hrm practices which are being practiced and are to be practiced by the business and other organizations will contribute significantly to the hrm field academically and practically. Green hrm is an emerging field of research in the organizational studies after 1990s. Due to that, this paper has its focus on exploring green hrm practices from the light of existing theoretical and empirical research works done by the scholars in this field. Hence, the objective of this review is to explore and record green human resource management practices of the organizations based on the existing literature (theoretical as well as empirical)

First this review addresses the meaning and interpretation of green hrm. According to renwick et al, (2008), the integration of corporate environmental management into human resource management is termed as green hrm. They also stated that human resources aspects of environmental management are green hrm. These scholars broadly specified that distinguished policies in the field of recruitment, performance management and appraisal, training and development, employment relations and pay and reward are considered as powerful tools for aligning employees with an organization's environmental strategy. According to jabbour et al, (2010), the "greening" of functional dimensions of human resource management such as job description and analysis, recruitment, selection, training, performance appraisal and rewards is defined as green hrm. In 2011, jabbour again defined green hrm as "the level of greening of human resource management practices" in terms of functional and competitive dimensions of hrm. Green hrm is referred to "all the activities involved in development, implementation and on-going maintenance of a system that aims at making employees of an organization green. It is the side of hrm that is concerned with transforming normal employees into green employees so as to achieve environmental goals of the organization and finally to make a significant contribution to environmental sustainability. It refers to the policies, practices and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business". As far as the above definitions are concerned, the very latest definition provides a comprehensive meaning and understanding about what green hrm is in the context of organizational setting.

Review literature

Organizations in the twenty-first century have been showing a tremendous interest in protecting the environment in all the possible manners by initiating green activities in the organization. Green hrm practices in an organizational context must encompass all the processes that are a part of the hr function. Processes including recruitment, training, performance appraisal, employee relations, reward and exit must all be covered under the green hrm umbrella to attract and to retain high achieving employees. A study in the united kingdom had indicated that top job-seeking graduates judged and chose their prospective employers based on their reputation and environmental initiatives undertaken by them. It is seen that eventually such practices will benefit these companies as, green hrm practices resulting from the combination of environmental management and human resource management leads to reduction in wastage of productive materials, increased productivity of employees leading to increased profit making and production of quality products and services. Only when a company can successfully merge such environmental management practices with its core culture can it come out as a greener entity possessing a green culture which is a necessity right now. One of the possible ways to protect the environment is to implement green initiatives in the organization through the effective help of human resources policies and practices. Green human resource consists of two main elements namely, environmentally-friendly hr practices and the preservation of knowledge capital that helps the organizations to take environmentally friendly initiatives and reduce carbon footprints (sharma). There are many innovations coming into existence to reduce the organizational impacts on pollution level, carbon footprint, emissions and waste management. Such innovation does not necessarily mean only technological advancement but also the optimum utilization of the human resource of the organization in all the possible manners. Organizations are going green in order to safeguard their image, to overcome competition, to increase employee morale, to reduce cost and for future sustainability. Organizations that are not going green to ensure environmental sustainability are losing their image to their competitors in terms of branding and employee retention.

Research objectives

•to study the green hr practices of the selected top two heavy commercial vehicle manufacturing companies in india and two foreign heavy commercial vehicle manufacturers.

•to find the common and the unique company specific green practices of the selected companies with regard to ghrm practices.

Methodology

Data source

This paper is purely descriptive in nature; the data collected for this is through secondary sources which includes various articles and the sustainability reports of the identified companies. The sustainability report of 2015-16 and 2016-17 of selected companies are taken from their websites. The companies selected are market leaders in terms of market share. The identified companies are tata motors and ashok leyland from india, and daimler ag and isuzu being foreign companies.

Scope

The study revolves around the selected four heavy commercial vehicle manufacturers, out of which two are indian and two are foreign. Based on the total market share, tata motors and ashok leyland are the market leaders in india whereas daimler ag and isuzu are the global leaders in this regard. In this study seven selected green hrm practices are considered. The green hrm practices includes water conservation; emission control; waste management; energy management; biodiversity preservation; material management; environment education.

Limitations

•study is based only on the available data published through sustainability reports on the company websites.

•only two automobile companies have been considered under each category i.e., indian and foreign.

Data analysis

As the paper is basically descriptive in nature, a descriptive analysis of the secondary data has been done.the data for the selected indian companies and the selected foreign companies will be studied and then a descriptive comparison will be drawn between the two

Ashok leyland

Ashok leyland is the second biggest commercial vehicle producer in india in the medium and heavy commercial vehicle segment, 4th biggest producer of transports on the planet and 12th biggest producer of trucks all around. It has a whopping market share of 32.1% (fy 2016). Ashok leyland is the pioneer in the bus segment. According to the annual sustainability report from 1 april 2016 to 31 march 31 2017, one of the major values on which ashok leyland focused is its “responsibility for the environment". Ashok leyland has improved its performance and enhanced efficiency in implementing and following all their green initiatives by focusing on the environmental footprint across their operations throughout their lifecycle.

Tata motors

Being india‟s largest vehicle manufacturer and also well known for its socially friendly outlook, tata motors limited tops the list among the indian companies in this study. It dominates the indian market and boasts a market share of nearly 44% in the annual year 2017-18 in the commercial vehicles segment. Tata motors is also one of the leading heavy vehicle manufacturers in the world and operates this segment under its brand name “tata trucks”, and in the year 2017 it was ranked 6th globally for commercial vehicle it had sold a staggering 45235 trucks around the world and had a big chunk of 13% of overall sales of the global market under its belt. It was listed among the 10 indian companies in the dow jones sustainability index 2016. Tata motors" environmental performance is monitored and checked by its board-level safety, health and environment committee. Among other things in its greening process the company engages in water conversation, waste management, biodiversity projects and importantly energy conservation and green house gases emission control.

Findings

The above review of literature evidences, to a significant extent, inherent capacity of hrm functions in greening employees and organizational operations. From job design function to employee relations, hrm has gigantic potential in greening organization and its operations. The key challenge in front of hr professionals is to understand the scope and depth of green hrm in transforming their organizations as green entities. This effort ultimately leads to better environmental performance of the organization. In other words, greening of hrm functions will reduce negative environmental impacts of the organization and improve the positive environmental impacts of the organization. In improving organization's environmental performance, people factor is one of the key factors. To create, practice and maintain environmental related innovative behaviors of employees coupled with right attitude of greening, green hrm practices are critical. Without proper green hrm practices, it is difficult to create and maintain sustainable environmental performance. Hence, we assert that by understanding the scope and depth of green hrm practices organizations will have a capability of performing in more environmentally friendly manner than ever before.

Suggestions

•green manufacturing and disposal system, teleconferencing and virtual interviews, online training, electronic filing, green payroll, company transport, flexi work and recycling

•spreads green thinking among employees & stakeholders to make them green psychologically.

Conclusion

On the whole, we see that indian companies fare well in most of the parameters that were considered for the study and are on a similar footing with the foreign companies. We see that only daimler ag regardless of being the biggest heavy commercial vehicle manufacturer in the world does not have 3 of the initiatives that formed a part of the study, implemented in its operations. Hence we can conclude that although both indian and foreign companies have implemented many common initiatives and the variations between indian and foreign companies, in this respect is very minimal (i.e., with respect to the selected companies), but there still lies a huge scope for improvement. This scope can form a part of further studies by other researchers in the future. Thus we see that the companies depend largely on the environment for all natural resources that are required for its production and operations. Automobile companies are more prone to cause damages to the environment which is likely to affect not only its operations and profits but the public at large.

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GENDER EQUALITY AND WOMEN EMPOWERMENT FOR SUSTAINABLE DEVELOPMENT

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Abstract

The term gender refers to the economic, social and cultural attributes and opportunities

associated with being male or female. In most societies, being a man or a woman is not simply a matter of different biological and physical characteristics. This paper deals with importance of gender equality towards achieving the goal of women empowerment. It outlines the gender inequality scenario in india and types of inequalities between men and women. This paper sheds light on importance of gender equality and role of gender equality in women empowerment, gender concern in development and gender mainstreaming in development. This paper concludes with some interesting findings along with policy suggestions.

Key words:
Women empower, women empowerment in india, social struggle

Introduction
Gender equity is the process of being fair to women and men. To ensure fairness, strategies and measures must often be available to compensate for women's historical and social disadvantages that prevent women and men from otherwise operating on a level playing field. Equity leads to equality. Gender equality requires equal enjoyment by women and men of socially-valued goods, opportunities, resources and rewards. Where gender inequality exists, it is generally women who are excluded or disadvantaged in relation to decision-making and access to economic and social resources. Therefore a critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Gender equality does not mean that men and women become the same; only that access to opportunities and life changes is neither dependent on, nor constrained by, their sex. Achieving gender equality requires women's empowerment to ensure that decision making at private and public levels and access to resources are no longer weighted in men's favour, so that both women and men can fully participate as equal partners in productive and reproductive life.

Importance of gender equality

Gender equality is intrinsically linked to sustainable development and is vital to the realization of human rights for all. The gender equality is very essential to achieve the goal of women empowerment. The overall objective of gender equality is a society in which women and men enjoy the same opportunities, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting up businesses; enjoy equal access to education and the opportunity to develop personal ambitions, interests and talents; share responsibility for the home and children and are completely free from coercion, intimidation and gender-based violence both at work and at and families. Decision-making with regard to such issues as age at marriage, timing of births, use of contraception and recourse to harmful practices female genital cutting stands to be improved with the achievement of gender equality.

However it is important to acknowledge that where gender inequality exists, it is generally women who are excluded or disadvantaged in relation to decision-making and access to economic and social resources. Therefore a critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. This would enable them to make decisions and take actions to achieve and maintain their own reproductive and sexual health.

Gender equality and women's empowerment do not mean that men and women become the same; only that access to opportunities and life changes is neither dependent on, nor constrained by, their sex.

The achievement of gender equality implies changes for both men and women. More equitable relationships will need to be based on a redefinition of the rights and responsibilities of women and men in all spheres of life, including the family, the workplace and the society at large. It is therefore crucial not to overlook gender as an aspect of men's social identity. This fact is, indeed, often overlooked, because the tendency is to consider male characteristics and attributes as the norm, and those of women as a variation of the norm.

But the lives of men are just as strongly influenced by gender as those of women. Societal norms and practices about "masculinity" and expectations of men as leaders, husbands or sons create demands on men and shape their behaviour. Men are too often expected to concentrate on the material needs of their families, rather than on the nurturing and caring roles assigned to women. Socialization in the family and later in schools promotes risk-taking behaviour among young men, and this is often reinforced through peer pressure and media stereotypes.

So the lifestyles that men's roles demand often result in their being more exposed to greater risks of morbidity and mortality than women. These risks include ones relating to accidents, violence and alcohol consumption.

Men also have the right to assume a more nurturing role, and opportunities for them to do so should be promoted. Equally, however, men have responsibilities in regard to child health and to their own and their partners' sexual and reproductive health. Addressing these rights and responsibilities entails recognizing men's specific health problems, as well as their needs and the conditions that shape them. The adoption of a gender perspective is an important first step; it reveals that there are disadvantages and costs to men accruing from patterns of gender difference. It also underscores that gender equality is concerned not only with the roles, responsibilities and needs of women and men, but also with the interrelationships between themhome. Within the context of population and development programmes, gender equality is critical because it will enable women and men to make decisions that impact more positively on their own sexual and reproductive health as well as that of their spouse

Gender equality and women's empowerment

Gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting up businesses; enjoy equal access to education and the opportunity to develop personal ambitions. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realization of human rights for all. Where women's status is low, family size tends to be large, which makes it more difficult for families to thrive. Population and development and reproductive health programmes are more effective when they address the educational opportunities, status and empowerment of women. When women are empowered, whole families benefit, and these benefits often have ripple effects to future generations. The roles that men and women play in society are not biologically determined they are socially determined, changing and changeable. Although they may be justified as being required by culture or religion, these roles vary widely by locality and change over time.

Economic empowerment

In india more women than men live in poverty. Economic disparities persist partly because much of the unpaid work within families and communities falls on the shoulders of women and because they face discrimination in the economic sphere.

Educational empowerment

About two thirds of the illiterate adults in india are female. Higher levels of women's education are strongly associated with both lower infant mortality and lower fertility, as well as with higher levels of education and economic opportunity for their children.

Political empowerment

Social and legal institutions still do not guarantee women equality in basic legal and human rights, in access to or control of land or other resources, in employment and earning, and social and political participation. Laws against domestic violence are often not enforced on behalf of women.

Gender concern in development

Taking gender concerns into account when designing and implementing population and development programmes therefore is important for two reasons. First, there are differences between the roles of men and women, differences that demand different approaches. Second, there is systemic inequality between men and women. Universally, there are clear patterns of women's inferior access to resources and opportunities. Moreover, women are systematically under-represented in decisionmaking processes that shape their societies and their own lives. This pattern of inequality is a constraint to the progress of any society because it limits the opportunities of one-half of its population. When women are constrained from reaching their full potential, that potential is lost to society as a whole. Programme design and implementation should endeavour to address either or both of these factors

Gender mainstreaming

Gender mainstreaming is a strategy for integrating gender concerns in the analysis, formulation and monitoring of policies, programmes and projects. It is therefore a means to an end, not an end in itself; a process, not a goal. The purpose of gender main steaming is to promote gender equality and the empowerment of women in population and development activities. This requires addressing both the condition, as well as the position, of women and men in society. Gender mainstreaming therefore aims to strengthen the legitimacy of gender equality values by addressing known gender disparities and gaps in such areas as the division of labour between men and women; access to and control over resources; access to services, information and opportunities; and distribution of power and decision-making

Objectives

•to study the gender equality in career opportunities

•to study the gender equality is a society in which women and men enjoy the same opportunities rights and obligations in all spheres of life

•to study gender equality in various professions and personal development opportunities through the provision of support services

•to examine the gender equality and women empowerment in political field

Analysis

It is observed from the data in table 1 that in india females have more numbers than the males in agriculture employment, infant mortality life expectancy at birth primary school completion rate, ratio to male unemployment rate in terms of ages between 15- 24 years, self-employed level, unemployed level and unemployed youth. In india the males have more numbers than females with respect to completion of secondary school education, secondary school male teachers, ratio of males in primary and secondary education, outstanding loans from banks to purchase a home, outstanding loan from bank for health care, lower secondary school completion rate, loan from a financial institution in the past year, expected years of schooling, employees in industry, deposits in a typical month, causes of death, by non-communicable diseases, and account at a formal financial institution. It could be noted that women status at the world level has better position than the status of women in india.

Table 1: statistical measurment of men and women in india vs. World

Gender Statistic Measure	Female (India)	Male (India)	Female (World)	Male (World
Withdrawals in a typical month, (per cent with an account, age 15+)	18.6	12.7	15.5	12.8
Unemployment, youth (per cent of labor force ages 15-24, ILO method)	10.6	9.4		
Unemployment, (per cent of labor force, ILO method)	4	3.1		
Self-employed, (per cent employed)	85.5	80.6	47.6	52.4
Secondary school education, pupils (per cent)	46	54	51.9	52.4
Secondary school education, gender of teachers (per cent)	41.1	58	0.97	48.1
Ratio to males in primary and secondary education (per cent)	0.98	1.0	1.14	1.01.0
Ratio to male youth unemployment rate (per cent ages 15-24, ILO method)	1.13	96.3		
Primary school completion rate, (per cent)	96.6	2.35	6.6	7.4
Outstanding loan from banks to purchase a home, (per cent age 15+)	2.26	15.7	6.6	7.4
Outstanding loan from banks for health or emergencies, (per cent age 15+)	12.6	77.9	10.3	11.6
Lower secondary school completion rate, (per cent)	76.0	77.9	70.2	70.5
Loan from a financial institution in the past	6.7	8.6	8.1	10.0
year, (per cent age 15+)				
Life expectancy at birth, (years	68	64.5	72.9	68.7
Life expectancy at age 60, (years)	18.0	115.9		
Infant mortality rate, (per 1,000 live births)	44.3	43.5	32.0	37

Property rights

Women have equal rights under the law to own property and receive equal inheritance rights, but in practice, women are at a disadvantage. This is evidenced in the fact that 70 per cent of rural land is owned by men. Laws, such as the married women property rights act of 1974 protect women, but few seek legal redress. Although the hindu succession act of 2005 provides equal inheritance rights to ancestral and jointly owned property, the law is weakly enforced, especially in northern india. The denial property rights hinder the economic empowerment of women.

Education inequalities

India is on target to meet its millennium development goal of gender parity in education by 2015. Unicef's measure of attendance rate and gender equality in education index (geei) capture the quality of education. Despite some gains, india needs to triple its rate of improvement to reach geei score of 95 per cent by 2015 under the millennium development goals. In rural india girls continue to be less educated than the boys. It shows that denial of educational empowerment of girls in india.

Conclusion

It could be seen clearly from the above discussion that gender equality is very essential to achieve the goal of women empowerment. It is observed that women in india have been subjected to various types of discrimination and disabilities towards enjoyment of benefits of development consequent upon disempowerment. Hence the empowerment of women could be possible through attainment of gender equality. In order to promote gender equality in socio economic development, the following measures can be considered

Suggestions

•expansion of women’s participation in policy decision-making processes
•promotion of understanding of the significance of gender equality for men
•promotion of understanding of gender equality from childhood
•securing equal opportunities and treatment between men and women in employment
•promotion of equal and balanced treatment aimed at equal wage for work of equal value
•comprehensive policy development for women’s lifelong health
•gender equality in science and technology and academic fields
•expansion of women’s participation in policy and decision-making processes in all fields in society

•prohibition of gender discrimination during all stages of employment and management
•improvement of women's education and learning activities to achieve.

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LIFE UNDER WATER –STRATEGIES TO REDUCE POLLUTION

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Abstract

The oceans cover more than 70 per cent of the surface of our planet and play a key role in supporting life on earth. They are the most diverse and important ecosystem, contributing to global and regional elemental cycling, and regulating the climate. The ocean provides natural resources including food, materials, substances and energy marine protected areas contribute to poverty reduction by increasing fish catches and income, creating new jobs, improving health, and empowering women. Increasing levels of debris in the world's seas and oceans is having a major and growing economic impact.

Key words:
Marine pollution, plastic, oceans, underwater life

Introduction

Human activities affect marine life and marine habitats through overfishing, habitat loss, the introduction of invasive species, ocean pollution, ocean acidification and ocean warming. These impact marine ecosystems and food webs and may result in consequences as yet unrecognized for the biodiversity and continuation of marine life forms. According to the ipcc (2019), since 1950 many marine species across various groups have undergone shifts in geographical range and seasonal activities in response to ocean warming, sea ice change and biogeochemical changes, such as oxygen loss, to their habitats. It has been estimated only 13% of the ocean area remains as wilderness, mostly in open ocean areas rather than along the coast. From climate change and melting ice caps to islands of floating garbage, we are increasingly fouling what was once the perfectly, chemically, thermally balanced womb of all earthly life. The scope of potential loss is staggering. The oceans are the world's largest ecosystem, home to 80% of the planet's biodiversity, and account for more than 97% of its water. They produce nearly half the planet's oxygen too. Lose the oceans and we lose everything.

Oceans provide a home for hundreds of thousands of species on earth, and it is essential for human life. Unfortunately, while many species depend on the ocean for its ability to create food and oxygen, human activities can negatively impact the ocean and its wildlife. In the united states alone, about one in six jobs has something to do with the ocean and many of them come with dire consequences for the ecosystem.

Human activities on oceans

- overfishing of species
- pollution and dumping
- greenhouse gas emissions
- organic waste flows into oceans

Overfishing of species

A common method of gathering food, fishing impacts the oceans in drastic ways. An increasing demand for protein has led to an increase in large-scale fishing operations, and throughout the 20th century, many countries failed to put safeguards into place to prevent overfishing. As a result, the populations of a number of large fish species have dropped by as much as 90 percent from their preindustrial populations. This depletion disrupts ocean food chains: it removes predators and allows their prey populations to grow unchecked. As the populations of targeted fish decline, many operations move down the food chain to other species, and over time this can cause significant alterations to marine ecosystems

Pollution and dumping

Human pollution also significantly affects the oceans. In the 1980s, travelers passing through the pacific ocean began to notice areas containing a high concentration of plastic trash, apparently collected by the ocean's natural currents into one area. The so-called pacific trash vortex may contain up to 1.9 million pieces of trash per square mile, and a similar patch of garbage exists in the northern atlantic. In addition, oil spills such as the one resulting from the deepwater horizon fire in 2010 can contaminate large stretches of the ocean, wiping out entire populations of fish and other species, and affecting the regional ecosystem for decades.

Greenhouse gas emissions

As the carbon dioxide —a common greenhouse gas — found in the atmosphere increases, the ocean absorbs some of the excesses. The gas reacts with seawater and reduces its ph, increasing the acidity of the water. Since the industrial revolution, the ph of the ocean has decreased by 0.1 ph, representing a 30 percent increase in the acidity of seawater. This affects the growth of animals and plants in the ocean, weakening coral and shellfish.

Organic waste flows into oceans

Organic waste dumped into the oceans can have a devastating effect on ecosystems. Excess nutrients from fertilizers and sewage runoff flow into the ocean via rivers. This sudden abundance of organic material can disrupt the balance of life in affected areas. Organic pollution can cause algae blooms, a rapid increase in certain species of microorganisms that may produce toxins or consume the free oxygen in the region, killing off or driving away other species.

Objectives

•to explain how life under water is under threat because of pollution

•to analyze various types of marine pollution

•to propose strategies to revive the life under water analysis

Different types of marine pollution

The entry of potentially harmful pollutants in the oceans is called marine pollution. This type of pollution does not only cause a great loss of marine flora and fauna, but it can also impact humans who depend on the marine life for their food and economic benefits. Some of the types of marine pollution have been mentioned below:

Ocean acidification

Oceans of our planet act as a natural carbon sink. The carbon-dioxide present in the atmosphere dissolves in the waters of the oceans. Thus, the oceans help lower the atmospheric co2 concentration which, in turn, reduces the effects of global warming on the planet. However, as the atmospheric concentration of the gas is increasing, the oceans are becoming more acidic. This change in the ph of the ocean water can have disastrous consequences on marine life. Structures made of calcium carbonate might become vulnerable to dissolution in the acidic environment. This issue will adversely impact the corals and shellfish living in the oceans.

Eutrophication

When the concentration of chemical nutrients increases in a water body, the process is called eutrophication. The change can lead to an excessive growth of plants and their subsequent decay. The dissolved oxygen concentration in the water also decreases due to eutrophication which induces the death of marine fauna. When the highly polluted rivers drain into the ocean, it might result in the formation of dead zones where the water is highly depleted of oxygen.

Plastic debris

In the past few decades, plastic is one of the most dangerous pollutants that has been rapidly accumulating in the oceans. It is estimated that the mass of plastic in the oceans could be as high as 100,000,000 tones. All this plastic comes from numerous sources like discarded plastic bags, plastic cutlery, straws, six-pack rings, and more. All this plastic waste can pose a serious threat to the survival of marine fauna who can die by ingestion, entanglement, and suffocation. Plastic fishing nets are known to kill thousands of dolphins, turtles, seabirds, sharks, etc., in the oceans every year. Ingestion of plastic waste leads to the slow and painful death of these animals. Other pollutants also collect on the surface of plastic debris and magnify there. When such debris enters the human body through the food chain, it can have disastrous effects on the health of people.

Toxins

There are several other toxins called persistent toxins that do not readily disintegrate in the ocean waters. Examples of such toxins are pesticides, ddt, phenols, heavy metals, pcbs, etc. When such toxins enter the body of marine animals, they accumulate in their tissues by a process called bioaccumulation. The toxins pass from prey to predator through the food chain and start biomagnifying at each higher level in the food chain. Humans are often at the top of many marine food chains and thus are the receivers of large quantities of biomagnified toxins from seafood.

Noise

Many species in the marine world rely heavily on their sense of hearing. However, human activities often introduce unnecessary noise in the marine ecosystem which is detrimental to life in the area. Noise can be generated by passing ships, seismic surveys, sonar, oil exploration surveys, etc. Such noise creates confusion in the marine world by interfering with the acoustic information on which these species rely for their survival.

Effects of marine pollution

The contamination of water by excessive nutrients is known as nutrient pollution, a type of water pollution that affects the life under water. When excess nutrients like nitrates or phosphates get dissolved with the water it causes the eutrophication of surface waters, as it stimulates the growth of algae due to excess nutrients. Most of benthic animals and plankton are either filter feeders or deposit feeders take up the tiny particles that adhere to potentially toxic chemicals. In the ocean food chains, such toxins get concentrated upward. This makes estuaries anoxic as many particles combine chemically depletive of oxygen.

When the marine ecosystem absorbs the pesticides, they are incorporated into the food webs of the marine ecosystem. After getting dissolved in the marine food webs, these harmful pesticides causes mutations, and also results in diseases, which can damage the entire food web and cause harm to the humans. When toxic metals are dumped or flown into the oceans through drains, it engulfs within the marine food webs. It affects the biochemistry, reproduction process, can affect the tissue matter these can cause a change to tissue matter, biochemistry, behavior, reproduction, and suppress and alter the marine life's growth. Marine toxins can be transferred to several animals feeding on the fish or fish hydrolysate as a meal, toxins are then transferred to dairy products and meat of these affected land animals.

Strategies to reduce marine pollution

Reduce use of single-use plastics

Wherever you live, the easiest and most direct way that you can get started is by reducing your own use of single-use plastics. Single-use plastics include plastic bags, water bottles, straws, cups, utensils, dry cleaning bags, take-out containers, and any other plastic items that are used once and then discarded. The best way to do this is by

A) refusing any single-use plastics that you do not need (e.g. Straws, plastic bags, takeout utensils, takeout containers), and

B) purchasing, and carrying with you, reusable versions of those products, including reusable grocery bags, produce bags, bottles, utensils, coffee cups, and dry cleaning garment bags. And when you refuse single-use plastic items, help businesses by letting them know that you would like them to offer alternatives.

Recycle properly

When you use single-use (and other) plastics that can be recycled, always be sure to recycle them. At present, just 9% of plastic is recycled worldwide. Recycling helps keep plastics out of the ocean and reduces the amount of “new” plastic in circulation. If you need help finding a place to recycle plastic waste near you, check earth911’s recycling directory. It's also important to check with your local recycling center about the types of plastic they accept.participate in a beach or river support

Help remove plastics from the ocean and prevent them from getting there in the first place by participating in, or organizing a cleanup of your local beach or waterway. This is one of the most direct and rewarding ways to fight ocean plastic pollution. You can simply go to the beach or waterway and collect plastic waste on your own or with friends or family, or you can join a local organization’s cleanup or an international event like the international coastal cleanup.

Ban plastic bags, takeout containers, and bottles

Many municipalities around the world have enacted bans on single use plastic bags, takeout containers, and bottles. You can support the adoption of such policies in your community. Here is a list of resources for legislative bodies considering limiting the use of plastic bags.

Avoid products containing micro beads

Tiny plastic particles, called “microbeads,” have become a growing source of ocean plastic pollution in recent years. Microbeads are found in some face scrubs, toothpastes, and bodywashes, and they readily enter our oceans and waterways through our sewer systems, and affect hundreds of marine species. Avoid products containing plastic microbeads by looking for “polyethylene” and “polypropylene” on the ingredient labels of your cosmetic product

Suggestions

•find a goal 14 charity you want to support. Any donation, big or small, can make a difference!

•never buy bottled water – boil, filter, chlorine, rainwater, do what you can.

•reduce waste – much of the waste that we produce on land ends up in the oceans. Stop using plastic bags: usage and wrong disposal of plastic is a major cause of marine pollution.

•run a campaign on the effects of plastic use on the seas and oceans.

•organize a cleanup project for rivers and oceans. Engage your whole community to clean up a local river, seaside or an ocean.

•buy local and certified fish. You can support small-scale producers by shopping in local markets and shops.

•reduce the use of chemicals when cleaning

•practice water conservation

•dispose of your medications properly

•avoid the use of pesticides and herbicide

Conclusion

Ocean pollution is a global problem. It arises from multiple sources and crosses national boundaries. It is the consequence of reckless, shortsighted, and unsustainable exploitation of the earth's resources. It endangers marine ecosystems. It impedes the production of atmospheric oxygen. Its threats to human health are great and growing, but still incompletely understood. Its economic costs are only beginning to be counted. Ocean pollution can be prevented. Like all forms of pollution, ocean pollution can be controlled by deploying data-driven strategies based on law, policy, technology, and enforcement that target priority pollution sources. Many countries have used these tools to control air and water pollution and are now applying them to ocean pollution. Successes achieved to date demonstrate that broader control is feasible. Heavily polluted harbors have been cleaned and coral reefs restored. Prevention of ocean pollution creates many benefits. It boosts economies, increases tourism, helps restore fisheries, and improves human health and well-being. It advances the sustainable development goals (sdg). These benefits will last for centuries.

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UNIQUE EMPLOYEE RETENTION STRATEGIES IN IT AND SERVICE INDUSTRY DURING PANDEMIC FOR SUSTAINABLE DEVELOPMENT

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Abstract

Employees are the most important, valuable and productive asset of an organization and retaining them is one of the toughest challenges for the managers. As the replacement cost of key employees involves huge turnover, there is a need to develop a fully integrative retention policy to tackle such type of problems. The objective of this study is to critically analyze the various works done in the field of employee retention and highlight factors responsible for employee departure and retention initiatives followed to retain them. The literature review will present traditional retention techniques followed as well as contemporary techniques used to retain the employees. As the ever-changing technology, stiff competition, and globalization has brought human resources at the forefront in organizational roles, no organization wants to lose their talented employees.

Keywords:

Employees, retention, literature review, recent trends.

Introduction:

This is no hidden fact that employee plays an extremely crucial role in the sustainability and development of an organization. In organizations, competitive advantage is determined and driven by human resources. It is employees who innovate and innovation ultimately leads to survival and profitability of a company. When an employee leaves an organization, he takes the knowledge, experience, culture and value system away with him, which might be tapped and used against the organization. A high rate of attrition is also not good for the image of the company as it might send wrong signals to prospective employees and customers.

What is employee retention?

Employee retention is defined as an organization's ability to retain its employees. It can also be called as a process, in which the resources are motivated and encouraged to stay in an organization for a longer period of time for the sustainability of the organization. The ultimate aim of employee retention is to make both the stakeholders, i.e., employees and employer happier. It facilitates loyal employees sticking to the company for a longer duration, which in turn will benefit both the stakeholders.

Employee retention is not just a matter that can be dealt with records and reports. It purely depends upon how the employers understand the various concerns of the employees and how they help them resolve their problem, when they are in need. Every organization spends time and invests money in grooming new employees and make them corporate-ready. The organization will be in complete loss, if such employees quit after they are fully trained.

Literature review:

A past study by the professor of business administration at harvard business school defined human resource management as one of the most important management activities in decision-making, and in all activities that influence the nature of life (the employee–agency relationship). Human resource management is also defined as a powerful term which is used to define the principles, philosophies, and practices that follow the leadership of people in an organization. In addition, human resource management is defined as all of the activities related to the workplace and employee management.

According to armstrong, the concepts of human resources and human resource management have been completely replaced by human resource management, which is the process of managing employees and their needs in organizations. Furthermore, human resource management has been defined as the process of recruitment and selection, performance management and appraisal, the wellbeing of workers, training and development, and relationships with employees aiming to achieve the organizational goals.

The term "retention" can be defined as a systematic effort to create and improve an environment that continues to encourage employees to work while implementing policies and practices that suit their diverse needs. Employee retention is the process of retaining employees, or encouraging them to stay with the company for as long as possible. Employee retention is "a method by which companies maintain an efficient workforce and meet operational requirements"

There are two types of staff turnover: voluntarily and involuntarily.

Involuntary turnover can be defined as the employees deliberately being terminated by employer or employees are being forced to resign their job due their undesired or low performance. If the person can make a personal decision to leave the company, then this is known as "voluntary turnover" (e.g., to take the best opportunity to work in another organization). A termination that is not officially issued by the employee is voluntary. This type of turnover is consistent with the controls and settings of the employees alone, not the management. Employees who resign on their own are aware of their current job and employment opportunities in other, more successful organizations. Employees who leave the company tend to be more skilled and talented than others, as they take better jobs. On the other hand, the employees who leave may not reveal the real reason or the purpose of their leaving. For this reason, most studies of retention or turnover are on the subject of voluntary, rather than involuntary, turnover.

The hospitality industry is recognized as one of the elements of the service sector that focuses on customer leisure activities and customer satisfaction, rather than more basic needs. This is why customer experience that leads to customer satisfaction is the top priority in this industry. The hospitality industry is highly dependent on its employees; therefore, it is a very labor-intensive industry in which the growth of the industry has a strong impact on employment. The nature of the services—such as event planning, lodging, and serving food and beverages—provided by this industry requires skilled employees who directly interact with customers and represent the organization. In general, the industry is composed of four major categories: restaurants, travel, tourism, and accommodation. These four categories are further divided into tea shops, drink shops, cafes, bars, clubs, resorts, and hotels.

Globally, the hospitality industry is facing a very serious challenge in the form of its low retention rates. This research examines and discusses the effects of the factors propping up the high turnover rate in the hospitality industry. These factors arise in organizations that influence employees to quit their jobs. There are several aspects that, surprisingly or simultaneously, can contribute towards such a situation. Data from around the world shows that high turnover is a major challenge in the hospitality industry. It is believed that high turnover usually leads to business failure, a lack of motivation, and the poor performance of the organization.

In recent years, the economy has changed dramatically as a result of globalization, in which organizations are judged against international standards and best practices. With expansion, workforce diversity, and the new nature of organizations, the focus is on people. As a result, organizations have found that these changes had a huge impact on their performance, and that the key to quality transfer was the organization's ability to motivate employees to participate. Because the hospitality industry needs to achieve results through its employees, the focus should be on motivating and caring for people through hr practices such as evaluation, regular feedback, and continuous support, as well as sustainable development.

Globally, researchers have the same opinion regarding the role of human resources in the success of an organization. They recognize human resources as the most valuable resource in the organization. Successful organizations create their competitive advantage through their employees because they know how to satisfy their employees and how to unleash the human potential of the organization. From the perspective of these circumstances, several factors can combine to further complicate retention. This shows that, along with attracting and developing employees, it is also very important to acknowledge their contribution. This means that employee retention is a serious concern for most large companies, especially in the service sector.

According to alkandari & hammad (2009) on their study on employee's retention in private sector, they concluded that retention factors such as salary and compensation are considered as crucial to the private sector employees, followed by benefits such as leave and differed compensation. Benefits like good retirement plan and employee retention schemes are considered crucial for private sector retention.

Taylor (2010) while explaining turnover stated that pull and push factors are to be considered. Positive attraction towards alternative job opportunity is pull factors, in which employees are searching for alternative job opportunities even if they are happy and satisfied. In this circumstance, it is highly essential that employer/management must understand the real value of their employees and identify the reasons for searching or what they are expecting in the current job and this would help to retain the talents. The next important factor is push factors, in which some dissatisfied circumstances are prevailing in the current organization which makes the employee to leave for refining work life. There are several attributes for pull and push factors that need to be identified and focussed more.

Ananthan b.r and sudheendra rao l.n (2011) investigated the dynamics of retention towards practices and strategies in multinational companies and indian firms. It was revealed in the study that there were no differences observed in mncs and indian firms over retention strategies. The study resulted that perception towards retention strategies was significantly high in employees' side than the management side. Further, employees scored higher than the management with respect to strategies such as organizational strategies, employee benefit strategies, rewards and recognitions strategies and ideas and suggestions strategies. It was suggested in the study that integration of human resource practices to match with the organizational as well as individual needs would be an effective strategy to improve job motivation and retention

Vijayalakshmi v (2012) discussed in the study that employees-the bases of a company and hence human resource department must focus on them by identifying why employees are voluntarily leaving in an organization and what are all their needs relating to their growth, education and personal life. This approach would create a positive impact in employee retention in organizations.

A successful employee retention does not depend on a single strategy there are several factors that are considered important the organization (baldoni, 2013).

According to different studies, employee turnover is because of employee's demographic, personal and external characteristics, job satisfaction, work environment, motivation etc. (shukla, 2014).

Employee retention is a continuous and planned effort by organizations to keep their knowledgeable, skilled and competent employees (shaklee & but, 2015). Employees are considered to be an essential part of organizations because of the services. They offer, therefore when the employee stays longer in the organization without changing quickly, it becomes beneficial to the organization.

Therefore, it is important for organizations to retain their employees and this requires them to know how to retain them.

An employee's decision to remain in the organization is caused by a number of factors relying on a variety of elements (haider et al, 2015).

Furthermore, organizations have to take into consideration factors like compensation and rewards, job security, training and developments, supervisor support culture, work environment and organization justice etc. (deshwal, 2015).

Organizations that experience employee turnover, may not encounter only monetary costs, the remaining employees may experience an increase in the overall workload of those who left hence have a negative impact on their motivation (haider et al, 2015).

Furthermore, employee retention is important as organizational issues like the time taken in training and investment, lost knowledge, insecure employees and a pricey candidate search are involved. Hence, when organization fail to retain their key employee's it becomes a costly proposition for them (sahni & mishra, 2018)

Priyanka and dubey s k (2016) in their study performed exploratory factor analysis using principal component technique. They have identified employee turnover intentions through eight factors such as i. Quality of management practices, ii. Low salary, iii. No career growth opportunity, iv. Lack of support from the peer, supervisors and family members, v. Little learning opportunities, vi. Poor working environment i.e. No workplace safety, vii. Communication and viii. Insecurity in job.

Employee happiness and retention are the primary determinants of an organization's success, according to (chang & busser, 2020; marinakou & giousmpasoglou, 2019; pandita & ray, 2018).

(steil et al., 2020) classified job productivity benefits as intrinsic and extrinsic. They note that intrinsic incentives are non-material in nature, such as career advancement for employees, while extrinsic rewards are material in nature, such as bonuses or other cash compensation.

Extrinsic rewards, the researcher observed, are critical for retaining talent in a winning environment. However, (chaudhuri et al.,2020) suggest that extrinsic benefits are more effective at motivating employees because they foster loyalty and reciprocity.

A successful employee retention does not depend on a single strategy there are several factors that are considered important.

Objectives of this research paper:

A. To analyze various works done in the field of employee retention.

B. To highlight the reasons for employee departure and various retention strategies followed.

C.to highlight the recent trends followed to retain the employees.

D.to analyse the unique types of retention strategies for the sustainable development in pandemic situation.

E. To find out the strategies used for employee retention in the service and its industry in pandemic situation

Research methodology:

The study is descriptive in nature and is mostly based on both primary and secondary data. The primary data was collected through the survey from the top-level hr managers in the both it and service industries. The secondary data consists of books, reports, newspaper, articles, and various research journals.

Reasons for employee departure:

When leaving your current position and moving on to a new position, your current and future boss will likely want to know the reasons for leaving your job. The current boss is interested in knowing the reason for quitting your job, while the future boss wants to know the reasons for leaving your previous employment and may use that to determine your suitability for the future job.

Typically, job applicants may be required to list the reasons for leaving their job on job applications, or they will be asked to explain their reasons during face-to-face interviews. Job applicants should figure out how to state their reasons for leaving their current or previous position before they begin their job search to ensure the reasons are consistent from reasons given the current employer to the reasons mentioned during job applications and interviews.

Good reasons for leaving:

1. Career change:

It is common for employees to move between jobs and careers during their working life as they try to find jobs where they can develop and grow their skills. The job change may be from one industry to another or in line with the courses they pursued in college.

An employee may also mention career change as the reason for leaving when they are leaving employment to go back to school for advanced training in a different field. An employer will likely view the career change move in a positive way, and it will give the employee an opportunity to develop his/her skills.

2. Looking for career growth:

Some careers offer more opportunities for growth than others, depending on the company's organizational structure. This means that an employee may stay in the same position for a long time, and the work process may start getting boring. If it is difficult to change departments or move up the levels, an employee may experience a growing desire to move to a new company that offers greater opportunities for advancement and changing job responsibilities.

3. Organizational restructuring:

During periods of economic hardship, most companies tend to implement certain measures to minimize their expenditures as a way of surviving the economic downturn. Part of the efforts of dealing with the economic hardship may be laying off some employees whose services may not be required during the recovery period.

Cutting down the number of employees reduces the team's overall morale and productivity because the fewer number of employees needs to perform the roles of the other staff who've been laid off, which increases employee turnover.

4.. Better opportunity:

The emergence of a new opportunity to work in a different work environment, earn better compensation or get a more challenging work process is another good reason for leaving jobs. It is reasonable for any employee to go for a new opportunity that offers better terms than their current work.

Also, getting an opportunity to work with some of the largest companies in the industry allows employees to experience a more challenging environment, possibly a better work culture, and sometimes better pay.

5. Health reasons:

An employee may also leave employment due to health reasons and the need for a flexible schedule that will allow them to attend doctor's appointments. This reason may also apply when an employee needs to attend to a sick family member, and the employee is forced to leave employment to become the primary caregiver.

Expectant women may also leave employment when their due date approaches to take up full-time parenting until a time when the kids can take care of themselves. It means that they will be absent for a longer period, and the employer will need to get a replacement sooner so that the company's activities are not affected. If the employee is looking to re-enter the workforce, he/she should indicate that the circumstances have changed so that they are now able to focus on the new job.

Bad reasons for leaving:

1.breaking the law:

No employer would be interested in hiring an employee with a criminal record. If the grounds for arrest are understandable, you should tell the recruiter the truth about circumstances surrounding the arrest since they might find out when conducting background checks on candidates.

2.terrible boss:

Some employees may attempt to bad mouth their former bosses when asked about their former employer. Such reasons will put off the recruiters since there is a chance that the employee will also bad-mouth them in the future when hired elsewhere. Job applicants should avoid talking ill about their former bosses since this will portray them in a negative light.

Have you ever wondered why people leave your company at a rate higher than the industry average? You must have noticed the hit to your bottom line. Indeed, a high rate of employee churn is a costly affair. What are the main reasons for employees leaving a company? Unsurprisingly, a bad salary can cost you your top employees. People also are constantly on the lookout for better opportunities that challenge and excite them, as per the latest surveys. Many employees even cite overworking and lack of appreciation as the reasons for leaving. Finally, there is something that is directly under your control—failure to hire the right employees.

When it comes to retaining the top-performers, it becomes especially hard. They tend to jump ship constantly. So, identifying why employees leave your company and how to retain employees is crucial if you want to save thousands of financial terms.

Dissatisfaction of salary:

It goes without saying that in the absence of the right incentives, employees will be on the constant lookout for a new job. Some estimates show that most employees would leave for a 10 percent hike offered by another company.as a result, if you don't want to have an increased cost of employee turnover then you need to break from the trend of miserly salaries and hikes. However, employees are not just looking for great salaries; they are also interested in the benefits on offer. This is shown by a study done by aflac that concludes that 1 out of every four employees believe that a good package is an indication of the company's concern for employees.

As part of the package, most employees look for retirement benefits, paid sick leave, and health insurance, and failing to provide these can lead to a loss of talented employees. Nowadays, there are unconventional incentives that employees have come to expect, such as onsite childcare and pet insurance.

Better job opportunities in the market:

Based on a recent survey by the harris poll found that people mainly leave their jobs due to a lack of career development, employee recognition, job satisfaction, and career growth opportunities, we can conclude that employees' value upward mobility in their job. If you fail to provide the same, you stand the risk of losing one in three employees, as the aforementioned study pointed out.

For more proof, look no further than the study put out by global talent monitor, which concluded that there was a strong correlation between employees leaving and the fact that they did not see a viable future in the company. The employees feel the urge to leave by also seeing their colleagues walking out of the door. They feel the ripple effects of more workload, new employee trainings as well as not seeing any company growth.

Hiring wrong candidates:

If there is one thing a company needs to know, it is that employee retention starts with the hiring process. It cannot be overstated how important it is to hire the right people for your team. One of the major employee retention objectives is to avoid hiring the wrong candidates. Making sure you pick the right person is especially important given how employees who have been with you longer tend to be the most productive. One of the key elements of employee attrition is the fact that managers place little emphasis on whether the people they hire can fit into the organizational culture. Also, there are times when managers have to on-board people rapidly without thinking about long-term ramifications.

That is a huge mistake!

Lack of appreciation:

Like everyone else, employees feel the need to be thanked and appreciated for what they bring to the table. To have the best chance of talent retention, you need to prioritize in lifting the employee morale, appreciating them and focusing on employee experience, which will lead to an engaged and motivated workforce. The issue of lack of appreciation is especially severe when employees feel that an unqualified person has gotten a promotion ahead of them. This brings in them a lack of confidence to stick on with their current employer.

Unrealistic expectations from employees:

As per recent data from the american institute of stress, more than half the workforce is stressed at work. This trend has been consistent over the last five years, according to the same source. Unsurprisingly, the unrealistic expectations from employees are the key driver of this stress, which consequently leads to employees quitting in droves. This means that the impetus is on managers to play an active role in helping employees cope with stress.

Unrealistic expectations that lead to employee exits from their jobs can take the following forms:

- work overload
- high-pressure deadlines
- unreasonable expectations of quality

Now, what could be the cause of this? There are quite a few, but the most prominent ones are:

- poor leadership
- lack of communication
- lack of flexibility in work timings
- unclear goal
- lack of employee development retention strategies:

So how can companies keep employees happy and prevent them from looking for new opportunities elsewhere? These employee retention strategies at your company will put you on the right path. Invest in employees' careers according to linkedin, 94% of employees say they would stay with their company longer if it invested in their career development. In today's economy, employees understand that they need to keep their skills sharp to remain competitive and move up the ladder. Organizations can tap into their employees' desire for development by providing structures like mentorship programs and investing in additional education for their employees.

1.focus on managers

Have you ever heard the old line "people don't quit jobs, they quit bosses"? Well, sometimes it's true. A 2019 study found that 57% of employees have quit a job because of a poor relationship with their manager. Fortunately, leadership skills can be trained. Companies should ensure performance reviews take management skills into account and offer training and mentorship to managers at all levels, especially if they are first-time supervisors.

2.recognize employees' contributions

Everyone likes to feel valued, and that's especially true in the workplace. In a society for human resource management survey, 68% of hr professionals said that recognition was important for retention, yet many organizations lack formal recognition programs.

3.reassess compensation

In today's competitive marketplace, compensation is an essential piece of any company's retention strategy. No matter how valued an employee may feel, they are likely to look outside their current company if they feel inadequately compensated for their work. Companies that provide transparency around their pay and a clear, simple pay policy are more likely to win over employees, according to monster.

4.consider your benefits package

Similarly, benefits are a major factor, with forbes reporting that for nearly 6 in 10 employees, a company's benefits package is the most important non-salary factor they consider when assessing a job. Benefits like lower employee healthcare premiums or increased parental leave can mean the difference between staying in a role or looking for a new one. Even before covid-19, flexible workplaces were a major driver of retention. Companies can expect that their willingness to accommodate employees' needs and preferences will remain a major factor in employee loyalty.

5.prioritize work-life balance

Work-life balance isn't just a buzzword. While remote work and flexible scheduling policies are important factors in creating work-life balance, they are of little use if employees simply have more work to do than they can reasonably achieve, or if the company culture expects them to check their email well after business hours.

6.improve organizational culture

While organizational culture may seem subjective, its impacts on retention can't be denied. In fact, company culture is one of the key drivers of workplace satisfaction.

Strong corporate cultures share key traits such as:

•having and carrying out clearly articulated values
•valuing and seeking out employees' voices
•having strong commitments to diversity, equity, and inclusion
•executing supportive leadership.

7.performance appraisal and retention

Performance appraisal is the assessment of individual performance to the overall contribution of the organization. It serves as an interface between management and employee. An effective performance appraisal will result in a satisfied, motivated and committed employee hong et al. (2012). According to mehta et al. (2014), good performance appraisal not only help companies to keep a track on its employees it also helps individuals to improve their performance in their weak areas. A good performance appraisal results in a better employee-supervisor relationship resulting in a great place to work for.

Employee retention: recent trends:

Retaining and recruiting top talent has become increasingly important, but difficult, after the tumultuous events of 2020. The great resignation has disrupted the momentum of business and negatively impacted organizational culture for many companies. Employees are looking for a change from their current jobs, while low unemployment rates have prompted large gaps in the job market. High turnover rates have pushed organizations to look for solutions to best retain their employees and attract top talent.

The health of the economy has fluctuated dramatically during the covid-19 crisis. At the onset, economic uncertainty, recession, and preventative lockdowns forced many organizations to reduce their workforce and slow hiring.in more recent months, the job market has recovered at a fast pace. Employees who are already burnt out and unsatisfied with their jobs have more opportunities to change careers or even leave the workforce entirely.

Unemployment rates declining in 2021:

In april 2020, the workforce experienced an influx in unemployment at an almost 15 percent unemployment rate. As of august 2021, this rate has declined to 5.2 percent, meaning unemployment is no longer a threat for most employees—but employee retention and recruitment have become a looming issue for many organizations.

Voluntary quit rate is increasing:

In april of 2021, 4 million employees left their organizations voluntarily. And that rate has remained elevated with another 3.9 million employees leaving voluntarily in june of 2021. This mass exodus has created a surplus of open jobs that need to be filled and has left organizational leaders scrambling to retain their best and difficult-to-replace employees.

Peak job openings prompt job market confidence:

The rate of job openings has increased to 6.9 percent in june 2021 from a pandemic low of 3.4 percent in april of 2020. In july, there were 9.8 million job vacancies but only 8.7 million potential employees who were looking for employment. This indicates that there are more available jobs in the economy than workers who are seeking to fill those positions. The strong job market has generated an increase in employee confidence due to the number of opportunities now available to them.

Employees' confidence in the job market is on the rise:

Employees' confidence in the job market has increased throughout 2021. In fact, a majority of employees (58 percent) report confidence in finding another job that pays as much as their current one. Additionally, 52 percent of employees are confident they could find another job that they believe is as good as their current one.

Employees' intent to stay peaked in 2020:

While job market confidence among employees is currently high, this was not the case in 2020. Covid-19 brought a sense of job uncertainty for many employees, leaving them unable or apprehensive to switch jobs or organizations. In fact, 81 percent of employees reported it would take a lot for them to leave their organization in april, and again in december 2020. However, as many have adjusted to the realities of the pandemic, employees are feeling less loyal to their current employers. In 2020 ,81% of employees reported it would take a lot for them to leave their organization.

Employees' intent to stay declining in 2021:

Employees' intent to stay has been decreasing in 2021. Job uncertainty is no longer a pressing issue, prompting a decline from their peaks in april 2020. By may 2021, only 74 percent of employees agreed that it would take them a lot to leave their current organization. As unemployment rates decline and job market confidence rises, employee turnover is more likely to increase. This has led many leaders to refocus on employee retention strategies as the competition for talent becomes more intense.

Data analysis:

The data for the research is collected in both primary data, secondary data with use of survey by questionnaire with the higher level of managers of acquisition in both it and service industry. Sample size of the paper is 54. The data has been analyzed in the percentail method.

Analysis and interpretation:

Do you think that employee retention helps the development of the organization?

Options	%	No. Of respondents
Never	3.70	2
Sometimes	57.41	31
Most of the times	22.58	13
All the times	14.81	8

Interpretation:

From the above table we can observe that does the employee retention helps the development of the organization. Maximum employees say that sometimes retention leads to the development of organization (57.41%), most of the times (22.58%), all the times (14.81%), and never is (3.70%).

What inspires you most in the organization?

The employee's response for this question are like work culture, systems, equality, relationships, discipline, company environment, supporting team, salary, etc. This type of things inspire the employees in the organization to work effectively.

Does your company pay more attention to incentives and perks offered to you?

Options	%	No. of respondents
YES	70.37	38
NO	29.63	16

Interpretation:

The above table represents about the attention towards incentives and perks offered to employees in the organizations. Most of the employees say that they are happy with the offerings (70.37%), and minimum employees say that the company does not provide incentives and perks (29.63%).

Do you get the recognition that you deserve for your performance?

Options	%	No. Of respondents
YES	83.33	45
NO	16.67	9

Interpretation:
From the above table we can conclude about recognition of the performance deserved by the employees .83.33% of employees are deserved recognition for their performance and 16.67% of employees did not get recognition for their performance.

Would you like to plan your further career in the present organization?

Options	%	No. Of respondents
YES	74.97	40
NO	25.83	14

Interpretation:
The above table shows about employees plan in the organization for future career
74.97% of employees said that they are likely to continue working in the present organization.
25.83% of employees said that they are not willing to continue in the present organization.
Do you agree that employee retention plays a vital role in the results of productivity of company?

Options	%	No of respondents
Strongly Agree	27.73	15
Agree	37.04	20
Neutral	35.19	19
Disagree	0.00	0
Strongly Disagree	0.00	0

Interpretation:
The above table says about the role of employee retention in productivity of company
Maximum number of employees said that the employee retention leads to changes in results of productivity of company (37.04%), (35.19%) of the employees are agreed to the role of employee's retention that leads to various changes in productivity. The employee's perception to disagree is (0.00%).

Tell your opinion about major reasons for employees leaving the company?

Basic pay, work pressure, for better opportunities, for career growth, misunderstandings, lack of proper planning, for job satisfaction and security, to meet new challenges, work environment, etc. Leads towards employees leaving the company.

Suggestions:

To help you in this war of talent, i have listed down some creative ways on how to retain employees.
•hiring for cultural fit.
•hybrid work place.
•rewarding efforts, and not just results.
•employee well-being.
•engaging in csr programs.
•esops (employee stock ownership program).
•sabbatical programs.

Five ways to retain employees forever
(a)responsibility: show your employees you trust them by giving them responsibilities that allow them to grow.
(b)respect: employees want to know they are respected and appreciated.
(c)revenue-sharing: tie a part of your employees' wages to the company's performance.
(d)reward.
(e)relaxation time.

Conclusion

Employees are the most important asset for any organization. Their contribution is immense in the profitability and growth of the company. They bring innovation and paves the way for sustainable development for the organization. This study was focused on employee retention.

However, the abundant material makes my task very tough to assimilate and synthesize the study in a concise format. I have tried to cover the relevant aspect of employee retention and also attention is paid on the new trends that are started making their presence felt in the market.

High staff turnover can be extremely disruptive for businesses, as well as costly. The post-pandemic landscape demands new strategies and workforce planning to keep employees committed, engaged, and motivated. The unique retention and turnover challenges throughout 2020 and 2021 have made organizational leaders reflect on the internal practices that drive engagement and retention. To retain your top performers, ensure your retention strategy is focused on employee engagement. Ultimately, your employees' success will drive business success.

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FUTURE ESSENSCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS

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Abstract
Recently, there has been an increasing awareness within different communities on the importance of going green and they are becoming more environmentally sensitive. Responsible leaders need to create organizational cultures that facilitate green behaviors among their employees by adopting profuse environment management techniques. As everything is going global, there has been a paradigm shift from conventional structures to a modern capacity-based economy which is ready to traverse green economic facets of business. In recurrent fashion, green human resource management (ghrm) has become a pivotal strategy where human resource departments play an active role in going green at their workplace. It is an emerging field of research which is intriguing and extremely instrumental in creating and enhancing natural environmental sustainability. It assumes an indispensable part in advancing the earth related issues by embracing it with management rationality. Individuals have turned out to be more cognizant about integration of natural management in their daily practices. Since, we are entering a green economy, the effect of our daily operations on environment and our longing to make step towards environmental friendliness has been extended from an individual

level to more general level. The paper largely focuses upon the simplified meaning of ‘green’ and ‘green human resource management’. The study also adds to the extant literature by discussing the characteristics, objectives, functions and needs. This paper’s focus was ghrm and its implementation with existing hrm practices in different areas of professionalism. For this, a survey was conducted with the help of questionnaires which were circulated to people of different sectors through email. Finally, the analysis and interpretation were conducted and findings were phenomenal and surprising. This paper is a great push to comprehend the suggestions and improvements with respect to the need and hugeness of green human resource management.

Keywords: green hrm, sustainability, working conditions, organization change.

Introduction

We reside within the world which is undergoing elevated globalization. In developing and developed countries there are continuous organizational endeavors to attain the development and organizational goals. It is obvious that in this competitive world different sectors are never going to stop their productivity improvements, profitability and other development standards. Consequently, our nature is in danger and which is alarming us to adopt “sustainability” and it is fast moving up on the priority list of the leaders of organizations.

Ecological consciousness is the magic word of recurrent fashion which is punctually invading every aspect of personal and professional lives. Of late, human lifestyles at both levels have started affecting nature adversely that we can’t risk it now. Undoubtedly, corporate world has been in news for being a major stakeholder in environmental issues and thus solution may be extracted from there. The first research question which needs to be answered is: what are the definitions available in respect of “green‟? First an attempt was made to explore definitions given by the main dictionaries and the new oxford thesaurus of english in respect of “green‟, and then by various researchers in their publications.

The pivotal question what is green hrm?

Green human resources management (ghrm) can be defined as the set of policies, practices, and systems that stimulate a green behavior of a company's employees in order to create an environmentally sensitive, resource efficient and socially responsible workplace and overall organization. Based on this above definition we can extract some interpretations:

It’s an integration of human resource management with environmental management and going green aiming at making organization employees green and important part of corporate social responsibility making the base concepts of hrm, its strategies, functions, applications adhering to environment friendly concepts for promoting sustainability and socially responsible workforce.

Green human resource management (ghrm) is a prosperous field of human resource management. It’s the integration of environment management in human resource management. It is relatively a new phenomenon in practical world as well as academic world. Green human resource management is a manifesto which assists in creating green workforce who can understand and appreciate green culture in an organization.

Need of ghrm

To all the challenges and catastrophes that climate change is bringing, in this threatening situation, even the capitalist world should start adopting sustainability strategies. Need of ghrm as follows 1. Reduction in ecological footprints 2. Realizing the opportunity for sustainability 3. Taking the leadership for aligned direction 4. To provide environmentally friendly products and operations to manage the environmental and corporate programs 5. Each sector is contributing to the environmental issue in some way or the other and they have to take several means to solve the same. 6. To protect the environmental aspects like energy crisis, global warming and to maintain safe and healthy environment within and outside their workplace. 7. To motivate the employees in

going green and to develop green abilities in them
8. To instruct, teach and encourage the employees to be trustworthy towards environment as well as the organization through monetary and non-monetary mediums.

Advantages of ghrm

Green hrm has its prime importance in the achievement of broader objectives such as cost saving, corporate social responsibility, talent acquisition and management and gaining an advantage over the competition. Benefits listed as it helps in employee retention and reduces labor turnover, improves brand reputation , provides competitive advantage to the organizations , reduces overall costs , stimulates innovation towards sustainable future , motivates employees to contribute more to company’s ecological footprint , helps them to become cost efficient, it creates a pride feeling among employees as well as organization they are promoting sustainability, it creates a culture of having concern for wellbeing and health of fellow workers, it promotes employee morale, reduction in environmental impact of the company , increased business opportunities: as government agencies, commercial business and nonprofit institutions collaborate with those organizations only who meet specific green standards

Obstacles of ghrm in initial stages

While environmentally friendly living is a positive ideal, there are several disadvantages of going green. These could be listed as obstacles of ghrm initial costs, inadequate savings, uneven competition, marginal impact, employee apathy and reluctance, increased capital outlays.

Objectives of the study

•to study the level of awareness of green human resource management importance at working place.
•to study hrm practices in different sectors and whether general public aspire to move towards ghrm.
•to study the kind of dimensions which general public need in work environment.
•to determine potential gaps in the application of green human resource practices.
•to study the influence of green hrm in working conditions.

Review of literature

Opatha (2016) emphasized that “to have a balance among people, planet and profits” it is necessary for its management to anticipate the future that is sustainable.

Boselie (2001) in this paper author recognized that there are various researchers who support the human resource management practices to be effective for promotion personnel capital that results in providing routine and competitive benefit to contributors of organization.

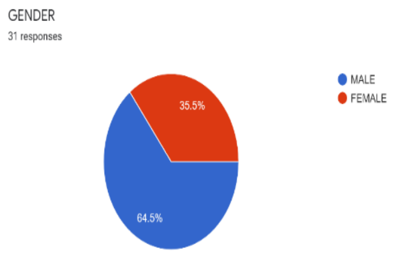
Lado and wilson (1994) defined “hrm system as a set of discrete but consistent actions, purposes and process that is to create, enhance and retain greening within each employee of the organization as directed at attracting, rising and upholding a firm’s human resources”, hr practices as generally implemented with the planned schemes that are in line with the traditions and commerce stratagem.

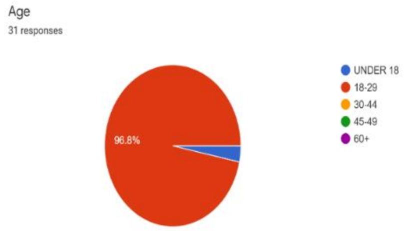
Research methodology

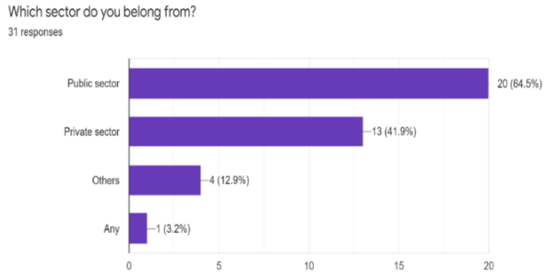
To answer the above-mentioned questions, a desk research was conducted. A few important pioneering original studies were availed for achieving objectives. It included a methodological review of existent literature available. It is based on well-known dictionaries, the new oxford thesaurus of english, textbook, scholar books and research papers available in databases.

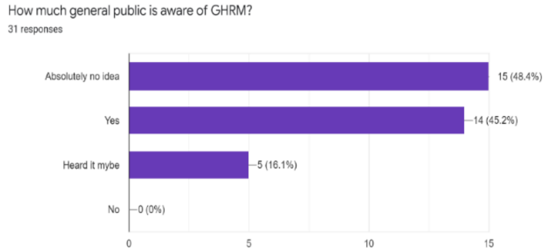
The data collected for the analysis of the topic is primary data, it is collected by the questionnaire. The link has been shared for different people belong to different industries because the ghrm is in every industry. Secondary data is collected from research papers, printed articles, corporate magazines etc.., for the detailed analysis. Sample size for this research is 60 randomly and the data has been analyzed in perc entail method and stated below.

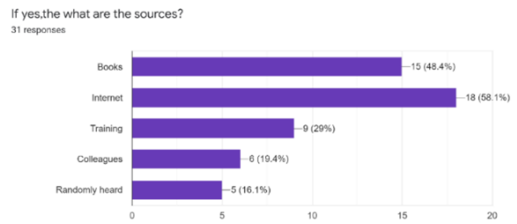
Data analysis

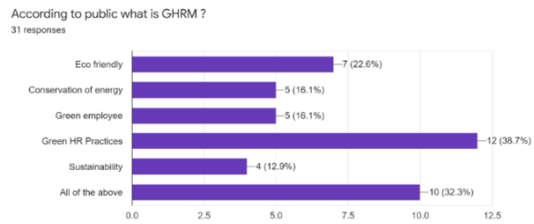


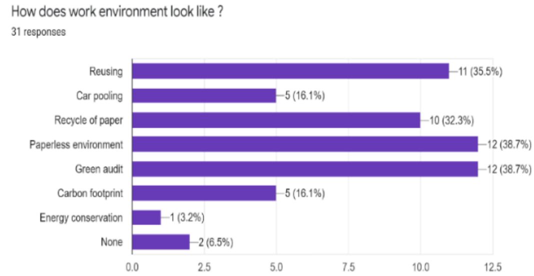


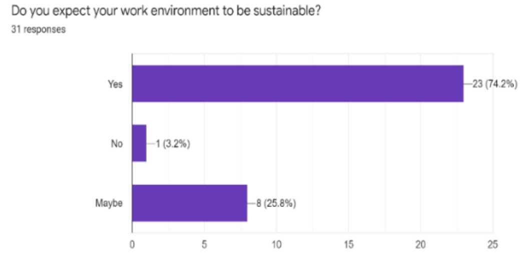


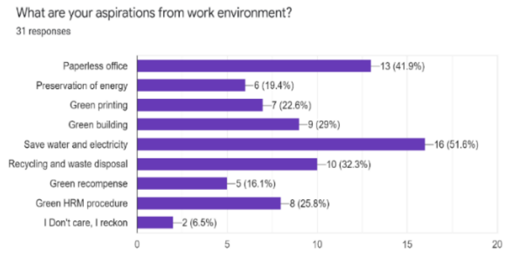


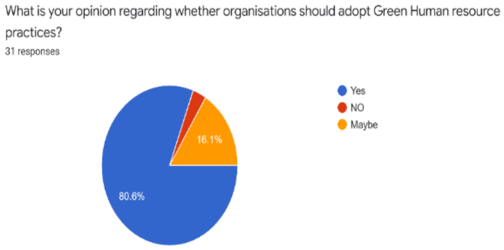


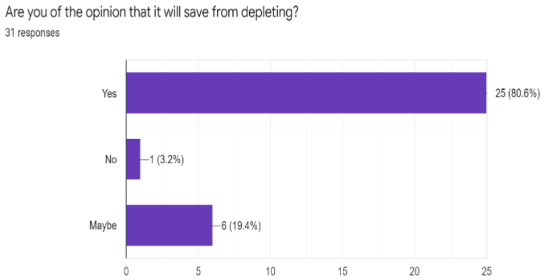


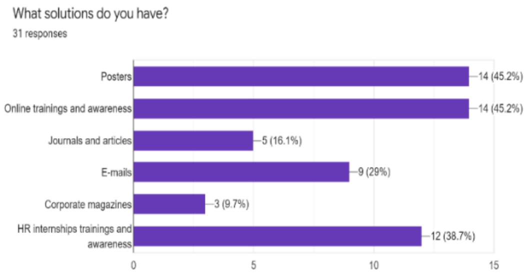












Conclusion

By the questionnaire of research paper, it is observed that most of the people have heard about green human resource management randomly and major section belongs to private sector. Internet is also a source contributing to the awareness of ghrm. Major practices which their work environment follows are- reusing and energy conservation. Most of them expect their professional environment to go green. Every other person wants green practices in one form or other. Lack of awareness is the main factor affecting effective implementation of green hrm. Most of the people feel that institutions should provide ghrm training. All of them are ready to accept concept of ghrm practices

Most of the employees stated that ghrm at work place is very well implemented as per the observations even though there are few more things can be implemented such as proper training and awareness to all the employees so that they take initiative. Green practices generally included in routine activities are sending cv, notifications, online application, plastic free campus, electronically record keeping, pursuing 3r's principle. Encouraging employees to pursue green practices. Environment sustainability workshops, conferences and seminars to adopt green practices in entire institution whether it's public or private sector. Welcoming suggestions from employees and enhancing their creativity level by giving them freedom to modify or create new processes which are eco-friendly in an organization. Creating a rulebook so that employees can abide and disciplinary action can be taken for the employees who violates rules of green practices. Practical knowledge to be imparted to college students in the forms of internship or seminars etc... Practice of car sharing, job sharing, teleconferencing to be implemented.

Green hrm has great importance in today's scenario. Employees are not well versed about the term but they are ecologically conscious to save environment, they want to save environment, they desire to adopt green practices which in turn depicts that every single hand is contributing to environment sustainability. Every sector has a lot of scope to pursue green hrm practices in routine work life. Environmental agenda should be a center of attention for which all sectors should motivate the employees for greening practices. If the organization has been following the ghrm in working areas most of the employees will be conscious in wasting the resource and will optimized the usage of the resources which causes damage to nature.

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INSEARCH OF BEST TAXATION POLICY BY ANALYSING GLOBAL TAXATION PRACTICES FOR SUSTAINABLE DEVELOPMENT

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Abstract

Taxes are mandatory contributions levied on individuals or corporations by a government entity whether local, regional, or national. Tax revenues finance government activities, including public works and services such as roads and schools, or programs such as social security and medicare. In economics, taxes fall on whoever pays the burden of the tax, whether this is the entity being taxed, such as a business, or the end consumers of the business’s goods. From an accounting perspective, there are various taxes to consider, including payroll taxes, federal and state income taxes, and sales taxes. To help fund public works and services and to build and maintain the infrastructure used in a country a government usually taxes its individual and corporate residents. The tax collected is used for the

betterment of the economy and all who are living in it.

Introduction to global taxation

In the united states and many other countries in the world, income taxes are applied to some form of money received by a taxpayer. The money could be income earned from salary, capital gains from investment appreciation, dividends or interest received as additional income, payments made for goods and services, and so on.

Tax revenues are used for public services and the operation of the government, as well as for social security and medicare. As the large baby boomer generation has aged, social security and medicare have claimed increasingly high proportions of the total federal expenditure of tax revenue. Throughout u.s. History, tax policy has been a consistent source of political debate.

A tax requires a percentage of the taxpayer's earnings or money to be taken and remitted to the government. Payment of taxes at rates levied by the government is compulsory, and tax evasion the deliberate failure to pay one's full tax liabilities is punishable by law. (on the other hand, tax avoidance actions taken to lessen your tax liability and maximize after-tax income is perfectly legal.). Types of taxes are income tax, payroll tax, corporate tax , sales tax, property tax, tariff tax, estate tax.

Objectives of the study

- to understand the concept of taxation
- to analyze the tax structure across the world
- to compare the revenue generated from tax collected from different countries
- to answer the call for, "what is the impact of taxation on different level of income people?"

Review of literature

The international political economy of global tax governance: martin hearson -taxation binds the state together with its citizens, and with other economic actors operating within its borders. The growth of cross-border capital flows and global corporations has complicated these taxing relationships, creating opportunities for competition and cooperation between states. 'double taxation' occurs when two or more states disagree over who has the right to tax cross-border investment. Finally, states have an incentive to compete for investors by offering them preferential tax treatment, including by shielding them from cooperation.

The political science of global tax governance: martin hearson & thomas rixen - this chapter provides a review of the political science literature on the international tax regime. First, we distinguish between (1) interest- and (2) power-based, as well as (3) institutionalist and (4) ideational accounts. We show how all four theoretical perspectives contribute to explaining the institutional design, development over time and policy outcomes of global tax governance. Second, we argue that states navigate within the trilemma of (1) avoiding double taxation, (2) avoiding double non-taxation and (3) maintaining national tax sovereignty.

Is the inclusive framework tax deal in the interests of lower-income countries?:didier jacobs - 137 of the 140 jurisdictions that are members of the inclusive framework reached a high-level agreement on the taxation of multinational corporations, combining a reallocation of taxing rights to market countries (pillar 1) and a 15% global minimum effective tax rate (pillar 2). The agreement builds on proposals developed by the oecd, a club of mainly high-income countries. Four middle-income countries (kenya, nigeria, pakistan and sri lanka) have not endorsed the agreement.

Tax and governance in the context of scarce revenues: inefficient tax collection and its implications in rural west africa: vanessa van den boogaard & rachel beach- instead, we argue for a reconceptualization of the nature of the fiscal social contract, disentangling the concept of the social contract from the individual. Rather, a collective social contract places greater emphasis on the taxation of wealth and redistribution and recognizes that basic rights of citizenship are not, or should not, be contingent on paying direct taxes to the government. Rather than expanding taxation, we argue for the expansion of political voice and rights to rural citizens, through a ‘services-first’ approach.

Oecd

The organization for economic co-operation and development (oecd) is a group of 37-member countries that discuss and develop economic and social policy. Oecd members are typically democratic countries that support free-market economies. The organization for economic co-operation and development (oecd) is a group of 37-member countries that discuss and develop economic and social policy. Members of the organization for economic co-operation and development (oecd) are typically democratic countries that support free-market economies.

The stated goal of the organization for economic co-operation and development (oecd) is to shape policies that foster prosperity, equality, opportunity and well-being for all. The organization for economic co-operation and development (oecd) was established on dec. 14, 1960, by 18 european nations, plus the united states and canada. The organization is headquartered in the chateau de la muette in paris, france.

Countries most followed taxation styles

Regressive taxes

Low-income individuals pay a higher amount of taxes compared to high-income earners under a regressive tax system. That's because the government assesses tax as a percentage of the value of the asset that a taxpayer purchases or owns. Many also consider social security to be a regressive tax. Social security tax obligations are capped at a certain level of income called a wage base—$142,800 for the 2021 tax year and 147,000 in 2022. An individual's earnings above this base are not subject to the 6.2% social security tax.

The annual maximum that you can pay in social security tax is capped at $9,114.00 in 2021, whether you earn $147,001 or $1 million. Employers pay an additional 6.2% on behalf of their workers, and self-employed individuals must pay both halves on earnings up to the wage base. Higher-income employees effectively pay a lower proportion of their overall pay into the social security system than lower-income employees because it's a flat rate for everyone and because of this cap.

Proportional taxes

A proportional or flat tax system assesses the same tax rate on everyone regardless of income or wealth. This system is meant to create equality between marginal tax rates and average tax rates paid. Nine states use this income tax system as of january 2021: colorado, illinois, indiana, kentucky, massachusetts, michigan, north carolina, pennsylvania, and utah. Other examples of proportional taxes include per capita taxes, gross receipts taxes, and occupational taxes.

Progressive taxes

Taxes assessed under a progressive system are based on the taxable amount of an individual's income. They follow an accelerating schedule, so high-income earners pay more than low-income earners. Tax rate, along with tax liability, increases as an individual's wealth increases. The overall outcome is that higher earners pay a higher percentage of taxes and more money in taxes than do lower-income earners.

This sort of system is meant to affect higher-income people more than low- or middle-class earners to reflect the presumption that they can afford to pay more.

Estate taxes are another example of progressive taxes as they mainly affect high-net-worth individuals (hnwis) and they increase with the size of the estate. Only estates valued at $11.58 million or more are liable for federal estate taxes for 2021, although many states have lower thresholds.

As with any government policy, progressive tax rates have critics. Some say progressive taxation is a form of inequality and amounts to a redistribution of wealth as higher earners pay more to a nation that supports more lower-income earners. Those who oppose progressive taxes often point to a flat tax rate as the most appropriate alternative.

The table shows the percentage of tax revenue collected by world countries: -(amount in $)

Data Source	World Development Indicators				
Last Updated Date	**15-02-2022**				
	Tax revenue (% of GDP)	Taxes on international trade	Taxes on income, profits and capital gains	Customs and other import duties	Taxes on goods and services
Country Name	2019	2019	2019	2019	2019
Aruba					
Africa Eastern and Southern	18.16194611	7.833026			
Angola	9.381661562	2.872464	2.3E+12	5.529389	3.6E+11
Albania	18.14624801	1.500913	7.98E+10	2.111511	2.2E+11
United Arab Emirates	0.974042422	0.052523	0	0.010967	1.49E+1
Argentina	10.47592157	13.16423	3.41E+11	6.805558	1.21E+1
Armenia	22.28517099	6.017673	5.91E+11	6.524985	7.57E+1
Australia	23.41102892	3.101505	3.39E+11	3.499315	1E+11
Austria	25.58297784	0	4.87E+10	0	4.68E+1
Azerbaijan	14.21885265	3.705257	3.5E+09	9.47212	6.54E+0
Belgium	22.61269067	0	5.86E+10	0	4.85E+1
Burkina Faso	15.5000892	10.21772	4.43E+11	13.01742	8.06E+1
Bulgaria	20.22927868	0.030672	6.39E+09	0.054642	1.79E+1
Bahamas, The	16.70184741	18.33743	0	12.93779	1.63E+0
Bosnia and Herzegovina	20.10135331	0.045272	1.12E+09	0.010068	5.92E+0
Belarus	13.30150614	10.88158	1.29E+09	7.788691	1.18E+1
Brazil	13.73616364	1.989955	5.38E+11	4.210748	4.11E+1

Botswana	21.26655924	25.76652	1.53E+10	36.82022	8.57E+09	0.125512
Canada	13.26603193	1.259528	2.43E+11		5.84E+10	0
Central Europe and the Baltics	17.71111513	0				0.056362
Switzerland	9.775174718	0.884185	3.33E+10	1.607585	3.66E+10	0.054564
Chile	17.80244825	0.756073	1.61E+13	0.919564	2.01E+13	-3.70128
Cote d'Ivoire	12.03285483	24.89653	5.31E+11	13.09652	1.73E+12	16.52398
Colombia	15.07137014	1.420595	6.86E+13	2.396742	8.07E+13	2.072066
Costa Rica	13.44617903	4.952012	1.66E+12	3.245694	2.63E+12	3.000813
Caribbean small states		33.60136				0
Cyprus	23.44595321	0.166122	2.06E+09	0.276187	2.97E+09	3.911119
Czech Republic	14.69167311	0	3.12E+11	0	5.37E+11	0.054136
Germany	11.40498366	0	1.82E+11	0	2.14E+11	0
Denmark	34.28475613	0.057787	4.36E+11	0	3.14E+11	4.682709
Dominican Republic	13.3027786	5.662183	1.92E+11	5.351489	3.66E+11	1.254102
East Asia & Pacific (excluding high income)		2.900755				0.480173
Early-demographic dividend		4.797871				0.906775
East Asia & Pacific		2.751347				0.480173
Europe & Central Asia (excluding high income)	13.5916072	2.696551				0.085371
Europe & Central Asia	19.21249016	0.021757				0.344304
Euro area	19.22166095	0				0.83807
Spain	13.76409844	0	7.07E+10	0	1E+11	0.076092
Estonia	21.31778515	0	2.04E+09	0	3.87E+09	0
Ethiopia	6.661741322	15.18509	5.88E+10	13.9477	8.1E+10	0

European Union	19.73979636	0			
Finland	20.67066358	0	1.42E+10	0	3.46E+1
Fiji	22.67678013	19.36535	7.14E+08	15.61499	1.4E+0
France	24.55248632	-0.01119	2.98E+11	-0.01972	2.47E+1
Micronesia, Fed. Sts.	19.22771691	3.248546	66608445	7.75616	542376
Gabon	11.47952824	14.88062	5.64E+11	0	2.04E+1
United Kingdom	24.90676336	0.003953	2.57E+11	0	2.61E+1
Georgia	23.11733297	0.589854	4.35E+09	0.694719	6.75E+0
Ghana	12.0399791	10.13498	2.27E+10	12.60257	1.72E+1
Guinea-Bissau	9.462074358	18.22441	2.39E+10	14.74987	3.02E+1
Equatorial Guinea	9.258645454	1.608945	4.95E+11	2.492573	9.7E+1
Greece	26.1936671	0	1.56E+10	0	2.88E+1
Guatemala	10.45602392	4.571543	2.17E+10	4.351233	3.67E+1
High income	15.27768424	0			
Croatia	21.71184613	-0.00106	1.21E+10	-0.00192	7.74E+1
Hungary	22.47674709	0	3.06E+12	0	7.05E+1
IBRD only		3.040111			
IDA & IBRD total		4.277713			
Indonesia	9.75203683	2.05949	7.72E+14	2.386338	7.05E+1
Ireland	17.72946556	0	3.56E+10	0	2.57E+1
Iraq	1.336237224	0.893519	2.12E+12	25.65657	3.74E+1
Iceland	21.77637832	0.369829	2.89E+11	0.516749	3.38E+1
Israel	22.36139433	0.661843	1.45E+11	0.950865	1.53E+1
Italy	24.59169968	0	2.31E+11	0	1.77E+1
Jamaica	27.45394175	33.60136	1.92E+11	33.90206	1.69E+1

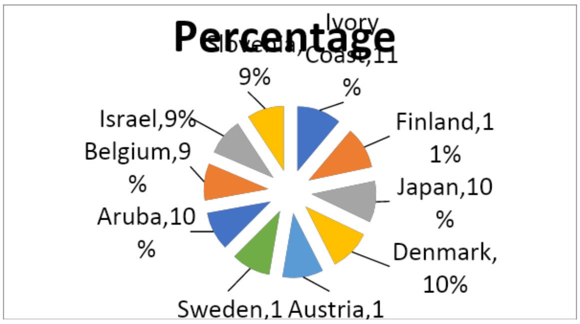
Jordan	14.81403832	3.567053	1.02E+09	5.909246	3.3E+09	1.052319
Japan						
Kazakhstan	11.78694274	18.60985	3.33E+12	4.529227	2.86E+12	0.004769
Kenya	15.07371418	7.833026	6.86E+11	6.966898	7.07E+11	0
Kyrgyz Republic	16.86406795	12.04975	1.94E+10	20.45095	6.3E+10	0.018211
Cambodia	19.73205527	10.62363	5.05E+12	13.12081	1.37E+13	0.058561
Kiribati	25.68359316	1.531281	21492096	7.513786	42881027	0
Korea, Rep.	15.19956653	1.418602	1.59E+14	2.632667	1.08E+14	3.188091
Latin America & Caribbean (excluding high income)	13.32125658	4.023698				1.092671
Lebanon	15.30226476	3.983882	4.58E+12	5.118672	4.88E+12	14.27412
Latin America & Caribbean	13.60836522	3.38375				1.092671
Sri Lanka	11.55618746	17.55741	4.28E+11	19.08335	9.72E+11	0.106477
Low & middle income		4.874941				0.607774
Lesotho	32.87902905	11.3484	4.05E+09	16.61699	5.32E+09	0
Late-demographic dividend		2.060584				0.481533
Lithuania	19.83117638	0	4.2E+09	0	5.48E+09	0.056362
Luxembourg	26.58150497	0	8.57E+09	0	7.16E+09	3.558515
Latvia	21.2707604	0.027717	6.23E+08	0.055811	5.87E+09	0.159343
Macao SAR, China	29.71209685	0	9.58E+09	0	1.21E+11	1.136134
Morocco	21.41784887	3.43884	9.78E+10	3.955987	1.33E+11	2.076659
Moldova	17.31036034	3.06989	6.86E+09	3.287458	2.77E+10	0.086716
Madagascar	10.53186462	11.89288	1.43E+12	16.57412	3.03E+12	0.330272
Mexico	13.14238535	1.461159	1.69E+12	2.062801	1.41E+12	0.906775
Marshall Islands	17.41610993	5.95582	16254000	22.44575	15189000	0.57325
Middle income		3.475852				0.59746

Timor-Leste	22.64204736	0.910723	3.8E+08	3.011403	690558
Sub-Saharan Africa (IDA & IBRD countries)		10.13498			
Turkey	16.52640111	1.371752	2.47E+11	2.565918	4.26E+1
Uganda	12.23637947	9.851756	5.48E+12	11.55714	8.69E+1
Ukraine	19.1961401	2.412451	2.17E+11	3.910495	5.16E+1
Upper middle income		3.06989			
Uruguay	18.15426823	3.291649	1.47E+11	5.645368	1.89E+1
United States	10.02110942	2.077593	1.96E+12	3.619983	9.59E+1
Uzbekistan	12.6953747	2.696551	1.63E+13	4.022228	4.8E+13
Vanuatu	17.63240325	8.09016	0	19.2254	1.47E+1
World	14.8658444	2.412451			
Samoa	26.17447743	7.544358	1.32E+08	10.86629	3.88E+0
South Africa	24.2186201	3.352417	7.73E+11	4.007183	5.08E+1
Zambia	16.67762266	5.870261	2.32E+10	7.062722	2.2E+1

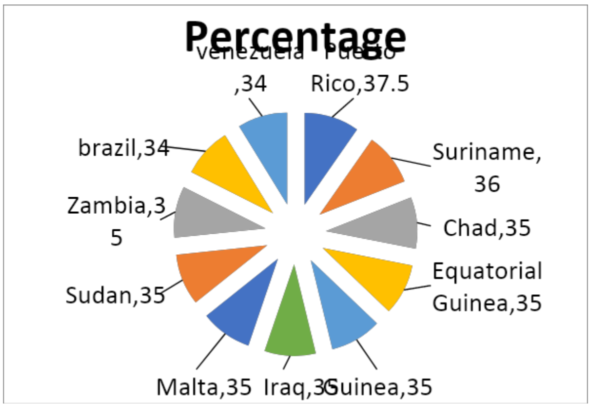
North Macedonia	17.08328108	2.957438	3.03E+10	4.98402	8.14E+1
Mali	14.50113837	9.878386	4.78E+11	11.91884	7.78E+1
Malta	25.50043859	0	1.76E+09	0	1.68E+0
Myanmar	6.439272829	2.791178	2.2E+12	6.843035	4.06E+1
Mozambique	26.89564274	5.343232	1.45E+11	5.939531	8.48E+1
Mauritius	19.94706375	1.182348	2.7E+10	1.387907	6.84E+1
Malawi	12.00398961	7.795172	4.61E+11	8.948129	4.37E+1
Malaysia	11.93304166	1.459307	1.23E+11	1.513382	4.82E+1
North America	10.29815281	1.668561			
Namibia	30.4636547	30.02724	2.29E+10	34.40117	1.32E+1
Nicaragua	17.5430986	2.595599	3.3E+10	2.713624	3.76E+1
Netherlands	24.02125317	0	9.89E+10	0	8.89E+1
Norway	23.16488583	0.207597	3.88E+11	0.393348	4.28E+1
Nepal	19.80906024	16.03056	1.88E+11	17.92326	4.24E+1
New Zealand	28.16393412	2.711517	5.76E+10	3.091699	3.06E+1
OECD members	15.48352595	0			
Other small states		6.478673			
Peru	14.5160313	0.940789	4.4E+10	1.287008	5.39E+1
Philippines	14.48847302	20.09523	1.16E+12	22.28945	8.6E+11
Palau	20.42450766	12.2842	11415000	24.82858	274470
Papua New Guinea	13.02172392	6.55755	6.07E+09	4.682166	3.94E+0
Poland	17.30089713	0	1.05E+11	0	2.86E+1
Portugal	22.20329347	0	1.89E+10	0	2.66E+1
Paraguay	10.00060649	5.792459	6.01E+12	10.23354	1.48E+1
Pacific island small states	22.33950951				

Post-demographic dividend	15.44146833	0				0.402392
Romania	14.60341017	0.021757	4.79E+10	0.044295	1.07E+11	-0.00397
Russian Federation	10.97512393	8.371756	9.45E+11	6.16977	8.02E+12	-2.8E-06
Rwanda	14.59419404	4.797871	5.77E+11	8.233745	6.7E+11	0
South Asia						
Saudi Arabia	7.400169998	1.874157	1.72E+10	7.896247	1.53E+11	3.457783
Singapore	13.23945299	0	3.25E+10	0	1.95E+10	14.55758
Solomon Islands	22.92684641	27.43068	1.01E+09	20.83327	6.57E+08	0.917357
El Salvador	18.071017	3.475852	1.88E+09	4.775229	2.72E+09	0.441782
San Marino	16.91273433	0.395044	1.09E+08	0.972856	1.16E+08	2.773057
Somalia	9.54766E-05	31.35432	11709330	58.36532	24959917	3.242814
Serbia	24.04973493	2.131214	3.43E+11	3.688287	9.12E+11	0.021322
Sub-Saharan Africa (excluding high income)		10.13498				1.281902
Sub-Saharan Africa		10.13498				1.281902
Small states		11.3484				0.125512
Slovak Republic	18.69515761	4.1E-05	6.62E+09	8.53E-05	1.1E+10	1.09E-05
Slovenia	18.27712444	0	2.34E+09	0	6.47E+09	0.184889
Sweden	27.30093102	0	2.52E+11	0	6.27E+11	29.94861
East Asia & Pacific (IDA & IBRD countries)		2.900755				0.480173
Europe & Central Asia (IDA & IBRD countries)	14.15366163	2.412451				0.085371
Togo	13.15518747	15.94329	1.19E+11	21.1994	3.05E+11	1.707987
Thailand	14.64765458	3.010332	1.03E+12	3.95273	1.33E+12	0.59746
Latin America & the Caribbean (IDA & IBRD countries)	13.6017573	3.38375				1.092671

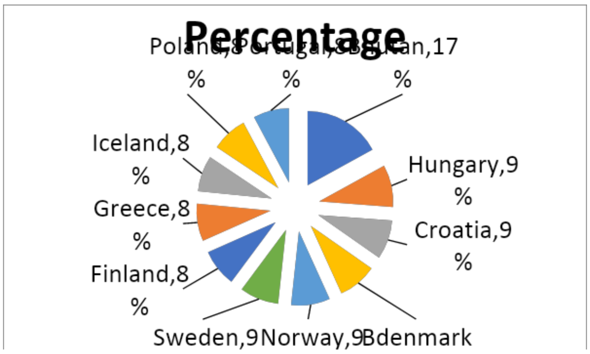
Top 10 countries with the highest personal income tax rates - trading economics 2021:



Top 11 countries with the highest corporate taxes - trading economics 2021



Top 11 countries with the highest sales taxes - trading economics 2021:



Conclusion:

Countries that offer very low tax rates for foreign investors are called tax havens. Tax havens generate government revenue by attracting a generous amount of capital inflow and imposing fees, charges, and low tax rates. The world's top ten tax havens are luxembourg, cayman islands, isle of man, jersey, ireland, mauritius, bermuda, monaco, switzerland, and the bahamas

No two national tax systems are alike

Taxes come in many forms, including sales tax, income tax, property tax, inheritance and estate taxes, excise tax, and more. Plus, tax rates and regulations vary greatly from country to country, and even within different parts of the same country. For example, most u.s. States charge some form of income tax, but an individual state's income tax rate may be anywhere from 1% to 13.3%. Moreover, seven states (alaska, florida, nevada, south dakota, texas, washington, and wyoming) do not collect any state income tax at all, and two more (new hampshire and tennessee) tax interest and dividend income, but not wages or salaries.

Similarly, most u.s. States charge a state sales tax, but some do not. However, states without a sales tax or an income tax may add or raise other taxes to make up for the deficit, such as implementing higher property tax rates. Finally, most governments that levy taxes charge different percentages based upon the amount of income or type of goods being taxed.

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Marketing strategies in sustainable development for indian regional rural consumers

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Abstract

The market scenario in india presents a unique phenomenon where there are two extremes viz, urban and rural market. The indian rural market with its vast size and demand base offers great opportunities to marketers. Two third of countries consumers live in rural areas and almost half of the national income is generated from here. The rural market forms an important part of total market in india, classified in around 450 districts and approximately 6, 30,000 villages. The indian rural market is not only large but also very much scattered. It exhibits linguistics, regional & cultural diversities & economic disparities. Marketing in this complex environment becomes a challenging task in order to formulate appropriate marketing strategies for rural market. The purpose of this research paper is to explore the potentials of rural markets and to formulate a strategy to tap such potential in the consumer goods sector in rural areas.

Key words:

Buying behavior, marketing strategies, rural consumers

Introdution

Rural marketing can be defined as a function which manages all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and services, and moving them to the people in rural areas to create satisfaction and a standard of living to them and thereby achieve the goals of the organization. The indian society is a complex social system with different castes classes, creeds and tribes. The high rate of literacy added to the inadequacy of mass media impedes reach almost to 80%of the india's population who reside in village. The old cliché about the real india being in its village has drawn increased no. Of marketers and advertising agencies to do market research regarding the 626,000 villages according to gis (geographical information system) based software are as rural consumers being far less homogeneous than their urban counterparts, it is not possible to merely extend urban products to rural markets? This problem is further aggravated if the regional variations in the rural markets considered.

Difference between urban & rural customer

Before discussing the topic, it is essential to understand the fact that traditional marketing tools & techniques used in urban areas are not applicable in rural context. The major fact is primary technology deterministic nature, which implies that technology is the primary factor determining cultural changes of a particular market place set-up. Firstly, india has traditionally been an oral collectivistic culture hence in a tribal society, communication is primarily oral. Secondly, the villagers are more conservative buyers than their urban counterparts. In an urban individualistic society, literacy rates are higher due to rapid industrialization provided by mechanized means. The urban man is therefore passive, individualistic in nature, being brought up on technology, primarily print i.e. Books. The linear nature of print technology therefore brings in passive, rational thinking on the part of the urban man. In contrast, in an illiterate collective culture, affiliation needs are stronger; therefore, a villager's highest priority is to identify himself with his tribe. In summary, the rural culture is by nature, non-linear, collectivistic & irrational unlike a linear, sequential & rational urban culture. Articulation of the rural villager's motivations and attitudes is difficult when exposed to rational means of testing.

Understanding rural consumers

Rural customers are fundamentally different from their urban counterparts, and different rural geographies display considerable heterogeneity, calling for rural specific and region-specific strategies. In an urban family, the husband, wife and often the children too involved in the buying process. But in a village, because women have very little contact with the market the male makes the purchase decision. Further, while an urban individual is free to take independent purchase decisions, community decision making is quite common in a village, because of strong caste and social structures and low literacy levels. Companies that have taken trouble to understand rural markets have tasted success.

Arvind introduced ready-to-stitch ruf&tuf jeans at rs 195, against the organized sector price range of rs 150-300. Distribution was critical issue. The product was made available in local retail outlets in locations with a population of up to 5,000. Village tailors were trained and provided with additional machine accessories required for stitching heavy denim cloth, as the success depended on the local tailor's finesse. In the first two months, demand crossed a million pieces and within 18 months five million kits were sold.

Understand rural people, their customs and traditions. Be respectful while dealing with them. Build relationships and sustain them. Exercise patience as rural people sometimes take more time in decision making than urban consumers. Business policies/ tools offer repayment facilities in installments; as credit default is socially not accepted into rural areas. Recognize that turnover and volume growth will come from the rural markets while the urban markets will provide the margins.

Rural marketing is a process of pricing, developing, promoting and distributing rural specific goods and services, leading to desired exchanges with rural customers to meet their needs and wants and achieve organizational objectives. Opportunities in rural marketing are as follows broad base of customers, internet & mobile phone usage increased, employment opportunities are increasing. Types of rural marketing are periodic markets, mobile traders. Marketing strategies in rural areas are rural market segmentation, competitive strategy, product strategy, pricing strategy. Literature

Review of literature

Pedhiwal et al (2011) found that advertisements, posters, free, extra quantity, low price, attractive packaging and personal sales were marketing strategies for rural consumers.
Ayyub and laddha (2012) concluded that low price,
Attractive promotion, availability of products, high quality, affordability, discounts and attractive packaging were strategies adopted for rural consumers.
Patel (2013) revealed that advertisements, personal sales, promotions, discounts, different size of packets, free coupons and easy availability of products were marketing strategies for rural areas.
Ramesh and kalaivani (2015) found that advertisements, hoardings, discounts, small size products, colourful packaging, low prices and availability of products were marketing strategies followed by companies in rural areas.
Tegwal and tegwal (2016) concluded that product, pricing, packaging, place and promotion strategies were important marketing strategies for consumers in rural regions.

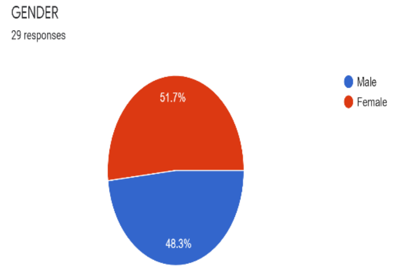
Objectives of the study

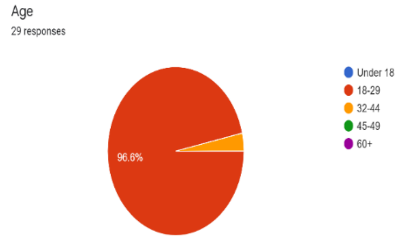
•to know the demographics and psychographics of rural consumers.
•rural marketing research tries to reveal the number of facts who buy why they buy, when they buy, the frequency to their buying and the source of their buying.
•to study opinion of rural consumers about market strategies for rural areas

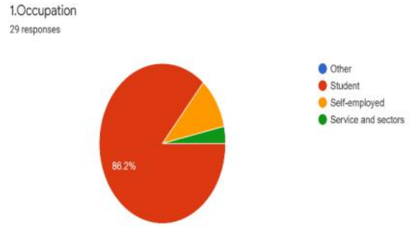
Research methodology

The data collected for the analysis of the topic is primary data, it is collected by the questionnaire. The link has been shared for different people belong to rural area. Secondary data is collected from research papers, printed articles, corporate magazines etc.., for the detailed analysis. Sample size for this research is 30 randomly and the data has been analysed in perc entail method and stated below

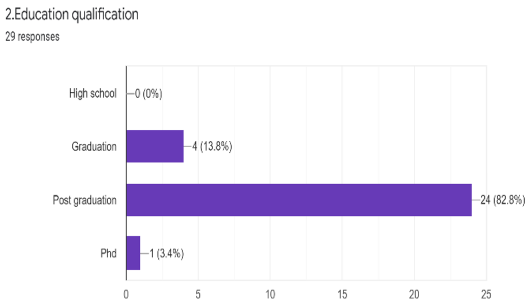
Data analysis

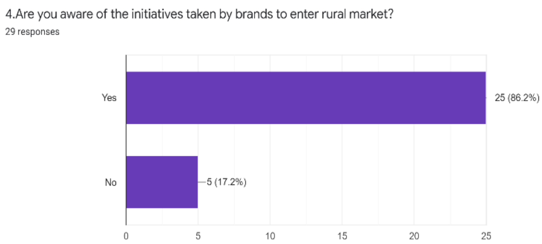


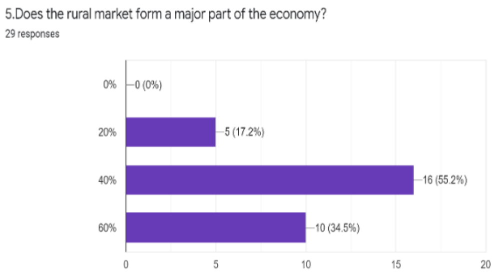


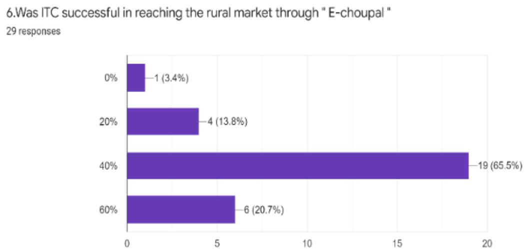


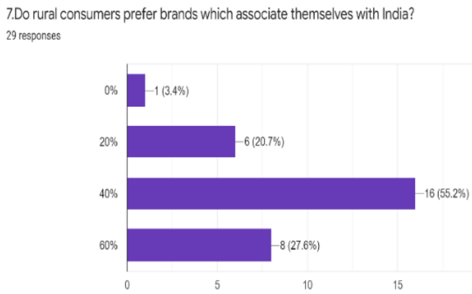

3.Are you aware of rural marketing practices by companies?
29 responses
Yes
No
Not much
20 (69%)
7 (24.1%)
3 (10.3%)
0
5
10
15
20

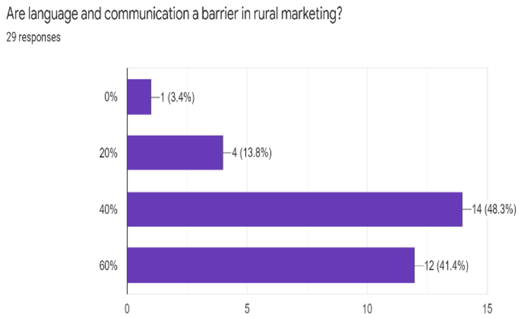

2.Education qualification
29 responses
High school
Graduation
Post graduation
Phd
0 (0%)
4 (13.8%)
24 (82.8%)
1 (3.4%)
0
5
10
15
20
25

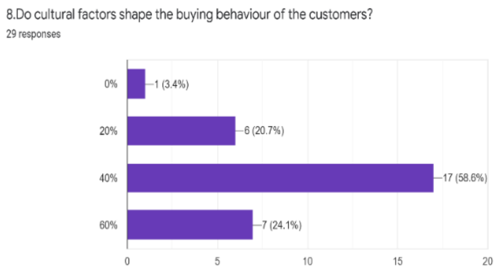

4.Are you aware of the initiatives taken by brands to enter rural market?
29 responses
Yes
No
25 (86.2%)
5 (17.2%)
0
5
10
15
20
25

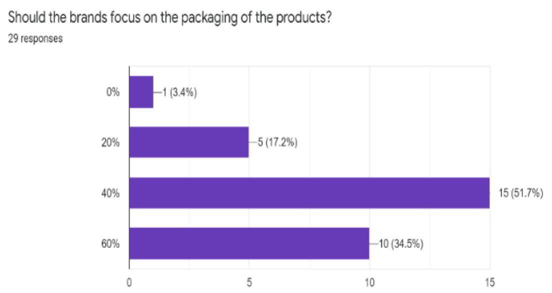

5.Does the rural market form a major part of the economy?
29 responses
0%
20%
40%
60%
0 (0%)
5 (17.2%)
16 (55.2%)
10 (34.5%)
0
5
10
15
20

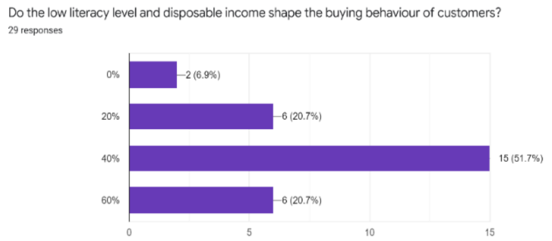

6.Was ITC successful in reaching the rural market through " E-choupal "
29 responses
0%
20%
40%
60%
1 (3.4%)
4 (13.8%)
19 (65.5%)
6 (20.7%)
0
5
10
15
20

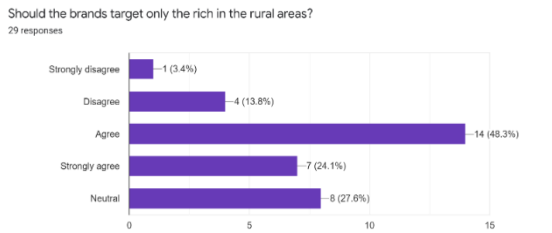

7.Do rural consumers prefer brands which associate themselves with India?
29 responses
0%
20%
40%
60%
1 (3.4%)
6 (20.7%)
16 (55.2%)
8 (27.6%)
0
5
10
15
20


Are language and communication a barrier in rural marketing?
29 responses
0%
20%
40%
60%
1 (3.4%)
4 (13.8%)
14 (48.3%)
12 (41.4%)
0
5
10
15


8.Do cultural factors shape the buying behaviour of the customers?
29 responses
0%
20%
40%
60%
1 (3.4%)
6 (20.7%)
17 (58.6%)
7 (24.1%)
0
5
10
15
20







Conclusion

Rural markets are for marketers with perseverance and creativity. The market is extremely attractive with its vast potential but also provides challenges. It is a high-risk area but with the promise of a large customer following as the prize for those who succeed. The key to reducing the risk is to understand the market the consumer needs, and behavior. The rural market is an area of darkness to indian entrepreneurs. An area which is vast in size but amorphous in detail. And yet, it represents the largest potential market in the country which encompasses over 80% of the population. Market structure in india is dichotomous having rural and urban markets. There is however no unanimity found in this concept. Rural markets are virgin markets and their size is compelling and attractive. Rural areas have different footing in these aspects and hence separate marketing strategies are necessary to penetrate into rural markets.

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CORPORATE BRANDING ON ORGANIZATIONAL PURCHASING IN SUSTAINABLE DEVELPOMENT–EFFECTS AND IMPLICATION POST COVID

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Abstract:
Industries and corporations in the b2b space have realized the importance of apportioning an extra amount towards brand building activities owing to globalization and availability of multiple alternatives. In this endeavor they ensure that

their brand offerings continue to remain as a "top of the mind" recall brand. It is obvious from the foregoing that brands are an important asset to an organization, though intangible. Specifically, in the b2b domain brand building exercises are not flaunted but subtly carried out. The role of brands and their moderation over the "buy-grid" is being discussed thread bare in this paper.

Key words: b2b space, brand offerings, globalization.

Introduction

Industries and corporations in the b2b space have realized the importance of apportioning an extra amount towards brand building activities owing to globalization and availability of multiple alternatives. In this endeavor they ensure that their brand offerings continue to remain as a "top of the mind" recall brand. It is interesting to note that with the advent of modern technology and the it revolution, nurturing and revitalizing brands is easier than before.

Objective of the study:

Through this paper this is an attempt is made to study the effect of brands in the b2b domain. The paper focuses on how the purchase pattern moderates with the influence of brands and the overriding factors that guide purchase decision. The role of brands and their moderation over the "buy-grid" is being discussed thread bare in this paper.

Corporate branding & its effect and implication

To start with, "brand is a promise to deliver", "brands are inspirational". "brands are intuitive". "brands are altruistic". Brands are not ephemeral. It is to be seen how these definitions moderate vis-à-vis corporate branding with specific reference to industrial products.

Consumers eat, smell, feel and hear brands. We start the morning by freshening up with a "colgate" dental cream and "lifebuoy gold" toilet soap followed by "kellogg's" cornflakes breakfast and down it with "nescafe". During this we listen to the "radio mirchi" and then we attire ourselves with "louis philippe" trousers and "van-heusan" shirts, of course with undergarments of "jockey".

Compare this scenario with industrial products. The concept of smell, feel, hear and eat pertaining to brands with respect to industrial products differ vastly. The buyer behavior as applicable to industrial products is scientific and rational. Analysis comparisons and reference checks precede the purchase decision. The influence of brands on the pre-purchase activity is far reaching and pervasive. Take the example of aircraft engines. Airbus industry and boeing is more comfortable to deal with, ge aircraft engines rather than an unknown manufacturer's offerings. Back home maruti suzuki is comfortable to deal with mrf tyres as compared to an unknown or unheard of tyre manufacturer's offerings.

Brand does play a decisive role in the purchase decision of industrial products. A typical purchase scenario in the b2b space involves various agencies playing their role to perfection during purchase process. How the brand influences the initiator, the influencer, the decision maker, the gate keeper and the user department over the buy-grid is explained in this paper. A buy-grid in the b2b space and the effect of brands is depicted in table 1.

Influence of brands - 'new task'

Take the case of a new task. The purchase activities include drawing up of specification for the required raw material, part or machinery in detail along with the approved makes (very essential if it is an accredited company or organization). Once the specifications are drawn, the enquiries are sent to the approved vendors soliciting their quotations. After receipt of the offer from the vendors the valuation process starts. The detailed technical analysis to check the compliance or otherwise with the specification is done. Any deviation if found would be loaded in terms of the rupee value and finally the price of the offered item is arrived.

Among the vendors who have offered and are subjected to this exercise the 'l1'(lowest bidder) is favored with the purchase order. In the whole exercise the brand subtly but surely plays a predominant role. The initiator only recommends 'the top of the mind' recall brand as his preferred choice. The influencer chips in and also contributes his/her share regarding the brand. The gatekeeper is an important person in the buyer behavior and has to be handled with care. Niceties, pleasantries and other sales promotional activities, apart from brand reinforcement activities are a must.

The marketing personnel of the vendor company should have met with these 'important persons' at regular intervals, kept them in good humor and spirits. Only then would he/she utter the name of your brand and, only then would he recommend your brand. The decision maker is rational and scientific in his approach. He indulges in a series of activities of comparison and reference checks, keeping at the back drop the 'top of the mind' recall brand. The user department would have the last laugh since he would have indicated his preferred choice of brand. The marketing personnel of the vendor company has his task defined and cut out. The integrated marketing communication activity as applicable to b2b space should be deployed. Letters of appreciation from existing users and instances of prompt service rendered along with regular up-dates on innovation and development, augments the promotion campaign thereby ensuring that the brand is retained as the top of the mind recall brand.

The visible ground efforts of brand promotion require the air cover of advertising. In the b2b space the typical brand promotion activity would include technical mailers and in-house bulletins along with data sheets, mailed regularly to the customers/prospects. Complementing, this is the personal selling activity. The sales executive or the regional manager or even the big boss make courtesy calls to check the level of customer satisfaction in case of existing customers for repeat purchases. In the case of prospects, this will lead to reinforcement of the brand offering & aides recall. Conduct of in-house seminars and participation in trade fair and exhibitions also helps build brands in the b2b space. New year and diwali freebies help reinforce brand recall.

Influence of brands - straight re-buy

The adage "once a customer always a customer" belies facts if brands fail to deliver. Across the domains this picture prevails. In the b2b sphere the customers are concentrated and few in numbers. The incidence of repeat purchase is high. So, what is the influence of brands and branding? Clearly the answer is it aides recall and helps loyalty reinforcement. The players in the purchase process are influenced to a large extent by the pre-sale's activity 'during the sale' activity and post-sale activity of marketing efforts of the suppliers. Complementing these efforts is the 'brand'. The brand instills confidence in the minds of the user and the decision maker. The brands spell quality and performance which has since been experienced. It is known that the brand is a promise to be delivered.

If the delivery has occurred the brand is reckoned as a power brand. Delivery and promise in the case of b2b includes such diverse parameters as compliance to specifications, output deliverables and performance measurements. If on all the three counts the previous supplies scores high, the brand building is successful. An illustration to augment the above is the engineering giant l&ts brand building exercise. An advertisement reads "we build things that make india proud". We all know the product portfolio of l&t. Right from glass manufacturing machinery to cement to low tension switchgear to medical electronics to it, the list goes on. Another advertisement of l&t reads "made in india used in china". These advertisements ensure that the brands in question are the only choice in the minds of decision maker. In fact advertisement is an integral part of any brand building exercise.

Influence of brands - modified re-buy

This scenario occurs only when there are major or minor changes in the specifications of the end-user / ultimate customer requirements. This is translated by the immediate or intermediate customer to the supplier. The supplier in turn checks into the required specifications to see if the requirements can be met in totality and if so, what are the implications on the cost parameter. This is the back drop. What is the role of brands in such a scenario? The brands play a powerful and dominating role in persuading the customer towards the offerings. The alternatives if any should not be in the scope of the consumers' mind set. The previous use experience (product performance and service offerings) augments the incidence of a brand being re purchased.

Modified re-buy occurs in the b2b space for anyone of the following.

I.where the customer increases the scope of supply thus warranting a change in the specifications.

Ii.compliance to norms of geo-political, politico-social and cultural nature results in changes in the original specifications. Recent example of this could be the harley davidson fiasco. On its wish to enter the indian markets they have run into rough weather due to the emission norms. They have requested the government of india, ministry of environment to waive the emission norms calling the motor cycle a highway motor cycle.

Iii.reduction in the scope of supply due to paucity of funds or any reasons.

What is the role of brands in this context? As has been discussed earlier brands aide re-call and re-enforcement. Again, the earlier use experience dictates the behavior of the re-purchase activity. Brands only augment the positive effects. Similarly negatives if any will also diminish the brand re-call. The manner in which the modifications are handled by the marketing personnel of the supplier company also determines the "re-call or otherwise" of the brand

Recommendations

An earnest attempt is made through the study, to recommend strategies that would facilitate organizations in its brand building exercise.

I.point of entry

In many product categories, there are nonusers who are likely to enter the category coincident with some life stage or life event. The idea underlying a point-of-entry strategy is

(a) to identify who will enter the category

(b) to determine when entry is likely and

(c) to direct their consumption to your brand.

Point-of-entry is analogous to a first-mover strategy, but here the user is new to the category rather than the product being new to the market.

The second condition needed to make point of entry a viable strategy, is the presence of high brand loyalty, that is, an ability to retain the people that are attracted to the brand. Such loyalty can be achieved by providing consumers with monetary incentives to sustain their brand use, as airlines do with their loyalty programs, or by providing a superior product on dimensions important to consumers.

Ii.personalized integrated marketing communications

A tailor made and exclusive marketing plan is drawn up similar to key account management – kam. Specific key accounts are chosen and ear-marked to be 'pampered' specially by top big-wigs of the supplier company. An example here would be the ministerial delegation chosen to play host to the recent visit of the malaysian deputy prime minister to promote india inc. An extension of india shining strategy. At the corporate level top-brass of the supplier company call on the top-brass of the customer company and invite them to lunch or dinner. Over dinner it is a subtle but sure brand re-enforcement activity at deployed.

Following this up is a visit by the top-brass of the customer company to an existing site of the supplier company to observe the products / brands at work.

Iii.life-cycle

Unlike the various stages in the product life-cycle a brand is evergreen, meaning that the brand remains to stay in spite of the product going obsolete. A clear example to illustrate would be the brand gestetner – the cyclostyle machine. The product and the service of cyclostyling has since been dead, buried and epitaph written due to technological obsolescence and invention of photocopying machine. The brand 'gestetner' continues to live invoking memories in the minds of consumers. If, presume, brand ‘gestetner’, were to come up with an extension offering like a photocopy machine, people would readily accept it. This is the power of brands which have been nurtured and taken care of. The point to drive home is the fact that brand building exercises once indulged in yields long term sustained results. With little bit of brand repositioning activity brand, gestetner, the photocopying machine would find ready acceptance in the market place.

Iv.brand intimacy

A brand that has customer intimacy as its primary means of deliberating value is integrated into the minds and behavior of its customers. Instead of merely selling a brand, a customer intimate brand offers a solution to a buyers’ problems and thereby forges a close relationship with buyer.

In an industry that often has the appearance of a commodity to consumers, brand british airway is striving to be customer intimate. When they recognized that their first-class transatlantic flight passengers’ primary objective was to sleep, british airways adjusted its services to provide an interruption-free flight. Premier fliers are given the option of being served dinner on the ground in a first-class lounge prior to takeoff, and once on-board pajamas are available, as well as real pillows and a duvet. Not ending its assistance once, the plane arrives at the gate. British airways offers break-fast, shower stalls, comfortable dressing rooms, and freshly pressed clothes to its highly valued customers.

The presence of multiple disciplines on which to compete does not imply that a brand should focus all its resources to excel in one. The conventional wisdom is that successful brands meet the industry standard in at least two discipline and one superior to competitors in performing the third. Dell computers for instance whose discipline is operational excellence would not likely be a leader in the pc market, if its brand of computers were of poor quality or if it were out of touch with its customers.

Conclusion

It is obvious from the foregoing that brands are an important asset to an organization, though intangible. Specifically, in the b2b domain brand building exercises are not flaunted

But subtly carried out. The following brand insights fortifies the contents of this paper.

“products might leave our factory by the thousands a day, but brands are sold one at a time, and they are sold by f-e-e-l-i-n-g-s.” Daryl travis – ceo brandtrust

“branding is not about getting your prospects to choose you over your competition, it” s about getting your prospects to see you as the only solution to their problem.” Rob frankel – brand expert.

Table 1

Effect of branding over various buying situations and phases

Phases	New Task	Modified Rebuy	Straight Rebuy
1. Problem recognition buyers;	Anticipate Problem: use advertising and creative sales people to convince buyers of problem-solving capabilities.	In supplier: maintain quality/service standards: out supplier: watch for developing trends.	In supplier: maintain close relationship with users and out supplier: Convince firm to Reexamine alternatives.
2. Solution determine-nation	Provide technical as-sistance and infor-mation	In supplier and out supplier: stress capa-ability, reliability, and problem-solving capabilities	Same as Phase 1
3. Determin ing needed item	Provide detailed product/service information to decision makers.	Same as phase 2	Same as phase 1
4. Searching for and qualifying supplier	In supplier: maintain dependability: out supplier: demonstrate ability to perform task.	In supplier: watch for problems; out supplier; demonstrate ability to perform task.	Same as phase 1
5. Analyzing proposals	Understanding details of customer problem/ needs; make timely proposals.	Understand details of customer problem/needs: make timely proposals.	Make timely proposals.
Effect of Branding	Aides Recall Search for alternate Brands. Influence of Word of mouth if any.	Reinforces & Aides Recall No search for alternate brands since use-satisfaction prevails. Otherwise search for alternate brands.	Reinforces & Aides Recall No search for alternate brands since use-satisfaction prevails Otherwise search for alternate brands

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A STUDY ON GRADUATE STUDENT'S PERCEPTION ON THE MOBILE PAYMENT SERVICES IN ANDHRA PRADESH.

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Abstract

During the covid epidemic, the digitalization drive in payment systems has made amazing progress since demonetization. The current study looked at primary data from 222 graduate students in the ananthapur region of andhra pradesh to see how they felt about digital payment methods interested to examine particularly about the awareness level of digital payments among people in the present indian setting due to the intriguing developments that are currently taking place. It provides insights which will lead to wider digital payments acceptance of and use, to the extent that digital payments ultimately becomes a preferred medium for economic transactions in india.

Keywords:
Digital payment methods, student's perception, digital wallets

Introduction:

Digital payments are transactions that take place entirely digitally or online, without the need for a physical exchange of funds. This means that both the payer and the payee exchange money via electronic means.

The indian government has taken a number of steps to promote and support digital payments in the country. The government wants to build a "digitally empowered" economy that is "faceless, paperless, and cashless" as part of its "digital india" push. Digital payments come in a variety of forms and approaches.

Don't waste any paper. Make the switch to paperless. Go cashless, since cashless transactions contribute to a brighter india. Support advanced india by going cashless. Don't worry, you can pay on the internet. These are some of digital india's slogans. Digital india is a government-driven initiative sponsored by prime minister narendramodi to reduce the indian economy's dependency on money. The prime minister promotes digital payments with the slogan "yes to digital payments, no to cash" (the economic times, 2019). All economic activities are supported by payment systems, which are social infrastructures. When individuals or organisations engage in economic transactions, such as the purchase and sale of commodities and services, the values of those transactions must be settled. Prior to the invention of cash, all transactions were conducted through the barter system, which involved the exchange of commodities or services.

All commodity and service clearances were influenced or settled down with the payment of cash when the concept of cash was introduced. Cash was used for a major portion of the transactions. In recent years, the government has offered significant incentives to encourage as many people as possible to join the banking system. The government of india built the digitally empowered economy, such as the 'faceless, paperless, and cashless' economy, through the 'digital india campaign.' in current era of digitization, the importance of digital payments has a particularly broad reach in india. Demonetization has also posed a challenge to everyone to choose a digital means of payment because to the limited cash supply.

Review of literature:

In a study on customer perceptions of digital payment options, singh, s., and rana, r. Discovered that consumer perceptions of digital payment have a significant and favourable impact. Influence on digital payment adoption anova and frequency analysis were used in this investigation. According to the findings, there is no substantial difference in consumer opinion based ongender, age, profession, and annual income of respondents are all demographic characteristics.(open access journals, n.d., study on consumer perception of digital payment mode).a study on consumer preferences and satisfaction was done by singh, s srivastava, and n sinha.m-wallets among north indian consumers, and a study revealed a solid link between the two. Perceptions, preferences, and satisfaction of customers.(singh et al., 2017).in their investigation, m sudhir and p narayanamma discovered that the majority of respondents agreed with the statement. Advantages of mobile wallet/digital payment in goods purchases, enhancing quality when compared to traditional approaches, it is more beneficial in making decisions and purchasing things. (sudhir et al.,2018)r goel, s sahai, and et al. Conducted a study on consumer perceptions of digital transactions and discovered that, as a result of enhanced technology infrastructure and favourable regulatory developments, the use of digital payment transactions has increased. (goel et al., 2019)in his study, m somasundaram found that the digital payment system should be reinforced in order to increase the safety and security of consumer financial transactions, as well as streamlined and made more user-friendly. (dr.m. Somasundaram, 2020). Internet connectivity concerns and payment restrictions for large sums are two of the most common problems with digital payments, (dr.m. Somasundaram, 2020)

Objective of the study:

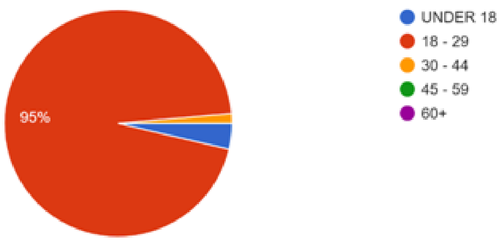
1.to study the factors that influence adoption of digital payment system.
2. To know whether the students are aware about digital payment system.
3.to understand how students perceive digital payment system.
4.to understand various risk and challenges faced by students due to digital payment system

Methodology:

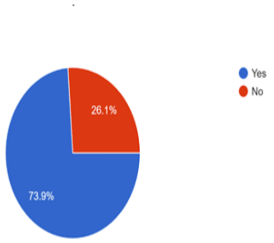
The purpose of this study is to individually and collectively analyse the influence of demographics on the level of awareness of digital payment services among students in andhra pradesh including gender, age, and monthly expenses. To achieve this goal, we used a quantitative approach using a questionnaire survey. The primary data for this study were 222 students from various universities in andhra pradesh, both public and private universities. The participants were asked to provide their assessment of the level of awareness of digital payment services

Data analysis & interpretation:

Age group:



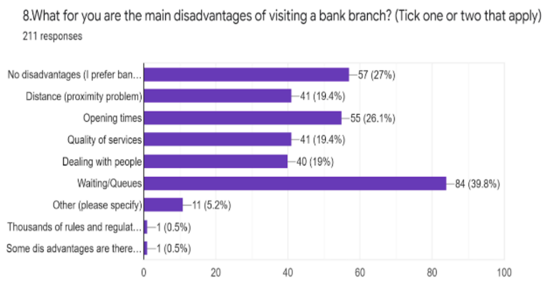
❖ 95% of the students are age group between 18-29.



The above pie chart describes how many students are using internet banking.

□73.9% of the students are using internet banking.

□26.1% of the students are not using internet banking.



The above chart describes about the disadvantages of visiting a bank branch of individual student responses.

□ 27% of the students are preferred to choosing as a banking in person.

□ 19.4%of the students are having distance problems.

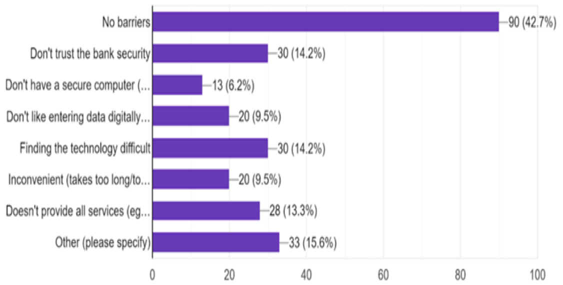
□ 26.1% of the students are having problem in opening times.

□ 19.4% of the students are having problem in quality of services.

□ 19% of the students are having problem in dealing with people.

□ 39.8% of the students are having problem with waiting.

□ 5.2% of the students are having problem in thousands of rules and regulations.



Barriers of online banking

□ the above chart describes about the barriers of online banking.

□ 42.7% of the students said that there are no barriers.

□ 14.2% of the students said that don't trust the bank security.

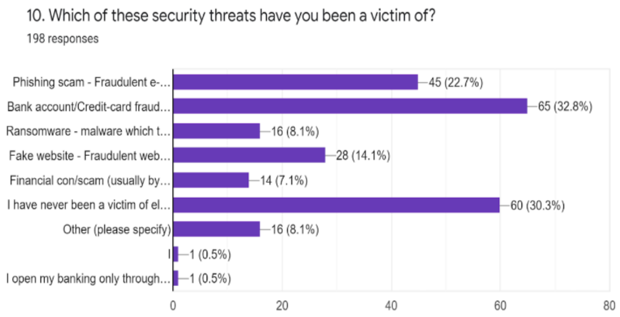
□ 6.2% of the students said that don't have a secure computer.

□ 9.5% students said that don't like entering data digitally.

□ 14.2% of the students said that to findings the technology difficult.

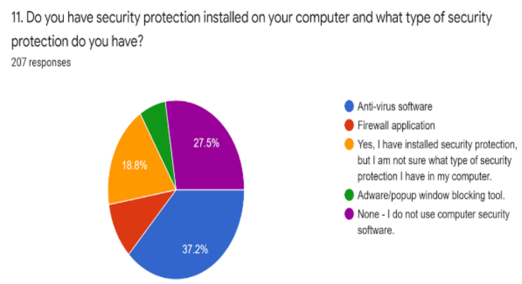
□ 9.5 of the students said that it is inconvinent.

□ 13.3% students said that it doesn't provide all services.



The above chart describes about the security threats.

- 22.7% of the students are said that phishing scam - fraudulent e-mail pretending to be from a bank (or other legitimate business) and asking for you to log in or give your bank account details or security questions.
- 32.8% of the students said that bank account/credit-card fraud - your credit card number has been stolen or money has been transferred or used without your permission.
- 8.1% of the students said that ransom ware - malware which typically locks you out of your computer until you give financial payment (or credit card details) to regain control of your computer.
- 14.1% of the students said that fake website - fraudulent website that may look like the legitimate bank, asking to click the link and provide information.
- 7.1% of the students said that financial con/scam (usually by email) - e.g. Winning a lottery or being told you have inherited money and asked to provide financial information.
- 30.3% of the students said that i have never been a victim of electronic/digital fraud.
- 16.81% of the students said that different opinion's like they opened their account in only trusted platforms.



The above charts describe about the security, protection installed on any computer.

- 37.2% of the students are having problem with anti-virus software
- 27.5% of the students are having problem with don't use security software.
- 18.85 of the students are installed security protection, but they don't have sure what type of security protection is there on their computer

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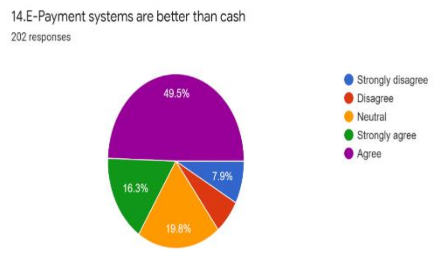
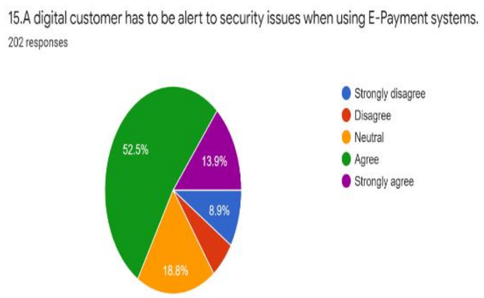
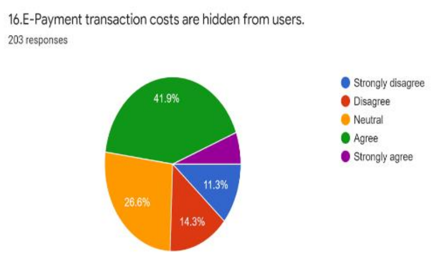


- the above chart describes about the e-payment systems are better than cash.
- 49.5% of the students are agree with the e-payment systems are better than cash.
- 19.8% of the students are neutral with the e-payment systems are better than cash.
- 16.3% of the students are strongly agree with the e-payment systems are better than cash.
- 7.9% of the students are strongly disagree with the e-payment systems are better than cash.

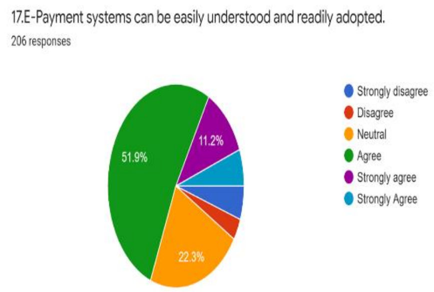


The above chart describes about the digital customer has to be alert to security issues when using e-payment systems.

- 52.8% of the students are agree with the digital customer has to be alert to security issues when using e-payment systems.
- 18.8% of the students are neutral with the digital customer has to be alert to security issues when using e-payment systems.
- 13.9% of the students are strongly agree with the digital customer has to be alert to security issues when using e-payment systems.
- 8.9% of the students are strongly disagree with the digital customer has to be alert to security issues when using e-payment systems.

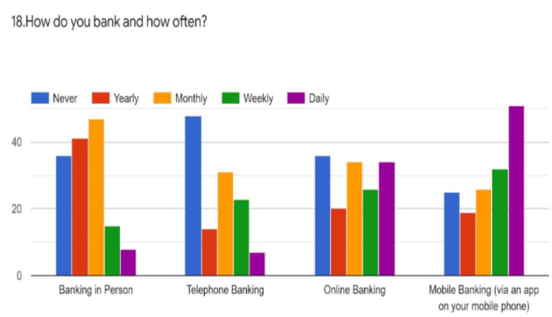


- the above chart describes about the e-payment transactions costs are hidden from users.
- 41.9% of the students are agreeing with the e-payment transactions costs are hidden from users.
- 26.6% of the students are neutral with the e-payment transactions costs are hidden from users.
- 14.3% of the students are disagreeing with the e-payment transactions costs are hidden from users.
- 11.3% of the students are strongly disagreeing with the e-payment transactions costs are hidden from users.



The above chart describes about the e-payment systems can be easily understood and readily adopted.

- 51.9% the students are agreeing with the e-payment systems can be easily understood and readily adopted.
- 22.3% of the students are neutral with the e-payment systems can be easily understood and readily adopted.
- 11.2% of the students are strongly agree with the e-payment systems can be easily understood and readily adopted.



The above chart describes the online banking. Banking in personoonline banks often offer higher interest rates on your savings products and high-interest checking accounts. ... Since you do not visit the branch in person, you can keep the same account no matter where you go. Some online banks may offer additional rewards that you cannot find at your local bank.

45% of the students said that banking in a person is monthly..

Telephone banking:
Telephone banking is a service provided by a bank or other financial institution, that enables customers to perform over the telephone a range of financial transactions which do not involve cash or financial instruments (such as cheques), without the need to visit a bank branch or atm.
48% of the students said that telephone banking is never.

Online banking:
Banking online means accessing your bank account and carrying out financial transactions through the internet on your smartphone, tablet or computer. It's quick, usually free and allows you to do tasks, such as paying bills and transferring money, without having to visit or call your bank.
46% of the students said that the online banking is never.

Mobile banking (via an app on your mobile phone):
Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Mobile banking is dependent on the availability of an internet or data connection to the mobile device.
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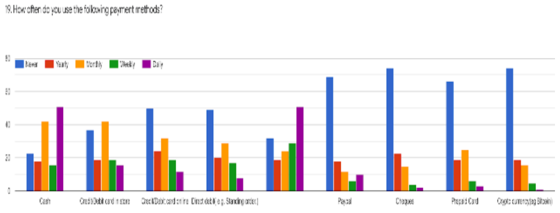
41% of the students said that the mobile banking is daily.



The above chart describes about the payment methods.
Cash:
Cash is legal tender currency or coins that can be used to exchange goods, debt, or services. Sometimes it also includes the value of assets that can be easily converted into cash immediately, as reported by a company.
50 students said that cash is daily.
credit/debit card in store:

A stored value card, or gift card, is a type of electronic bank debit card. Stored value cards have a specific dollar value pre-loaded to them. Credit card networks, bank card issuers, and retail merchants provide these cards as a way to provide non-cash payment cards to the public for a variety of purposes.

40 students said that the credit /debit card in store is monthly.
direct debit (standing order.):
A direct debit is an agreement between you and the organisation you're paying, which allows them to take money out of your account at regular intervals. ... A standing order is an automatic regular payment but the amount is fixed
45 students said that the direct debit is never.
paypal:
Paypal is an electronic commerce company that facilitates payments between parties through online transfers. Paypal allows customers to establish an account on its platform, which is

connected to a user's credit card or checking account. Once identification and proof of funds are confirmed, users can begin sending or receiving payments to and from other paypal accounts online or through the company's app.

□paypal is an online payment platform that offers individuals and businesses low-cost services. Offers a variety of related services including debit cards for payments, credit card readers for small merchants, and lines of credit.

□paypal is considered a very secure method of sending payments online.

□70 students said that the paypal is never.

□cheques:

A cheque is a bill of exchange in which one party orders the bank to transfer the money to the bank account of another party. It is a negotiable instrument that is covered under the negotiable instruments act, 1881. There are three parties involved in the transaction – the drawer is the person who writes the cheque, the drawee is the bank that has to transfer the funds and the payee is the person in whose name the cheque has been issued. A cheque can be issued against a savings account or a current account.

□75 students said that the cheques are never.

Prepaid card:

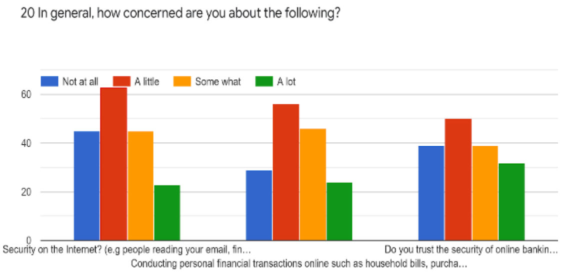
A prepaid card is a card you can use to pay for things. You buy a card with money loaded on it. Then you can use the card to spend up to that amount. A prepaid card is also called a prepaid debit card, or a stored-value card. You can buy prepaid cards at many stores and online.

□65 students said that the prepaid card is never.

Crypto currency(bitcoin):

Crypto currency is a digital payment system that doesn't rely on banks to verify transactions. It's a peer-to-peer system that can enable anyone anywhere to send and receive payments. Instead of being physical money carried around and exchanged in the real world, cryptocurrency payments exist purely as digital entries to an online database describing specific transactions. When you transfer cryptocurrency funds, the transactions are recorded in a public ledger. Cryptocurrency is stored in digital wallets.

□73 students said that the crypto currency is never.



The above chart describes about the individual decisions of the students

□ security on the internet:

There are several internet security products and solutions available to help keep your internet usage secure. Antivirus software products, which protect devices from attacks by detecting and eliminating viruses.password managers, which help store and organize passwords through encryption.

□42% of the students said that security on the internet is somewhat.

□conducting personal financial transactions online such as household bills, purchases or services online:

Online banking typically offers bank statements, electronic bill payment, funds transfers between a customer's checking and savings accounts (or to another customer's account), loan applications and transactions, and purchasing or sales of investments, all of which allow customers to maintain their accounts without ...

□58% of the students said that conducting personal financial transactions online such as household bills, purchases or services online is a little.

□do you trust the security of online banking services:

Security in banking sector transactions is to protect customer assets. As more people go cashless, activities are done through online checkout pages and physical credit scanners. ... It also greatly harms the bank while they attempt to recover the data.

- 50% of the students they said that they trust the security of online banking a little.

Findings:

- as per the findings all the respondents had heard about digital payments.
- as per the findings all the respondents knew the purpose of digital payments.
- as per the findings most of the respondents about 75% were aware about the functioning of banking cards, followed by e-wallets 43%, upi 41%, neft 35%, rtgs 33%, ussd 9% and aeps by 6% indicating that still respondents are not aware about the functioning of various modes of digital payments.
- electronic payments are much faster than the traditional methods of payments such as cash or cheques
- the digital payment provides higher payment security.
- electronic payments can help you to provide convenient payment experience to your customers. It allows your customer to purchase goods on credit by offering them with the pay later facility. Instead of sending constant reminders for payment to your customers, you can automatically collect money after a specific period.

Suggestions:

•i suggest to provide awareness regarding functioning of various modes some small workshops should be conducted by the service providers to enhance digital payments. Capacity building and digital literacy programs should be arranged at free of cost.

•businesses may save money, increase efficiency, and enhance cash flow by using digital b2b payments. Digital payments will become easier to use and embrace with frictionless onboarding for businesses and fast access to funds via virtual cards and mobile wallets. It's not only about making the transaction easier; it's about providing a quick, simple, and secure user experience.

•more complicated transactions, such as finance and insurance, should be added to digital payments. Rather to merely charging clients for a goods, businesses could provide a loan or spread the payments out over a longer period of time. In addition, digital payments could be integrated into additional devices—your kitchen or workplace equipment might order supplies for you.

•consumer behaviour is changing as a result of digital payments, and the customer experience is improving. Integration of digital payments in chat apps like whatsapp, wechat, and snapchat, as well as social media platforms like instagram, is one example. One of india's leading shops is now offering its services and products through whatsapp, with payments made through digital channels.

Conclusion:

Using demographic data, this study looked into the factors that influence student knowledge of digital payment systems in andhra pradesh. This study focuses on gender perceptions, age perceptions, and monthly expenses perceptions in particular. The results of a data analysis involving 222 students revealed that demographic variables such as gender, age, and monthly expenses had no significant impact on student awareness of digital payment systems. The findings of this study can help by providing empirical data about the level of knowledge of andhra pradesh students about digital payment services based on demography variables and their impact on student awareness in andhra pradesh. Furthermore, the findings of this study can be used to gain insight into digital payment service providers in order to improve student happiness and knowledge of these services.

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A STUDY ON VIRTUAL RECRUITMENT AND TRADITIONAL RECRUITMENT PROCESS FROM EMPLOYEE PERSPECTIVE

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Abstract
Due to the impact of corona virus, the business realised and discovered that several human resource management approaches and methods are no longer functional and relevant. For example, an increasing number of organisations are actively seeking, hiring, and on boarding people without ever meeting them in person. Traditional hiring methods are no longer effective, and recruitment teams are faced with the task of performing a very human function using just digital tools. Virtual hiring makes closing positions and recruiting people more difficult. As a result, this study is an attempt to examine the problems as well as the benefits to employers of implementing innovative approaches for hiring people.
Keywords:

Virtual, virtual recruitment, employer perspective, challenges

Introduction

A process of identifying, evaluating, and selecting candidates for a certain employment post or other purposes is known as recruitment. The primary goal of conducting a recruitment action is to locate a new candidate for an open job position, but the most important goal is to find a new candidate for an open employment position. Finding the most qualified applicant with relevant capabilities that can help the firm grow performance to get a competitive edge, normally, the recruitment process is carried out manually, with candidates meeting with the recruiter face to face. Candidates' personalities can be discovered using this method, and the recruiter can make decisions based on the results. Finding as the demand for such services grew, so did the difficulties in detecting them candidate qualities are manually entered by the recruiter. To put it another way, the market has changed. As a result of the conventional needs, the skill set required of employees has increased. It is a recruitment approach that presents a challenge to the firm in achieving the goal of hiring the best candidate.

Literature review:

Virtual recruiting has been raised in the market as a result of the requirement. Virtual recruitment is a new technology that aids in the selection of an organization's most valuable resource, which is human capital (boscai, b. G. 2017). It had been more than a decade since standard recruitment had been extended to virtual requirements. According to prior study, companies who want to switch from traditional to virtual recruitment must go through four stages. These stages are based on time and process integration. The introduction of an isolated solution for personal activities is the initial stage of virtual recruitment. During this stage, the applicant's information will be saved in the system, and the applicant will be able to readily discover available employment positions that are listed on the company's website or other sources, as well as information about those job positions. Can be recognized the next stage is the development of a management system that can combine all of the information. Applicant. At this point, the organization has identified a suitable candidate and is ready to move further accept the candidate's application for the open post. The third and final stage is linked to the efficiency of an information system. This step aims to improve the flow of information. To achieve a seamless recruitment process, information between the organisation and the candidates is required as a result of the selection of an external service. (gavin, j., nguyen, a., plasek, e., stathopoulos, s., buhlmann, p., tonks, i., & roberts, c. 2020).
One sort of virtual recruitment tactic is the creation of a website. The creation of a website allows anyone who is interested in or looking for work to refer to the details of a job opening.

To ensure that candidates receive accurate information, websites must be updated on a regular basis. This will help to avoid any misunderstandings between the candidate and the recruiter. The final strategy is to recruitment boxes have been constructed to allow people to openly apply for job positions. In addition, it as a gesture of welcoming all individuals, the number of possible candidates will rise, and the number of candidates will rise. The likelihood of hiring a good employee will also rise (boscai, b. G. 2017). To summarise, virtual recruiting enables the recruitment process to take place without the need for face-to-face interaction and can even be conducted over large distances, allowing recruiters and candidates to be located in various locations. The advent of virtual recruiting benefits the organisation not only in terms of picking the best candidate, but also in terms of carrying out the recruitment process under various situations, particularly during the covid-19 invasion (gravili, g., & fait, m. 2016).

Research methodology & objectives:
A) to study the virtual process of recruitment process
b) to study the challenges, advantages, difficulties, and outcomes of virtual recruitment.
C) to understand the effectiveness of e-recruitment in the current pandemic situation. The purpose of the recruitment process is outsourcing firms primarily use e-recruitment strategies to find people for their clients, particularly in the present pandemic crisis.

The present study is based on primary data collected from it employees. A well-structured questionnaire was constructed and data was collected via google forms. Microsoft excel was used in the study to conduct statistical tests
Analysis and interpretation:
Majority of the companies are following online interview process because of this pandemic situation.
In the interview process most of the companies are going for interview process rather than

aptitude test, written test or any other technical tests.
Along with these the respondents gave information on likert point scale. And that was interpreted as follows.

Data analysis:

Which of the sources of used in recruitment and selection process?
A. Internal
B. External
C. Both

Options	Internal	External	Both	Total
Responses	2	8	24	34
Percentage	10%	35%	55%	100%

Interpretation:
It was found that about 55 % of the recruitment and selection is done both by internal and external sources, while as external sources are used more than the internal sources. Employees are hired mostly from external sources like job portals, consultancy etc.
Which of the following methods did you use in recruitment?
A. Employee references
B. Advertising local & national papers
C. Govt. Employment exchange
D. Professional bodies
E. Recruitment consultancy

Methods	Responses	Percentage
Employee references	18	52%
Advertising local & national	3	3%
Govt. Employment exchange	4	4%
Professional bodies	6	6%
Recruitment consultancy	12	12%

Interpretation:
From the above chart out of the 100 % you can see that methods people are mentioned their perception from employee references 52% people are use in recruitment, advertising local & national papers 3% people are use in recruitment, govt. Employment exchange 4% use in recruitment, professional bodies 6%, recruitment consultancy 12% use in recruitment.

Identify the source from where you come to know about the job
A. Advertising
B. Consultancy
C. Personal reference campus
D. E- recruitment
E. Others

	Percentage
Advertising	11%
Consultancy	1%
Personal reference campus	29%
E- recruitment	8%
Others	11%

Interpretation:
From the above chart out of the 100 % you can see that where people are getting information about the jobs now we can see that through the advertising 11% people are getting, through the consultancy 1 %, through the personal 29%, through the e –recruitment 8%, through the others 11% getting.

Is the most important quality the organization looks for in a candidate.

A. Knowledge
B. Past experience
C. Optimistic nature
D. Discipline
E. Team work ability
F. Others

	Percentage
Knowledge	69%
Past experience	8%
Optimistic nature	1%
Discipline	5%
Team work ability	14%
Others	1%

Interpretation:

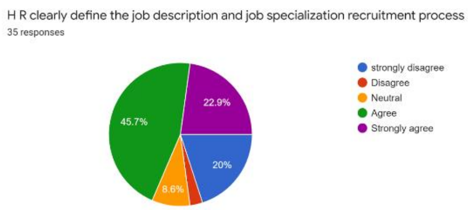
From the above chart, out of 100 % most quality they will see in every employee 69% people are interested, 8% past experience, 1% optimistic nature, 5% discipline ,14% team work ability, 1% others people will be showing

Which of the following methods did you face in your interview process?
Interpretation:

From the above chart, out of 100 percentages you can see that employees more number of people 45% faced aptitude test , 40% employees faced in written test ,25% employees faced in practical test ,20% employees are faced in any other.

Hr clearly define the job description and job specialization in recruitment process

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

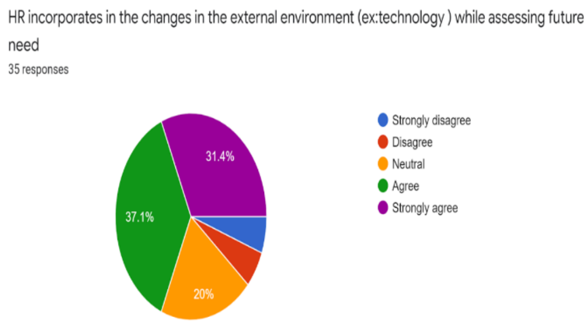


Interpretation:

I was found that about 45% the employees strongly agree that hr define the job description and job specialization in the recruitment and selection process.22% employees are strongly agree for this, 20% employees are agree for this, 8% employees are neutral in this.

Hr incorporates in the changes in the external environment (ex: technology) while assessing future need

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

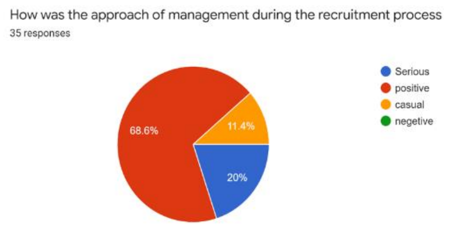


Interpretation:

Above graph interprets briefly about the hr changes in the external environment while assessing need for that 37% employees agree for that, as well 31% employees strongly agree for this, this chart will show the how much percentage for all.

How was the approach of management during the recruitment process?

a) Serious
b) Positive
c) Casual
d) Negative

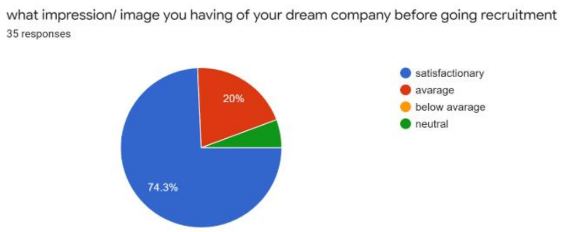


Interpretation:

Above chart will explain the approach of management during the recruitment process 68% of the employees are says positive, 11% casual,20% employees serious.

What impression / image you having of your dreams company before going recruitment

A. Satisfactory
B. Average
C. Below average
D. Neutral

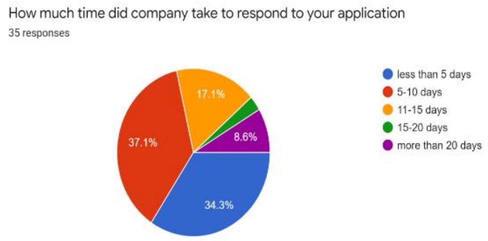


Interpretation:

From the above chart out of total 100 percentage you can see 74% of employees are having dream company before going interview ,20 percentage employees are average having.

How much time did company take to respond to your application?

A. Less than 5 days
B. 5-10 days
C. 11-15 days
D. 15-20 days
E. More than 20 days

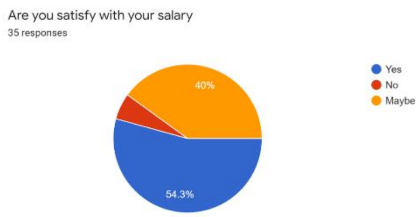


Interpretation:

Fit was found that about 37 percentage employees are saying time will take 5-10 days ,34 percentage employees are saying that less than 5 days will taking, apart from employees saying before 11-15 days .

Are you satisfy with your salary

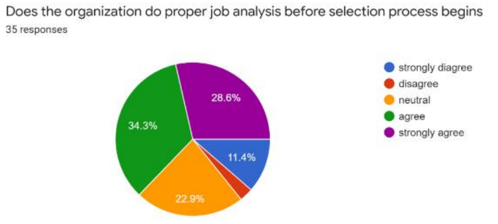
A. Yes
B. No
C. May be



Interpretation:

From the above chart we take satisfy with their salary in that 54 percentage employees are strongly saying satisfy 40 percentage employees are un satisfy with their salary.

1) Does the organization do proper job analysis before selection process begins
   A. Strongly disagree
   B. Disagree
   C. Neutral
   D. Agree
   E. Strongly agree

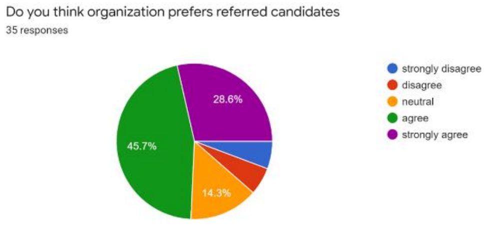


Interpretation :

Above graph interprets briefly about the organization will do the proper analysis before selection process begins in that 34 percentage agree ,28 percentage employees are strongly agree , apart from employees in neutral.

Do you think organization prefers referred candidates?

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

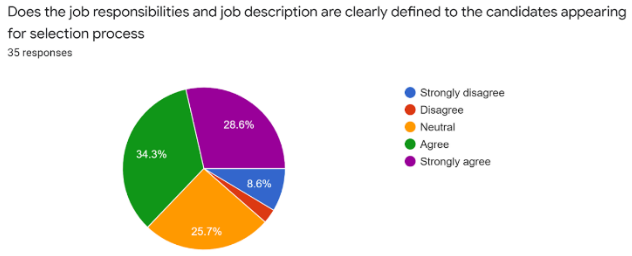


Interpretation:

From the above chart you can see that, more employees are agreeing for that organization prefers referred candidates , 26 percentage employees are strongly agree , some employees saying neutral.

Does the job responsibilities and job description are clearly defined to the candidates appearing for selection process?

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

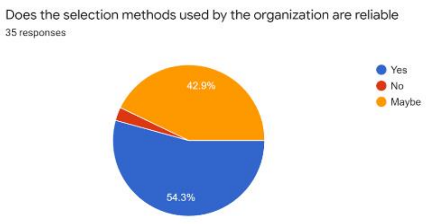


Interpretation:

Above graph will interpret briefly about the34 percentage employees are agree job responsibilities and job description are clearly defined to the candidates appearing for selection process, 28 percentage employees strongly agreeing for this and 25 percentage employees are neutral.

Does the selection methods used by the organization are reliable?

A. Yes b) no c) may be

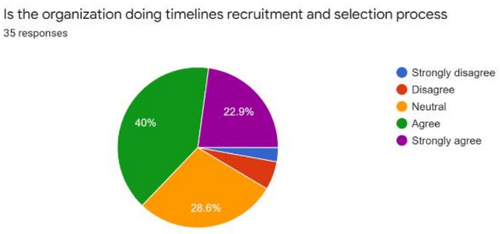


Interpretation:

From the above chart will explain selection methods used by organization are reliable in that 54 percentage employees are saying strongly agree that, 42 percentage employees are saying may be.

Is the organization doing timelines recruitment and selection process

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

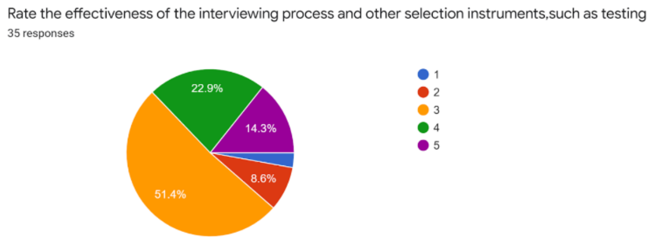


Interpretation:

From the above chart will show the organization doing timelines recruitment and selection process in that 40 percentage employees are agreeing for that, 28 percentage employees are neutral, 28% percentage employees are strongly agreeing for that.

Rate the effectiveness of the interviewing process and other selection instruments , such as testing

A. 1 b. 2 c. 3 d. 4 e.5

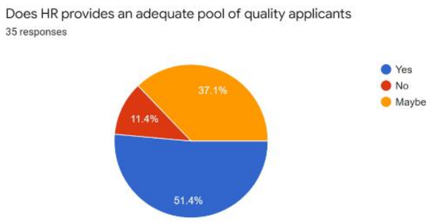


Interpretation:

From the above chart will show that rate effectiveness of the interviewing process and other selection instruments such as testing 51 percentage employees giving 3 rate given by employees , 22 percentage employees giving 4 rate given by employees , 14 percentage employees 5 rate given by employees.

Does hr provide an adequate pool of quality applicants?

A. Yes
B. No
C. May be

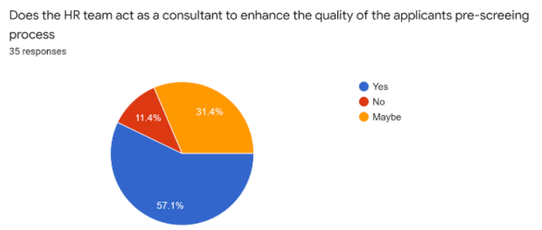


Interpretation:

From above chart will show that 51 percentage employees saying yes, 37 percentage employees are saying may be ,11 percentage employees are saying no hr provides adequate pool of applicants.

Does the hr team act as a consultant to enhance the quality of the applicants pre- screening process?

A. Yes b. No c. May be

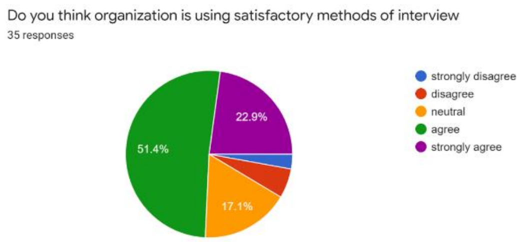


Interpretation:

From the above chart will show that hr team act as consultant to enhance the quality of applicants pre-screening process in that 57 percentage employees are strongly saying yes for that, 31 percentage employees are saying that may be , 11 percentage employees are saying no.

Do you think organization is using satisfactory methods of interview?

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree

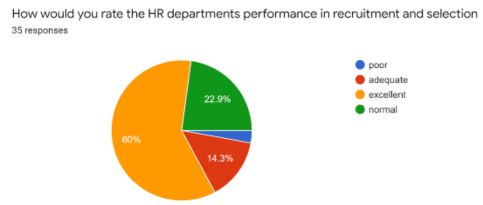


Interpretation :

From the chart will show that does the organization is using satisfactory methods of interview 51 percentage employees are giving agree, 22 percentage employees are giving strongly agree ,17 percentage employees are staying neutral.

How would you rate hr departments performance in recruitment and selection process?

A. Poor
B. Adequate
C. Excellent
D. Normal

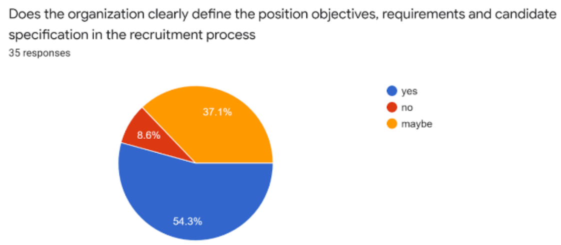


Interpretation:

From the above chart will show that giving employees their rate the hr departments performance in recruitment and selection process, 60 percentage employees excellent ,22 percentage normal, 14 percentage adequate saying.

Does the organization clearly define the position objectives, requirements and candidate specification in the recruitment process?

A. Yes
B. No
C. May be

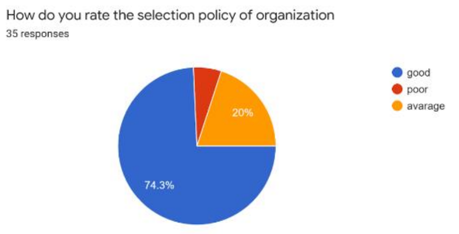


Interpretation:

From the above chart will show that in 54 percentage employees are saying yes, 37 percentage employees saying no ,8 percentage employees saying may be organization clearly define the position objectives, requirements and candidate's specification in the recruitment process.

How do you rate the selection policy of organization?

A. Good
B. Poor
C. Avarage

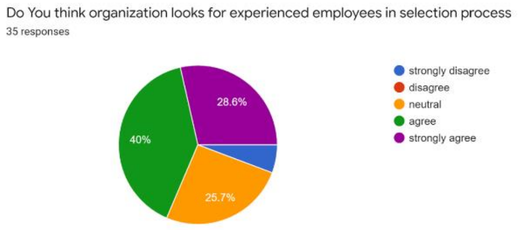


Interpretation:

From the above chart will show that giving rate employees in the selection policy in organization 74 percentage of employees are saying good, 20 percentage employees are saying giving rate as average.

Do you think organization for experienced employees in selection process?

A. Strongly disagree
B. Disagree
C. Neutral
D. Agree
E. Strongly agree



Interpretation:

From the above chart will show that 40 percentage employees are agreeing that organization looks for experienced employees in selection process, 28 percentage employees are strongly agreeing for this selection process.

Findings:

i found that after collecting data 90% of employees feel that they are comfortable working with the current hr policies of the company 10% feel that they need some changes in the policies.

The policy of the company is to submit one of the original educational documents and cannot leave the company for 1 year, if done so then they have to pay a sum of money to the company to get the certificates back which some of the employees find unnecessary and also risky.

i found that 70 % people have been working experience in the organization as well most of the hr provide an adequate pool of quality applicants employee are strongly agree in the changes in the external environment while assessing future needs

67 %people are approaching management of employees during the recruitment process, 50% of the employees are satisfied with the effectiveness of training program are excellent in organization, 85.7% of the employees are evaluate the effectiveness of recruitment and selection are agree. This is feedback of employees in training program, this is good at training in different types of ideas are use in organization to develop the new methods.

Suggestions:

The results from this study aid in comprehending the utilization of the virtual recruitment process to attract a competent and talented pool of candidates.

The findings of the research aid in comprehending the obstacles, benefits, difficulties, and outcomes of virtual recruitment. It also aids in determining the effectiveness of e-recruitment in the current pandemic situation, as many people have lost their jobs and are willing to accept a job that pays much less than their previous one. Virtual recruitment also aids in finding a competent person for the right job vacancy, thereby reducing unemployment.

Although there are numerous benefits that a company may get by implementing virtual recruitment, there are some problems that will have an impact on the quality of the work. There are some technical obstacles include security issues and internet performance, among others. There are some personal issues with keyword selection and being uncomfortable while using electronic device.

It is easier for a corporation to overcome a technological problem when it collaborates with an external service provider with a solid reputation in those areas, but it is more difficult to overcome a personal challenge. Although the business may provide training to the employee following the implementation of virtual recruitment, selecting the appropriate term is difficult without prior experience.

Conclusions:

Virtual recruitment is a crucial approach that the organisation must employ in order to gain a competitive advantage. Based on the discussion of the four benefits that virtual recruiting provides, it is not only convenient for candidates, but it also benefits the firm by reducing cost and time expenditures. As a result, the corporation can invest in other departments by repurposing those costs, such as product innovation, which can boost the company's competitiveness with the new product. Aside from saving time and money, virtual recruitment may assist a company in hiring the best candidate with the best skills and experience. The implementation of virtual recruitment has shown to deliver the benefits that have been indicated.

Furthermore, various people may have different interpretations of the same word, thus the possibility of misunderstanding still exists. As the obstacle of feeling uneasy while communicating with recruiters via video is considerably more difficult to overcome because this is a personal issue that candidates must address on their own, such as practicing early.

There are various challenges for a corporation to execute virtual recruitment, but at this critical juncture, with the covid-19 invasion, virtual recruitment is required. This is because people must adhere to the safety rule of maintaining social distance and refraining from holding gatherings in order to avoid being infected by the corona virus. As a result, candidates must familiarise themselves with this new recruiting approach in order to find work, and companies must prepare to deploy virtual recruitment technologies in order to hire talent.

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SUSTAINABLE DEVELOPMENT IN SEARCH OF NEW DEVELOPMENT MODEL RISE OF OTT PLATFORMS

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Abstract

In light of the current ecosystem of technological advancements in telecommunication and enhanced capability of devices, the present work brings to the fore the changes in consumers' media consumption. The shift from conventional media to over-the-top (ott) media, particularly in the lockdown period due to the covid-19, has resulted in a war between streaming service providers to attract and retain customers. In the light of this change, the present study conducts partial least squares structural equation modeling (plssem) analysis to examine the impact of two key antecedents, namely, customer engagement (ce) and quality of service experience (qose) for their impact on users' willingness to continue and subscribe (wcs) streaming services in future. The paper also delves into the indirect role of satisfaction and habit in affecting the aforesaid linkages. With the world facing the impact of the pandemic, the implications emerging from the study present an opportunity to the providers of ott platforms to capitalize on the perceived change to the best of their advantage.

Key words

Customer engagement, habit, ott media streaming, quality of service experience, satisfaction, willingness to continue and subscribe

Introduction:

Over-the-top

Over-the-top platforms (ott) are a natural progression. They're a byproduct of technological disruption, a means of integrating the digital revolution into one of the most iconic, modern conveniences. The ott umbrella supports the delivery of film and tv content over the internet, a merging television and digital video to forge a singular, revolving content stream. Advancements in data management, cloud-based storage, and streaming have given way to an entire lineage of ott related products, software, apps, content, and marketing campaigns. For the companies pondering ott concepts before we put a name to them, there's one force that finally shook their ideas loose and forced them into action—netflix. Netflix came barreling through like a bullet, rattling the architecture we built for content delivery and making us think to ourselves, what now?

Well, now over 181 million people engage with ott platforms regularly.

When netflix traded in their dvd rental service for a digital content library, the rest of the broadcasting industry met a crossroad. Follow in their footsteps and launch comparable ott platforms, or get left behind like blockbuster.

We put together a list of development hacks and ott must-haves to bring the next media streaming powerhouse to market. Here's five-discussion points you need to consider:

Scope of the paper

Smart tv is a concurrence between computer and social tv, which allows users to use all features present in computers or smartphones. Smart tv offers various features, such as internet accessibility, storage capacity, gps system, and other entertainment features, such as games, music, and others. Smart tv is integrated with an internet connection that allows access to several popular websites, including netflix, youtube, amazon prime, and hulu. The scope of the report is comprehensive and limited to india.

Review of literature

from the aforesaid discussion, it can be inferred that the digital era has undeniably opened up avenues for streaming services to connect and engage with customers in real time. In order to remain competitive, it becomes imperative for the service providers to focus on key drivers that impact the customer's decision to stay connected to the firm and provide it steady flow of sales in future (viswanathan et al., 2017). Though past studies conducted in the digital and online context (e.g., chang & chen, 2008; delafrooz et al., 2011) have provided an exhaustive list of such factors that include the quality and usefulness, perceived ease of use, attitude of customers, trust, perceived risk, security, engagement and service experience to mention a few, the present study includes only two primary antecedents, namely, customer engagement (ce) and quality of service experience (qose) due to their relevance for streaming services in the current situation of pandemic lockdown. With a number of ott services to choose from, the way the service provider engages the customers becomes really important for them to attract attention.

Rise of ott platforms

The indian smart tv and ott market is expected to register a cagr of 5% during forecast period (2021 - 2026). As high-speed internet has become easily affordable, viewers/audiences that prefer good quality content are preferring smart tvs over other television systems. Also, the increasing admiration for ott streaming in audio-visual content is impacting the overall smart tv market in a positive manner in india.

- The shifting consumer preference toward online content as a result of the increasing proliferation of high-speed internet in most parts of india is providing an impetus to the market growth. Substantial investment flows by video streaming media companies, like netflix, amazon prime, and hotstar, led to an increase in the number of pay-tv subscribers.
- Furthermore, a rise in disposable income levels and growing internet penetration in the country also contributes to an increase in sales of smart tvs and hence fuelling the market growth. Moreover, according to ibef, the market size of the ott video streaming market of india is forecasted to reach usd 5 billion by 2023, and india is projected to become one of the top 10 global ott markets to reach the usd 823 million by 2022.
- Households in india are at a cusp of transition, and a shift in preference has been witnessed from conventional tv sets to smart tv sets. Changing the lifestyle of the middle-income population is attributed to rising income levels, increasing awareness, adoption of new technology, and increasing internet penetration. Additionally, government initiatives primarily in tier-ii and tier-iii cities are some of the key factors which are likely to bolster the growth of the indian smart tv market during the forecast period.
- On the other hand, the growing demand for online streaming has opened opportunities for service providers to venture into the over the top (ott) space and distribute content via the internet. (ott) content players, such as netflix, amazon, hotstar, sony liv, and several other streaming services, are increasing there spending on marketing and local content available to expand customer base by luring them away from dth and tv cable services. Many of these platforms are also partnering with broadband providers to get the existing data users onboard by offering free bundled subscriptions. These continued efforts, coupled with changing consumer behaviour, are driving the increased demand for the market.
- The on going covid-19 outbreak has adversely affected the display industry, with manufacturing operations temporarily suspended across major manufacturing hubs, leading to a substantial slowdown in the production. Major manufacturers, including samsung, lg display, and xiaomi, have suspended their manufacturing operations in china, india, south korea, and european countries.

- In addition to having an impact on the production, the ongoing pandemic has taken a toll on the consumer demand for display integrated devices, likely exacerbated by the lockdown imposed across major countries. Uncertainty regarding the possible length of lockdown makes it difficult to anticipate how and when a resurgence in the display industry will occur in india.

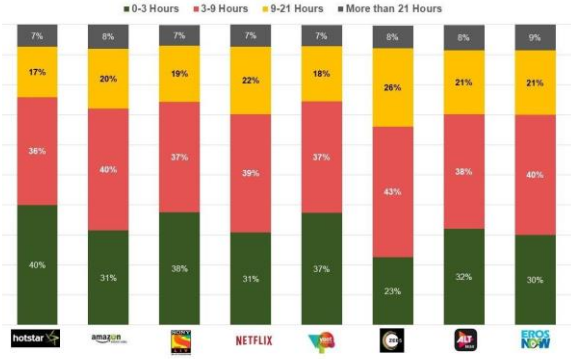
Future of ott in india

As cinema halls take a back seat, there is an unprecedented boom in the ott market across the globe due to the pandemic situation. Just like it is with the rest of the world, ott viewership in india is at an all-time high now. While ott platforms were making a mark for themselves in the indian market, the covid crisis accelerated the process. From just two ott platform provider in 2012 to about 40 players now, the ott revolution has come a long way in india.

1. **Market size**: a boston consulting group report predicts that the ott content market is at an inflection point in india and is like to reach $ 5 bn in size by 2023. An increase in disposable income, internet penetration to rural markets, and ott video adoption across demographic segments have been the key drivers of ott market growth in india.

   The majority of indian households have a single tv per household. However, as part of the digital india plan, the government has been investing in high-speed broadband enterprises to amplify broadband coverage and adoption which is crucial for ott video success. Therefore, the availability of affordable data has created an alternate medium where consumers, can tap into any content, any time, at any place on a device of their choice as per their convenience. With the necessary infrastructure being put in place it is but obvious the sector will grow at this pace.

2. **Rural india is opening a new distribution channel:** with increased internet penetration in the rural areas (estimated to be ~650 mn by 2023), ott players are keen on developing regional content to cater to the rural markets. As per nachiketpantvaidya, ceo, altbalaji and group coo, balaji telefilms, lack of other entertainment options has spurred audiences (mostly from tier2 & tier 3 cities) who had not discovered ott viewing up until the pandemic struck are adapting to these platforms. While most of them are first-time samplers, as the lockdown will still, platform owners are trying to increase customer stickiness by bringing in a variety of content to cater to the increased content viewing appetites. Also, before the pandemic started the top 8 cities in india contributed to 70% of the total audience for alt balaji. However, post-april 2020 the scales have turned to 40-60, where 60% of the traffic is from outside the top 8 cities.
3. **Production houses are going digital:** due to the pandemic situation, the average time spent by indian ott subscribers has increased from around 20 mins to 50 minutes to 1 hour in current times. While there were only 2 ott platforms in 2012, now there are approximately 40 platforms catering to subscribers in india. About 49% of india’s youth spend 2-3 hours watching content online. With this rate of consumption, it is obvious that the content pipeline will perish is no time with an audience hungry for more content. To keep up with the growing demand for more content, ott behemoth netflix is planning to spend inr 3000 crore to create content in the indian context. At the same time, production houses with immense production experience, knowledge about what content consumers prefer are venturing from linear tv to ott. Many production houses have already made the collection of their content available for platforms like youtube. Most of them have already started reaching out to other rising ott platforms of preference in india such as hotstar, sony liv, hoichoi, eros now, and sun nxt. In fact, according to a counterpoint technology survey, it has been found that hotstar is the most popular ott platform in india.



source: india ott video content market survey

4. Soon theatres will become experience centers known mostly for their exclusivity soon as audiences will be able to watch quality content both old and new, at a fraction of the cost in the comfort of their homes.

4. **Ott subscriptions have become the latest weapons in india's telecom war:** india's telecom price war is back after a hiatus and the battle is being fought on freebies. At rs 6.7 ($0.09) per gigabyte (gb), the average cost of mobile data in india is the cheapest in the world, according to the worldwide mobile data pricing report for 2020 by uk-based price comparison firm cable.co.uk. With the proliferation of smartphones and the availability of internet connectivity at a cheaper rate coupled with extended lockdowns and its repercussions, ott seems to be the next normal in the world of entertainment. Therefore, telecom carriers are offering incentives such as subscriptions to services from netflix to amazon prime to win customers in a content-hungry market. India's biggest telecom company by virtue of the number of subscribers, reliance jioinfocomm ltd. Has announced a new 399–rupee plan for postpaid users. Besides 75 gb of data, customers get access to netflix on a mobile device, a one-year subscription to two ott applications, and access to jio's movies and songs. These are some instances to show that the indian customer is spoilt for choice.
5. **An explosion in kids' education & entertainment (edutainment) options**: stories have been the building blocks of our childhood days. India is one of the oldest living cultures and abounds in stories that delve into morality, philosophy, sociology, fantasy, etc. In this digital age, stories are molded into new formats to suit the modern palette and shape a whole new generation. According to a 2019 pricewaterhousecoopers report, in 2018, more than 40% of new internet users in the world were children. Around 1,70,000 kids get online daily. Broadcasters in the kids' entertainment space are making the most of this shifting content consumption patterns to create india-inspired characters and storylines that resonate with today's young audiences. In a 2019 report by broadcast audience research council (barc) india, the share of localized content across national kids' entertainment channels detailed an increase from 33% in 2016 to 39% in 2018. There is a huge market in the kid's genre and along with the international players like pogo, cartoon network, discovery kids, homegrown indian brands like voot kids, hungama kids, zee5 kids are fighting for a share of the market. In the field of kid's education, owing to shut down and indefinite closure of schools, a bobble.ai report states that edtech platforms such as udemy, unacademy, and byjus, which have posted an 82.73% increase in time spent, along with a 122.62% increase in engagement and 25.12% increase in dau's. Udemy has seen a 119.05% increase in time spent, with a 36.93% increase in engagement.

6. **Application of ott in corporate e-learning:** from classroom-based learning (cbl) to a more flexible, informal, and collaborative process, the process of learning has evolved over time. The global lms market size is expected to grow from usd 13.4 billion in 2020 to usd 25.7 billion by 2025, at a compound annual growth rate (cagr) of 14.0% during the forecast period. Increase in adoption of digital learning, corporates' inclination towards bring your own device (byod) policy and enterprise mobility, widespread government initiatives for the growth of lms, application of artificial intelligence (ai)

and machine learning (ml) in lms is increasing the significance of elearning in corporate and academic setups. At a time when physically attending training is a distant idea, organizations can meet their learning objectives by incorporating a corporate e-learning solution. It empowers organizations to train their remote workforce and enable them for future needs. On being asked regarding the biggest challenges he is facing in up-skilling people and navigating through these challenges during the pandemic situation, **n.k. Mohapatra,** ceo of electronics sector skills council of india (essci) vouched on the efficacy of state-of-the-art learning management systems. Currently, one of the interesting projects under his aegis is where the essci is upskilling and certifying 1,00,000 ac technicians in the best practices and use of environment-friendly gases under the hmpm project in partnership with the ozone cell under the ministry of environment, forests and climate change.in this era of netflix and youtube, an efficient learning management solution (lms) empowers employees with the flexibility to access training at their own will and pace. With features like advanced search and filtering, employees can search and consume relevant materials whenever needed. In addition to the flexibility to learn, gamification in such solutions helps in higher engagement levels and can even help in improving overall retention too.

7. **Online gaming has surged during the lockdown:** gaming apps topped the new downloads category on both android and ios phones in q1 of 2020. Online gaming continues to grow even after a stellar 2019. The all india gaming federation (aigf) has mentioned that online gaming has grown by 12% during the lockdown. In an interview, roland landers, ceo of aigf said, "online skill gaming hasn't seen any adverse impact since players are participating digitally unlike in physical gaming. Online card games and digital e-sports have seen a higher uptick in the past few weeks as people look for ways to pass time indoors. The volume of data going towards online gaming is also growing and will continue to grow if this situation persists."

   Especially around the younger population and the conducive environment, gaming could emerge to be a major beneficiary of the overall digital ecosystem. Media companies and ott providers especially can look at adding gaming as a potent extension to their ecosystem offerings.

8. **Fitness industry seeks virtual presence via ott**: gyms in india closed when the lockdown restrictions were strictly levied. According to a bobble.ai report, besides video conferencing apps, and websites, fitness applications such as lose weight, cure.fit, recorded a 104.53% rise in daily active users (daus) with engagement rate increasing by 14.72% and time spent on the app increasing by 39.50%. Video streaming platforms having got an opportunity to expand their offerings into genres like health & fitness have entered into strategic alliances to cater to the increased demand and emerging audience segments. For instance, disney+ hotstar has partnered with brilliant wellness, a fitness, yoga, and nutrition content producer to introduce content curated from its fitness experts, yoga, and spiritual gurus, along with celebrity nutritionists spread across 100 programs. Start-ups like sarva and cultfit, also brought their workout models on to the video streaming service. Voot, the vod platform owned by viacom18 media pvt ltd, has associated with cult.fit and zee5 has collaborated with dabur honey to launch a chat show – dabur honey hello fitness besides a range of fitness programs in partnership with its live events vertical zee live.

9. **Redefining sports through ott:** sports content has traditionally been the largest contributor to the revenues for all pay-tv services. The disruption of sports broadcasting due to covid-19 has led to significant erosion of revenue for operators and pay-tv providers. Yet at a time, when social distancing norms have disrupted live sports, star

& disney india in the form of disney+hotstar vip have given great joy to a cricket crazy nation. Thanks to this initiative, fans of the indian premier league can now join a virtual community that will allow them to enjoy the matches with their friends and fellow cricket aficionados in real-time. To make even more interactive they can share selfies and videos during this year's dream11 indian premier league.

Conclusion

Ott platforms have helped keep the sanity intact in these difficult times by being a major source of entertainment. Almost every streaming service under the sun is offering free trials and consumers are lapping up the trials. However, the real test is customer retention achieved not just with great content but also great technology. To provide a seamless experience for content viewing, ott providers need to adopt technology in all the phases of the ott subscriber's lifecycle, and it starts with content discovery. Application of ai & ml will help personalize the search experience by understanding the customer psyche and offering the right content at the right time.

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SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE

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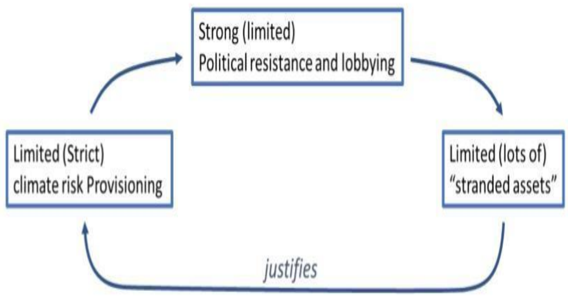
Abstract:
Climate is crucial for the evolution of nature and human life and has always influenced the social and economic behaviour of humans. The earth's climate system is highly complex, even small changes impact on the entire system. The climate is changing. The reasons for these changes are greenhouse gases, in particular carbon dioxide (co2), and other gases such as methane, nitrous oxide and the fluorinated gases hfcs, cfcs and sf6. Co2 is primarily released from burning fossil fuels for electricity generation, in industry or in transport. The mean global temperature has risen by almost 0.8-degree celcius since the start of the century. The average temperature of each of the last three decades respectively was higher than any other decade since records began in 1850. During this time, we have also seen sea levels rise by 19 centimetre and extreme weather events become more and more frequent all over the world.
Twenty years after the brundtland report asserted it was in the common interest of all peoples and nations to establish policies for sustainable development, the pace of sustainability is finally accelerating. Notwithstanding a number of serious political and security issues that politicians are struggling to effectively address, the case for sustainability in a global context has become more apparent, and even mainstreamed in some countries, during the last few years.

The millennium development goals (mdgs), anti-corruption and human rights initiatives and the climate challenge have all contributed to the notion that not only is collective action between the public and private sectors warranted to address these challenges, but also that sustainability has become a compelling value-creating proposition for business.

Information technology has accelerated our world towards becoming "flatter", smaller and more inclusive (even intrusive), with no place or time to hide anymore. Interconnectivity results in more interdependency and volatility -- cultural, political and economic differences become more apparent and are drivers for tension and conflict. Therefore, we need to rebalance the fragile equilibrium of our coexistence, which requires urgent recalibration and redesign of standards, directions, governance structures and priorities, with the active involvement and shared responsibility from the developing "south+east", resulting in a new form of global purpose and solidarity. We cannot "walk alone" anymore.
The consequences of climate change are being observed today in ecosystems across all continents and in our oceans, society and industry. Climate change is already having negative consequences for society, for example for food production. Unique ecosystems such as the coral reefs are already under threat. Should climate change continue in the coming decades, heat stress will increase, extreme weather events will likely become more frequent and lead to more negative consequences for societies and ecosystems
1.causes and consequences of climate change
The "greenhouse effect"
Scientists have been aware since the late 1960's of high concentrations of carbon dioxide (co2) and other greenhouse gases (ghg) such as methane (ch4) and nitrous oxides (n2o) in the atmosphere. It is in recent decades, though, that the link between greenhouse gases and climate warming has caught the attention of scientists and politicians, as well as the general public, via the well-known "greenhouse effect". Graph 1 illustrates the basic processes behind the greenhouse effect. As the sun's energy hits the earth, some of that energy is absorbed by the earth's crust and by the oceans, warming the

planet. The rest of the energy is radiated back toward space as infrared energy. While some of this infrared energy does radiate back into space, some portion is absorbed and re-emitted by water vapor and other greenhouse gases in the atmosphere. This absorbed energy helps to warm the planet's surface and atmosphere just like a greenhouse

While the greenhouse effect is a naturally-occurring process and in fact, is quite necessary for survival on earth, the fifth assessment report of the intergovernmental panel on climate change (ipcc ar5) (2014) provides evidence that human activity has amplified this natural effect. In particular, anthropogenic greenhouse gas (ghg) emissions, mainly driven by economic and population growth have increased since the pre-industrial era, leading to atmospheric concentrations of carbon dioxide, methane, and nitrous oxide that in at least the last 800,000 years' (ipcc ar5 spm-4).1 in particular, long stable
2.finance and policy
"incorporating climate risk"
Going forward, accounting for climate risk is an obvious obligation for policymakers. For instance, climate should play a major role in financial risk assessments. Stress tests and, in the euro area, the internal capital adequacy assessment process (icaap) should incorporate aclimate component. Climate scenarios should be conducted in parallel (or as complements) to macroeconomic scenarios, as climate conditions have an obvious impact on the valuation of long-term assets and liabilities. Climate sensitivity analyses should systematically be carried out and updated for the portfolios of insurance companies, institutional investors, and asset managershowever, as these processes are introduced, a subtle distinction needs to be clarified between three categories of risk:
the risk stemming directly from climate events: for instance, mining, farming or some
•industrial activities may become impossible in some areas, and existing assets ought to be depreciated accordingly;
•the risk associated to the future impact of existing climate policies, which must beassessed and appropriately priced;
•the risk stemming from the impact of future climate policies that have not yet been enacted. For instance, should a carbon tax (or some equivalent measure) be implemented, some oil reserves would become "stranded" and exposures by financial intermediaries should record some impairment. It is economically logical that institutions be stress-tested against that possibility. It is also financially sound that institutions be asked to protect against it. However, it may be operationally inconvenient for supervisors to assess the probability of policies that have been enshrined in international agreements (the paris agreement, for instance) but notenacted by the legislator.
Interestingly, in case these options are taken to action, a positive feedback effect might arise. Indeed, if private institutions provision for the impact of future climate policies, they will growmore resilient when measures are taken. In turn, increased preparation in the private sector may make it easier and politically more feasible for public decision-makers to adopt the necessary policies. On the contrary, in the absence of preparedness of private actors, a "climate risk dominance" phenomenon could arise. In essence, if no provisions are taken, implementing strict climate regulation becomes too risky and costly to undertake.



"climate risk dominance" analogous to "financial dominance"
Steering climate policies through finance: conceptual issuesaccording to some, another

promising venue to stimulate the interaction of financial and climate policy is that of employing financial intermediaries to steer climate-related measures.for instance, the supervision capacity that banks have towards their debtors could be leveraged to channel credit towards "green" business. This mechanism would rely upon distorting normal allocation process. In fact, while in general regulatory authorities put a price on the resource that was previously free, and then expect financial markets to reallocate capital after the policy has been incorporated into asset prices, this new procedure would entail that authorities expect financial markets to internalize polices that have not been formally implemented.

However, both theoretically and in practice, this approach raises some difficulties. First, it might distort the wrong adjustment margin. At the theoretical level, adding constraints to financing towards "brown" firms might turn out to be suboptimal. Indeed, one can think of capital, labor and pollution as input goods of a business' production function. Ideally, one should tax pollution directly if the latter can be measured accordingly. A less efficient alternative is to tax the output good instead, which is still better than taxing any other input good such as capital.

using intermediaries to increase financing costs (by raising risk premia) is precisely equivalent to taxing capital, so that such proposal results, in effect, in a (suboptimal) pigouvian tax. In addition, it is likely to hit harder smaller, more financially constrained firms. Second, it is wrong to asks for ambiguity in policy measures. One might – though mistakenly –argue that creating artificially risk and planning uncertainty imposes a pigouvian cost on firms in the form of "risk premium tax". While such an extra "pigouvian tax" can still steer investments, it however, in contrast to an explicit textbook pigouvian tax, does not generate any tax revenue for the government. For this reason, it is clearly suboptimal. In other words, one should push governments and parliaments to take clear and predictable measures on climate matters. Indeed, uncertainty on future policies – more than the lack of financing – is the main factor inhibiting investment in climate change. Once those uncertainties are removed, investors will be able to take full advantage of existing low interest rates and easy financial conditions. For instance, a carbon tax with clear projections on its future path would be a tool to provide certainty on the price of carbon, and thus make investments in sustainable sources of energy less risky from today's perspective. Alternatively, policy measures could also target the quantity of emissions. This is achieved with pollution permits where the government fixes the number of permits, although uncertainty about the price path could potentially turn into a source of unnecessary risk.

Some, such as french economist jacques delpla, have argued that a government agency could step in to additionally stabilize the price by buying or selling permits on the margin (delpla and gollier 2019). Although reducing uncertainty by clarifying the trajectory of future policies is key, policymakers should also strive to keep some flexibility in deploying their policy toolbox. If tipping points become apparent, they should retain the option to double down in efforts in order to avoid those tipping points and achieve resilience. Re-optimizing the optimal climate policy over time is a key ingredient of a successful climate policy. Somewhat analogously, time inconsistency issues are also likely to arise, insofar as, as new information

3.debated implementation strategies of green finance

While the concept of green finance is widely utilized, it remains largely undefined in terms of instruments and legislation.

One possible strategy to favor green financing is to take advantage of regulatory apparatus in regulating banks and other financial intermediaries. In fact, most capital ratios under the basel iii regime are "risk weighted" – they vary with the estimated riskiness of loans and assets held by banks. It would be relatively straightforward to expand the concept and definition of riskiness to take climate risks into account. In this case too, there is a graduation of possible regimes depending on the kind of risks that would be considered, some relevant distinctions being existing and materialized climate risks vs. Future possible climate risks; and impairments resulting from existing policies vs. Future possible policies. Capital ratios could also be used in a more proactive way by applying favorable regimes to loans and investments deemed "green" by supervisors. While operationally easy to implement, such regimes would confront central banks with a triple challenge:

•green investments may be intrinsically riskier and would, per se, require higher capital buffers;

•a natural question arises as to how the "green" characterization would be defined, by whom, and whether regulators are equipped to make such a determination;

•using prudential ratios to influence the allocation of credit would mark a shift toward more "directed credit" policies, which were abandoned in most advanced economies several decades ago but are practiced in many emerging economies. Again, the question would arise as to whether central banks are equipped to implement such policies, and whether they would be able to resist the likely and severe lobbying pressure coming from various interest groups

Monetary policy and climate change

A.impact of climate transition on the macroeconomy

As jean pisani-ferry (2021) noted, the climate transition is likely to have significant short- and medium-term consequences on key macroeconomic indicators. One of the main trends the conversion will trigger is the accelerated obsolescence of some classes of capital, e.g., production sites and equipment in environmentally non-sustainable activities. Obsolete jobs will also be lost, and workers will need to be reallocated in other sectors of the changing economy.

These facts will in turn generate a greater demand for new funding towards "greener" outlets, so that the consumption-investment balance is likely to shift towards the latter component. Although future generations will likely benefit from better climate and the returns on current "green" investment, non-negligible transition costs are likely to materialized in the short-term.

Climate change adjustments are also bound to weigh on public coffers for several different reasons. Public investment in research, new infrastructure and the reconversion of physical capital will be necessary. Transfers will be needed to buffer the impact of the transition on those who are more exposed – most-likely the poorest households. These expenses wouldalmost certainly need to be paid by issuing new public debt, a tendency which would be in line with political economy considerations as well.

B. Climate change

Climate change and climate change policy can impact the neutral interest rate. The theoretical construct of gives a useful practical guide whether a monetary policy rate is expansionary or contractionary. It is determined by structural characteristics of the economy and is not affected by monetary policy. The distance between and the effective lower bound (reversal interest rate) also gives an indication how much policy space monetary policy has.

It is straightforward to deduce that the policies allowing for the climate transition will likely put upwards pressure on. In fact, the massive need of infrastructural and industrial investments will increase the demand for new capital and savings, which in equilibrium will yield higher returns. A shift in the composition of capital is also to be expected, since some ofit will become obsolete and will need to be replaced by new one. One should also note, however, that as long as climate risk persist, we might witness pressures on in the opposite direction as well. Indeed, climate-related uncertainty could lead to the accumulation of precautionary savings, which in turn would drive down the neutral rate.

C. Extreme events and supply shocks

Even abstracting from the complications entailed by the evaluation of climate risks in the longrun, climate change might have a significant disruptive impact on the economy in the shortrun. This is especially true if global warming were to lead to an increased frequency of extreme weather events. Such occurrences can be identified as negative supply shocks, in that they mostly disrupt the production side of the macroeconomy, and tend to decrease output while increasing prices. These effects have the potential to complicate the conduct of monetary policy, a task which might become particularly challenging in some small- and medium-sized emerging economies that may be especially exposed and thus need to readily adjust their policy frameworks accordingly. Another channel through which climate-induced supply shocks could hinder monetary policy is related to expectations. Frequent shocks might make it difficult for central banks to anchor or manage theexpectations of agents in the economy,thus removing one of the key instruments available to monetary authorities from their (already shrinking) toolbox. Losing the inflation anchor makes monetary policy less effective as a powerful tool to promote resilience.

D. Monetary policy instruments

Over the last decade, central banks have significantly expanded their balance sheets, often by a factor of five or ten. In many countries, those balance sheets are now commensurate to the size of the national economy. With such an imprint on the economy and financial markets, central banks could take a more proactive approach to financing the climate transition.

in this respect, three possibilities come to mind, both involving no significant changes to the current operational framework of most central banks:

•reorient their asset purchases towards "green" securities, so as to boost those market participants which contribute the most to climate sustainability.

•modulate haircuts applied to different kinds of collateral used in refinancing operations, thus creating an incentive to detain some – the climate-friendly ones – andoffload others.

•using instruments steering the allocation of the eurosystem's assets and collateral towards low-carbon sectors, which would reduce the cost of capital for these sectors relative to high-carbon ones.

E. Central banks' mandates and independence

In countries in which central banks are subordinate to the government and do not enjoy any independence, a clear assignment of the various policy functions is not relevant. This is especially true if the government-directed credit is part of the economic model as, for instance, in the case of china.

In democratic societies, decisions on allocating resources and redistributing incomes are taken by elected bodies. Obviously, policies relating to climate change belong to that category.

Independent central banks, in contrast, are non-elected 'agents' of the society, although they have a well-specified mandate to stabilize the economy. In this framework, it can be argued that central banks would be going beyond their mandate if they were to tweak their instruments of monetary policy to allocate resources and direct credit to specific sectors, as it would most likely happen in case they took up climate goals. This argument seems to have been embraced by the federal reserve, as chairman powell stated recently that "climate change is an important issue but not principally for the fed".

Climate change isn't just an environmental problem. The climate is inextricably linked to nearly everything we do as a society. It's already starting to have an impact on businesses around the world, and it will continue to have an even larger effect moving forward. Some of the most prominent ways in which climate change will affect businesses include the following.

 increased risk due to extreme weather

Scientists have linked climate change1 to increasing frequency and intensity of extreme weather events including storms, floods, droughts and heat waves. In the coming years, we will likely see more events that disrupt the operations of businesses and cause them extreme financial and physical damage. Severe weather is a primary reason that climate change increases risk for businesses. Because of this increased risk, insurance costs for many companies will rise as well.

changes in resource availability and cost

These extreme weather events have the potential to disrupt supply chains making getting the resources and materials businesses need more challenging. Severe drought and weather pattern changes may cause a shortage of crops used for food, apparel and other products. Rising electricity and transportation expenses may also increase the cost of moving goods. Regulatory restrictions on goods linked to climate change could also increase costs. Resource scarcity could drive companies to use alternative materials and recycle more waste.

changing demand

As the climate changes, demand will shift. As global temperatures rise, for instance, demand for heating oil will decline — as will demand for other winter goods. More consumers are also prioritizing sustainability in the products they buy, shifting demand toward more environmentally friendly

harsher working conditions

As temperatures rise and weather patterns change, working conditions in some sectors may become harsher. Jobs that require physical labor, especially outdoors, will become more challenging, and health and safety risk in these industries will rise. This will increases costs in these sectors.

changing regulations

Regulations aimed at mitigating and preventing pollution will also significantly impact businesses. Companies that produce high levels of emissions will have to invest substantial funding into upgrading their facilities to reduce, capture or eliminate them. Energy companies, of course, are already working to shift their power generation toward cleaner resources.

7 ways climate change affects companies

1.the issues worth disclosing

Nevertheless, the issues that the sec finds worth disclosing are a good indicator of the risk factors to businesses that climate change poses. The sec's guidance outlines a number of factors that companies should consider.2 below are seven of the most significant.

2.capital expenditures for emission control systems

Some companies have been required to spend significant amounts of money on upgrades to polluting facilities and on the installation of emission control systems in order to comply with regulations on greenhouse gas emissions.the businesses hit most by these requirements are energy and utility companies that operate refineries and power plants.

3.cap and trade rules

Cap-and-trade policies aim to lower carbon emissions by placing an upper limit on the amount of pollution a company can emit and allowing companies to sell any of their unused allowances to other companies. Though many countries have introduced such programs, cap-and-trade policies have a checkered history in state of california has its own program, one of the world's first and biggest, with mixed results. California's program is criticized for allowing the biggest and richest corporations to get away with business as usual, or even pollute more, while banking pollution allowances are bought from other companies.

On the other hand, 10 northeastern states have formed their own regional cap-and-trade consortium. However, the last federal proposal on cap-and-trade died in the u.s. Congress during the obama administration.

4.higher prices for goods and services

Even companies that aren't in the energy industry can be indirectly affected by energy regulation and the costs they create. Broad changes in prices for utilities and transportation must be passed on by suppliers. And the companies in the middle must pass them on to their customers.

5.changing weather patterns

The sec's 2010 report notes that climate change is expected to change weather patterns throughout the world. That reality has since been reiterated by many other sources, including the united nations, the national aeronautics and space administration (nasa), and the american meteorological society.

Storms are expected to become more severe, with a variety of negativeconsequences for businesses. These could spread well beyond the obvious losses for insurance companies. International shipping could become more dangerous. Long-established agricultural regions could be decimated. Coastal communities and infrastructure could suffer repeatedly.

6.changing demand for goods

The combination of changing prices and changing weather patterns create changes in demand for certain goods. Demand for cold-weather products such as heating oil and ski equipment might decline.

Then again, new opportunities are being created for environmentally-friendly corporations. Companies like patagonia, seventh generation, and dr. Bronner’s have all found success by catering to consumers who make environmentally-conscious choices when they shop.

7.changing public perceptions

Reputation is supremely important to businesses and, these days, many want to earn reputations for environmental responsibility.

Bp is one company that has invested heavily in this trend with its “beyond petroleum” campaign. The company has also invested billions in renewable energy projects to prove its sincerity. “going green” is, increasingly, good business. Salesforce, nike, apple, and disney are among the corporations that have recently announced major environmental programs.

Values, business principles, governance. Weak standards and governance in the private and public sectors are major obstacles for contributing to responsible, sustainable development "within their sphere of influence". National and international voluntary initiatives by leading practitioners in certain sectors, such as natural resources, construction and financial, are important drivers that raise the bar. They create higher standards for a level playing field, putting pressure on laggards, and also create a principle-based approach, such as the un global compact -- the world's largest corporate citizenship initiative with participants in more than 100 countries.

Non-financial disclosure. Sustainability reporting, including disclosure of carbon footprint, is of the essence to make forward-looking markets work, as reflected in the global reporting initiative methodology. Investors should be able to assess not only the financial return on equity, but also the social and environmental return (impact) of companies and their investments. They should also impose on themselves by committing to better analysis, improved carbon footprint disclosure and a principles-based investment approach. The annual communication prepared by each global compact participant on its progress in implementing human rights, labour, environmental and anti-corruption policies serves as an important driver to allow "markets" to judge the sustainable development efforts of business.

From products to supply chain. Leading corporations increasingly recognize that the world's poor are a very interesting segment of the marketplace and, more importantly, a powerful learning/innovation platform. Supplier policies may be an effective tool to bring sustainability to small- and medium-sized enterprises, as well as micro-enterprises. But where is the responsible ethical consumer -- he hasn't woken up yet?

Formal vs. Informal sector. A formidable challenge for developing countries is how to effectively align and eventually include the informal sector into the formal economy to improve their access to opportunity, without unduly affecting the existing core dynamics.

New forms of coalitions. Public-private partnerships, civil society groups, business coalitions, and supply chain alliances are all part of an increasing recognition of the need for convergence of isolated approaches. Among key success factors to realize the "return on collaboration" are: do we understand and trust each other, and do we have aligned objectives?

New hardware technologies and soft-wire business models. These include natural resources conservation, notably energy and water, carbon dioxide sequestration, clean renewable energy, the nuclear challenge and the equitable allocation of scarce resources and ghg emissions, for example.

Incorporating sustainability into business strategy and embedding it into the organization has become a very compelling business case, either for defensive or offensive reasons. The inescapable writings are on the wall and early examples are apparent -- peer, customer, investor and societal pressures will continue to increase. In an era of transformation, high performers are most likely also "high learners", as they see the "value of values" and have an open mind and flexible agenda to adapt and adopt. In addition, for businesses, the cost of doing nothing on sustainability may be expensive, just as the stern review on the economics of climate change states. The prize for leadership is, however, a source of significant sustainable value creation.

Suggestions

•it is better to stop producing theone time use plastic andtry to recycle the plastic.
•minimize the greenhouse gas, methane, nitrous oxide gases.
•it is the responsibility of every company should maintain csr (corporate social responsibility) active in every year.
•it is better to planting the trees near thechemical industry.
•recycling the water and useing that water in the organizations.
•reduese the radiation in telephoneic industry.
•better to minimize the thermal plantsand try to use natural power like windpower, solar energy, hydralic power.
•try to avoid the deforestation and improve the forest areas.

Conclusion

Even the most stringent mitigation efforts cannot avoid some impacts of climate change over the next few decades. Indeed, we are beginning to see these impacts now. This makes adaptation essential, particularly in addressing near-term impacts. However, unmitigated climate change would, in the long term, be likely to exceed our capacity to adapt.

It is essential, then, to develop a portfolio or mix of strategies that includes mitigation, adaptation, tech-nological development (to enhance both adaptation and mitigation) and research (on climate science, impacts, adaptation and mitigation). But analysis of the benefits of various mixes of strategy is severely restricted at present by lack of information on potential costs of impacts, by lack of comparable information on the damage that could be avoided by adaptation and, especially, by lack of understanding of how these impacts will vary under different socio-economic development pathways. It is important that these gaps in our knowledge are filled quickly.

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EDUCATION FOR SUSTAINABILITY: QUALITY EDUCATION IS NECESSITY IN MODERN DAY

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abstract

From generation to generation time changes affecting culture and the way people live and their society as well. A change in time prompts new inventions and technologies, the twenty-first century where scientific inventions and the latest of technologies are the basis of trade. It is evident that as years go by there comes along sophistication and need for education that fits the times that we live in arises. The transition in the teaching system offered in educational institutions and the introduction of technology in educational institutions are a clear indication that education has to be of certain quality to meet the certain standards in the market. Therefore, it is relevant to train and equip individuals within the tertiary institutions with quality skills to attain sustainability. By equipping university graduates with the necessary skills to meet the standard of the demand in the market, would this mean organisations they are to be recruited in would able to be at par with sustainable environment they operate in. This research however is aimed at showcasing the importance of producing quality graduates by tertiary institutions that meet the market demand and also with relevant qualifications thus making these graduates employable and most suitable for the job. Furthermore, this research seeks to explore how far both universities provide quality education basing on the perspective of the students.

Keywords:

Technology, quality-education and sustainability.

Introduction

Education is the most powerful weapon we can use to change the world and for self-enlightenment. This is so because quality education equips one with capability to interpret things rightly and applying the gathered information in real life scenarios. Quality education entails the following aspects; learning resources, technology, program enrolled, modules done, lecturing methodology, attachments, qualifications, co-curricular activities, performance awards, students and lecturers’ perspective in the institution operating management also their opinions and appraisal toward education (hammond, 2013). Tertiary institutions have over the years been erupting in francistown, and as of recent there is up to about 13 tertiary education facilitators in francistown (mikulas, 1977). The purpose of education has been and always will be to empower and impart skill and knowledge in leaners, thus it is important that the education one gets has to be of certain quality. Quality in education is important given the fact that what a person learns affects their philosophy “mind-set”. Thus, saying that the education one gets affects their day to day lives depicting their lifestyle and the decisions they make on a daily basis. Psychologically, learning is said to have occurred if there has been a change in behaviour of a subject, meaning that a person acclimatizes to what being taught. This statement provokes questions like; could education be used as a tool to forge a well-rounded and employable graduate? If at all there was a certain amount of quality in education facilitated by tertiary institutions, would this affect the graduate's employability? These questions portray the interest of this paper, to investigate the importance of quality in education and to find out whether botho university provides such.

Zooming in on botho university, it was established in 1997 as one of the first tertiary institutions in botswana. Botho university is driven by the core values of excellence, leadership, and innovation, and aims to become a centre of excellence in higher education. It has three branches in botswana: francistown, gaborone, maun campuses and one in maseru (lesotho). Botho university is accredited by the human resources development council (hrdc) and all programmes offered are accredited by the botswana qualifications authority (bqa) and the council on higher education (che) in lesotho. As of current botho university offers programmes through four faculties namely faculty of business and accounting, faculty of computing, faculty of engineering and applied sciences and the faculty of education and distance learning. It offers courses from certificate level to master's degree level and has over 6000 students and almost 500 staff members.

Offering brand standard of quality education. Therefore it is vital for monitoring if there is provision of quality and advance education in all tertiary institutions to meet this mission to enlighten the world and individuals which is the intention of this research. This study seeks to find out how far botho university facilitate quality education.

Objectives:

•to find out at what degree does students are satisfied by educational system and resources provided in terms of quality.

•to come up with recommendations on how to solve the challenges faced based on students perspective about educational quality provided by the institution.

•to find out if quality education and employability are inter-relate

Data analysis:

Management institutions' orientation towards industry expectations:

If educational institutions are orienting themselves in accordance with the industry expectations, there will be a positive relationship between institutions and the expectations. This results in lesser gap between expectations and offers. In reality, there is a huge gap between these two important components. On one side, educational institution are functioning in their own ways without considering the changes in the business and industry. On other side, industry is also living in its own ivory towers. This results ina mismatch between the two.

Industry support towards academic development: collaboration betweenindustries and educational institutes has become a very important issue for quite sometime. In this regard, it is not only the responsibility of academia to develop the studentsaccording to the expectations of industry but make them knowledgeable. It is thegeneral perception in the academic society that the industry should take the initiative to provide opportunities to the academic community as required by them. No doubt, the number of institutions as well as the number of students has increased in terms ofenrolments. Therefore, it may be difficult for the industry to accommodate all theinstitutions as per their academic requirements. We can say that industry is notsupporting and sharing sufficient information with the academic institutions.

Faculty orientation as per expectations of the industry: first and foremost, requisiteis to develop the students according to the expectations of industry and faculty shouldbe oriented to industry. Faculty and students together need to have requisite andpractical knowledge about industry. It will be immensely favourable if the

faculty members would regularly refresh themselves and have learning orientation. Thus,there is every possibility that the desirable change will come in the learningenvironment of educational institutions. In fact, faculty is expected to undertakeindustry related projects and their collaboration with industry would result into positive developments in the academic circles. With this, the academic environment can be enriched with the current industrial trends. It is very important for the faculty whoplay a vital role in the growth of students to develop and equip themselves with thelatest industrial trends.
Adaptability of students to industry: the career of students startsprogressively much before graduation and post-graduation. If students have a strongurge to develop and build their career, industry may not face any challenges. Thereason is that they may join industry with the latest skill sets and knowledge. Institutions must adopt student centric learning practices as well as methodologiesforeffectively imparting knowledge. Innovative practices like simulations, case studiesand experiential learning, to name a few, may make every student better equipped tomeet the demands. Students should involve themselvesactively in the learning methods like summer projects, and they should be ready toadopt new methodologies which are very essential. Simulation is one of the bestmethods to understand the industry in a practical way.

Definition of terms
•quality- the standard of something when it is compared to other things like it, how good or bad something is.
•education- is a process of teaching, training and learning especially in schools or colleges to improve knowledge and develop skills. Also it can be defined as it is an interesting experience that teaches you something.
•perspective- is defined as a particular attitude toward something or a way of thinking about something (viewpoint).
•sustainability- involving the use of natural products and energy in a way that does not harm the environment or the current situation and that can be continued for the long time.
•job market – a pool of potential employers willing to buy a service, skill/ qualifications.

Scope of the study

The mind-set of this study is to concentrate on the evaluation of quality education provided in tertiary institutions. The ideology of many developing countries in the recent years is to be self- sufficient and to produce products in their own industries. Therefore, this lay down the foundation that quality education is a must in tertiary institutions for the exploration of alumni to the local industries production and management. This may help to grow an exporting country in many fields, producing experts capable of working on higher positions. Therefore, this research is to find out to what degree does tertiary institutions takes effort to provide quality education.

Significance of the study

This paper seeks to discover if quality in education affects the employability of the graduates. Furthermore, it seeks to unveil the quality of education which botho university and other tertiary institutions in francistown offer, and if there are shortcomings, suggest ways to improve on quality in learning.

Literature review

Quality in education: there is no single definition for quality in education and there is no universal consensus on what is the appropriate strategy to assure and manage quality in higher education (becket, 2006 as cited in brucaj, 2014) quality can be defined in terms of excellence, perfection, value for money, fitness to purpose. (harvey, 2005 as cited in brucaj, 2014). Quality in education is a multi-dimensional concept with different components (sallis, 2002). According to some researchers the definitions of quality are: quality is fulfilling & exceeding customer's needs, quality is everyone's job and quality is continuous improvement. Quality is recognition and reward. Quality is leadership, teamwork, measurement and systematic problem solving.(lewis,1994; gibbs,2010; flores-molina,2011 as cited in brucaj,2014).

Quality education is a necessity to a sustainable economy of any nation. Sustainability is the ability to be sustained, supported, upheld, or confirmed so as to maintain a certain state or position. Necessity refers to an imperative requirement or need for something. The trends in the economic activity worldwide show that new methods, techniques and solution to crisis that may arise in the economy of any nation is vital to avoid the collapse of that economy. Therefore the nations worldwide have been forced to adopt hence the development of newly founded it programs that facilitate the production in any economy, the use of auto machines in factories etc. The main question is do the custodians of the firms in business possess the necessary skill. Now zeroing in to the training and education that an individual would have got quality or the value of it does it make them competent individuals, does that particular skill they possess match that is required in the business market world. What would it mean if they don't possess the necessary and what if they do? Quality education has got no universally accepted definition however the oxford advanced learner's dictionary, (2010), defines education the act or process of imparting or acquiring particular knowledge or skills, as for a profession and quality as referring to character with respect to fineness, or grade of excellence. The combination of these words however may mean different things depending on the perception of the one person to another. Also the oxford advanced learner's dictionary, (2010), defines quality education as equipping leaners with skill and knowledge that would help develop psychologically and benefit them in future, being able to employ the skills they learnt in the days to day lives to sustain themselves even after graduation.

The quality of education provided by institutions however may vary based on multiple factors, the teaching system, programs provided, quality of lecturers, and the learning environment under which the education is being provided (mcaleese, 2013). The lecturers in charge of imparting knowledge in students have to be of certain qualifications; therefore a selection procedure has to be followed separating expert lecturer from the mediocre ones living only the best lecturer's to do the teaching. Also the teaching system that a particular institution employs has a detrimental effect on the quality, the kind of system that encourages research, citation and a plagiarism policy would prove more useful than one that does not in providing quality education. Furthermore considering the programs or courses (bollag, 2004) the institution provides they should be of relevance to time and trend of the business world, avoiding the situation where graduates would roam on the streets straight after graduation due to lack of jobs. Furthermore whether the environment in which teaching is conducted, does it meet the standards in order to be termed as conducive for learning. Lastly how a particular institution caters for diversity in its students for example catering for those with visual impairment or any other disability and the fact that the students might be of different backgrounds and international cases of different origin. Facilities with the attributes mentioned earlier could be said as those that provide quality education to students who enrol with them.

Importance of quality in education

Higher education plays an important role for the student and the society in which he lives. It represents the growth of the individual which allows him to lead a better life as there are more chances of getting a highly paid job; in turn the society is benefited as the ideal citizens are created who will keep the society peaceful. "according to a research done by the bureau of labor statistics (bls), the average earnings become high and the level of unemployment falls, with each education level acquired" (pavel, 2012)

Uhuru kenyatta, president of the republic of kenya (2015), said that provided quality education brings about a glittering future to individuals, society and whole world at large. Graduates who acquire quality skill and education from their respecting institutions are most likely to be employable. If not so the graduates may be able to use what they have learnt to start up their own business for example a graduate from an accountancy college may in the event that they do not find a job or if they so choose, start up their own accountancy consultancy agency offering accounting services and also by being able to employ their skills and start their own business, the graduates would be creating employment for other individuals in the society thus also helping in diversifying the economy of that particular nation investing in its private sector. Tertiary education also helps provide graduates with basics of understanding about economic activities that occur worldwide. A nation that possesses such people would be safe to be termed as a literate nation, a wise nation would in turn be able to prevent and run anti economic actions such as corruption.

Quality education provided to the society inspires creativity and innovation, moreover improves the nation's economy. Graduates and internship students do interact with the society to share knowledge, help the nation in making the decisions and coming up with new ideas of doing things better as stated by british council, (2014). That by its own increases the productivity of the nation thereby improving its economy. Example can be alumni from technical college during electricity down failure; they can apply knowledge acquired from their programs to make solar street lights with the help of community members. The idea of coming up with solar street lights is creativity, diversification and its amending ordinary ones to advance ones. The transition of skills and knowledge from one individual with expertise to another of less expertise would result in the increase in experts in that particular thus creating a pool of employees that organizations could recruit from. The graduates with expertise in certain fields would be in a better position to be leaders in their particular field of expertise, therefore good education produces ideal leaders.

Negative impacts of lacking quality in education

According to carroll (1982), the economy of any state is reliant on its micro and macro economies; however if there is a lack in quality of education provided this would affect factors such as entrepreneurship, creativity, innovation and employability. The failure to invest in quality of education offered to pupils threatens the long-

Term competitiveness of nation's economy. With the rapid growth of manufacturing and tech jobs worldwide nations would face a challenge in being economically competitive if the graduates produced do not meet international standards. Due to globalization the students should compete not only with people from their country but also with people throughout the world for jobs. The students should possess some unique skills which make them eligible for the job which is possible only through quality education (pavel, 2012). The level of entrepreneurship and the level of employment have an influence on household income, which is a determinate in gross private domestic investment spending by firms and households which in turn affects the gross national product(gnp): is the output by citizens (irrespective of where they were produced) at home or abroad. And the gross domestic product (gdp): refers to the output within a given economy over a given period of time usually one year. This output must be within the boundaries of the country by all the people in that country at the time regardless of nationality. Due to the rapid growth of global economy, education has become an imperative aspect for innovation, growth and development. Investment in education is investment in human capital, and lack of the former equals a lack of the latter (albada,2010).

How to improve quality in education

In a response to tackle the lack in quality of education tertiary institutions should engage, project based learning where students get to learn hands-on, this would insure that they learn beyond context of textbooks (edutopia team, 2005). The advantage of this initiative is that students would know field experience unlike the traditional book-based lecturing where students are more likely to memorize the content not mastering it. Institutions should consider apprenticeship for teaching and lecturing the aim being to equip lectures with experience and teaching skills before getting to work. While improving quality tertiary institutions should consider adapting to changes in technology blending technology to learning through different platforms. Neal and gonch, (2013), tertiary institutions should revise their core curriculum and ensure that it meets required standards. It is very imperative that quality of education facilitated by tertiary institutions should be of certain standards.

The great nelson mandela once said "education is the most powerful weapon we can use to change the world." Its importance is immeasurable because it is a self-enlighten up process for a life time as added by victor h, (n.d). This is so because quality education equip one with capability to interpret things rightly and applying the gathered information in real life scenarios (victor h, n.d), therefore it wipes out the wrong beliefs from one's mind and that makes one be civilised and innovative. In summary, quality education is important in anyone's life, to have it, access to it by all means for sustainability.

Findings:

The student's information about the quality education is on that they are having strongly agree on before applying to the institution you had background information about how it runs. They do lectures start with basics when they start the module on having idea that they are strongly agree. They did the course have that have the demand in the market and they agree. They are strongly statisfied with the teaching methodology used by lecturers. They agreed with the semester period is enough tograsp all knowledge required. They also statisfied with the technology used the institution facilitates the learning process. And then said that the placement process is important in the college. The quality of education depends on the students not ability to perform well in the institutions. They disagree with the quality depends on the qualification of the lecturer. Yes, the learning process add the quality to the education. And then they agreed the learning material they get are of quality oriented only. Very neutral people quality education is must. The co-curricular provide by institution enough for improvement in studies. And they have agreed that the dean awards motivate them to perform well in their studies. Finally, they strongly agree that the institution is providing with the necessary skills to be employable in the graduate.

Conclusions:

The study shows that the students are aware of the importance of quality in education as quality has an impact on their employment. The study has unveiled that the quality of education that botho university facilitates is good, meaning the students appreciate the effort of the entity in providing quality. This however means that botho needs to do some improvements so as to strive for excellence. Students have shown their gratitude to the university for the material it provides to facilitate their studies such being the books and learning guides, also the technology the university has in place has made their stay even more pleasant. Lecturer's also lay a brick in building the reputation of botho university as a quality facilitator; in short the study has also come to discover the role of lecturer's in providing quality that the qualification of lectures affects their performance. From this study it became evident that the students consider their lecturers to be an added advantage in performing well in their studies. With the campus already inline botho university promises to be the best university botswana has ever had in francistown.

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A STUDY ON HUMAN VALUES IN CURRENT SCENARIO.

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Abstract

Human society may not signicantly sustain without human values. Hence, it is necessary to talk on the subject and bring about awareness of human values into the modern society. There is no denying the fact that the present global society is facing a lot of crises. Human value crisis is a known fact of the modern society. Indeed, humans are aware of the global and national problems which they are currently facing. The

impact of human activities on the earth in various ways is placing a signicant amount of stress. For instance, the climate change due to global warming. There seems to be a signicant link between the remedial measures and various solutions to climate change and the practice of human values. It is believed that at the end of the day, it is the human values which will save the mankind.

Introduction:

if any ethics are primarily to help a person to live a just and righteous life with him/her and in relation to others, ethics too is similarly oriented towards a righteous life. The personal and social life of every individual is permeated by a great sense of righteousness. Without this possibility of constituting the world- view of the community and the possibility of the individuals striving to achieve it, a value system can only be either an item in the “thoughtmuseum” of cultural artifacts or a fantasy. It is perpetual preparedness to make cultural changes with a view to obtaining this balance. It is believed that various global and national problems may be solved through the practical application of human values in every society. In order to full this, goal humanity is to be considered as the highest value in the global human society. For, the test for humanity is to achieve unity among the living and non- living creatures of the world with the preservation of historical, ethnic and cultural differences as well as the distinctiveness of nation states and communities. Such human unity can be driven home only by recognizing human values such as truth, kindness, benevolence, peace, love, dignity, respect, forgiveness, etc. Of course, these values must be strictly determined and must not be treated as mere obligations. Hence, the most important task for philosophy students is to develop foundations and principles of a global human society and to formulate a global consciousness and a humanistic worldview that adequately reects the realities of our epoch. Our action must increasingly be based on an acknowledgment of global and universally accepted values. Because, it is the human values which are to be treated as the keys to solving the global problems.

Reviews of literature:

Sheela.s. Khedikar (2013) pointed out the deterioration of human values in many nations, including india. It states that decline in human values does not only pose serious threat to the future development of the country but even for its presentation survival. Though, change in social or human values in younger generation is inevitable with time but the decline in indian younger generation is at an alarming rate as compared to any other country all over the world. Hence the schools and colleges are required to play an important role in the matter of value education to younger generations.

Mohan debbarma (2014) explored the importance of human values in the global society. It is found that the modern society has been undergoing significant crises for last few decades and indeed; human values are also now withering very fast for which humans are most responsible. Hence the study concludes that value-based education should be emphasized ranging from school to university level of education. And the study also recommended that many researches and publications should be done on several aspects of the society which help to perpetuate the human values of the human in the post-modern era.

Objectives

- To study the significance of the human values
- To analyze the human values in current scenario.
- To create awareness of human values and ethics among the people in the society.

Siginificance:

Human values have been a central concept in the social sciences since their inception. Human value play a vital role in the society, for they are said to be the basis of human beings for leading a better life. It is believed that all holy books of all religions contain the values of good life. The importance of values is frequently cited in relation to the global and national problems, whether it be in debates in international assemblies, in studies criticizing "value- free" approaches to research, or in discussion of quality of life and individual fullment. Thus, values are deemed especially important in questions of cultural development and are central to concern for the preservation of cultural heritage. It is to be mentioned that importance of human values is seen right from the childhood of a person. Preschool is the rst stage or period that lays the foundation of information on human values. Because information about the values of life is a continuous process found in the society. However, the rst information not only gains in earlier periods that begin and end in the period to adolescence but also continues personality. From now on, there can be changes on these values, but basic values have been developed. C hanging child's wrong behaviour is more difficult than trying to develop a new behaviour. It is critical to develop the child's personality in a planned and systematic process in order to prevent the wrong development of values education. There are different factors which affect human values in the life of an individual and the society. Value education starts from families and it is continuous at schools with the help of educators. Because of this, families, teachers and educational programs are crucial to values education. Families are the resource of information so they should be careful about their behaviours and attitudes as children see them as a model. Cooperation within families and teachers is very important for the thing that affects the children most is what the teacher does in the classroom. Besides this, education programs must be reorganized according to this cooperation. Also in this period by the help of educational activities like seminars, conferences; families can take an active part in organizing these programs. So that, there can be an effective harmony among families, educators and educational programs.

Crisis of human values:

A crisis is any event that is expected to lead to, an unstable and dangerous situation affecting an individual, group, community, or whole society. Crises are deemed to be negative changes in the se c unity, eco no mic, politica l, soc ie ta l, or environmenta l affairs, especially when they occur abruptly, with little or no warning. More loosely, it is a term meaning 'a testing time' or an 'emergency event'. Therefore, every person should be aware of removing the socia l problems which are deep-rooted in the human society. The values like truthfulness, kindness, honesty, law, justice, patriotism, humanism, etc. Are to be preserved in society in order to regulate human life in a well-ordered manner. Value-crisis has emerged due to not understanding its proper role in our human society. To some thinkers, epistemological crisis and identity crisis are the two main crises of value which create the major problems like suicide, murder, robbery, extortion, rape, insurgency, or extremist problem and caste and class conflict etc. The problem of value deterioration in our society can be stored out, if we are socially conscious about the deep-rooted values in our society. This awareness is possible only when we will flourish our philosophizing or spiritualizing force to assess the value in our life.

A natural disaster is the consequence of a natural hazard (e.g. Volcanic eruption, earthquake, landslide) which moves from potential into an active phase, and as a result affects human activities. Human vulnerability, exacerbated by the lack of planning or lack of appropriate emergency management, leads to financial structure and human losses.

Modern human society seems to be valued on the basis of material thing and its position. For instance, these days, a person who possesses wealth is respected and revered whereas a person without money is not honoured by anybody. The poor people, whoever they may be, have to woo the rich people just for the sake of earning their livelihood. Hence, human values have become neglected and meaningless, for human beings have become the means for the rich to earn money. People are so busy with earning material things that they have no time and no desire to think about the plight of humanity. For the self-centred there is no place for feelings of mercy, sympathy or kindness, etc. Nowadays, those who occupy high posts are respected. Thus, dignity seemed to be attached to a post or rank.

Today, educated people are so proud of their degrees that some of them detest illiterate people and avoid the company of commoners. Thus, they shun village life and live in towns or cities. Village people are deprived of all life's amenities. They are the candlestick of civilization: they stand erect with the candle resting on their head. Everyone gets light from it, while they suffer the discomfort of the wax trickling down their sides. In this way, the dishonest of humanity or the neglect of human values has become a socia l malady in the present era.

Impact of business media

Advertising has the prominent place among the techniques of mass education and persuasion on the public. It is not a modern origin. It has been used from immemorial period. In earlier period, advertisement was displayed in the form of sign boards, writing on historical buildings or inscriptions on stones, stone-pillars, stone walls etc., the development of printing has greatly boosted the ideas of advertising through newspapers, magazines, hand-books, etc., in earlier periods, it was used only in a limited manner. But now-a-daysit has been greatly utilized. The nineteenth century gave rise to the specific industry of advertising. With the passage of time and the untiring efforts of the people involved, advertising became an autonomous field. There is much more arriving in this field in the present century with the advent of internet and globalization. Consumers worldwide are going for online advertising and gradually it may supersede tv and cinema. It has been found to be an excellent method of being linked with whatever information is needed. Most of the advertisements have won laurels on account of the fantastic celebrity usage that do impact upon the audience in the most positive way. There is a purpose behind why celebrities are taken in advertisement. Acelebrity can be any person from films, modeling, sports, and politics that tend to catch the attention of the public just by being in the advertisement. Actually, there is a psychological element acting here in which the audience is influenced to purchase the product advertised. In india today, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image-building and product marketing, which has prominent impact and consequences in the human moral values.

Findings:

1. The value are the standards of behavior or guiding principles which i consider critical and essential in making or breaking a person’s character.
2. They are the held in high esteem and believed to be vital to the success of the general public by a particular society or environment in which a human being.
3. Human values can also be defined as the values of life.
4. A good action performed today remains a good action forever. So, human values are the values of human being for the human beings and by the human beings.

Suggestions:

1. It is noticed from the analysis that adolescents living in nuclear family lack human values. So parents should take up steps to teach human values to their children.

2. It is observed that, in comparison to rural adolescents, semi urban and rural adolescents have less of human values. So, educational institutions and communities should march together to impart human value education to young generation.

3. It is found that, when earnings of the adolescents increase human values decreases. So working adolescents should take self initiatives to enhance human values so as to ensure very cordial and conducive work environment and the corporate management can also organize workshops to uplift the human values among their employees.

Conclusion:

human value is a theory about "what things in the world are good, desirable, and important." Modern society has been undergoing significant" crises for last few decades. Indeed, human values are now withering very fast for which we humans are most responsible. The age-old simplicity and close ties between family and clan and village co-operation are withering fast. The growth of different modern political parties among the people and the total involvement of the masses in party politics is a contributory factor to such development.

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ACTIVITY BASED COSTING -A TOOL FOR DECISION MAKING

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Introduction

A powerful tool for measuring performance, activity-based costing (abc) is used to identify, describe, assign costs to, and report on agency operations. A more accurate cost management system than traditional cost accounting, abc identifies opportunities to improve business process effectiveness and efficiency by determining the "true" cost of a product or service. Activity based costing is a method for developing cost estimates in which the project is subdivided into discrete, quantifiable activities or a work unit. Abc systems calculate the costs of individual activities and assign costs to cost objects such as products and services on the basis of the activities undertaken to produce each product or services. It accurately identifies sources of profit and loss.

Activity-based costing

The concepts of abc were developed in the manufacturing sector of the united states during the 1970s and 1980s.it is a practice in which activities are identified and all related costs of performing them are calculated, providing actual costs chargeable. The focus of activity based costing is activities. Thus identifying activities is a logical first step in designing an activity based costing. An activity is an event, task or unit of work with a specified purpose. For example, designing products, setting up machines, operating machines and distributing products.

The cima technology defines abc as “a cost attribution to cost units on the basis of benefit received from indirect activities”. Peter b.b. Turney defines abc as "a method of measuring the cost and performance of activities and cost objects. Assigns cost to activities based on their use of resources and assigns cost to cost objects based on them use of activities. Abc recognizes the causal relationship of cost drivers to activities." abc can be defined by the following equation:

C/a = hd + m + e + s

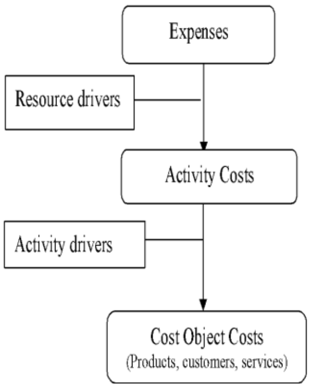
Where c/a = estimated cost per activity

H = number of labor hours required to perform the activity one time d = wages per labor hour

M = material costs required to perform the activity one time e = equipment costs to perform the activity one time

S = subcontracting costs to perform the activity one time

The total cost for performing the activity will be based on the number of times the activity is performed during a specific time frame. An activity based costing system first traces costs to activities and then to products and other cost objects. The following figure diagrammatically explains the basic flow of activity-based costing.



Important terms in activity based costing

The operation of the abc system involves the use of the following terms:

Cost object: it refers to an item for which cost measurement is required.e.g. A product, a service, or a customer.

Cost pool: a cost pool is a term used to indicate grouping of costs incurred on a particular activity which drives them.

Cost driver: a cost driver is any factor or force that causes a change in the cost of activity. Cost driver may be involved two parts:

1. Resource cost driver
2. Activity cost driver

A resource cost driver is a measure of the quantity of resources consumed by an activity. An activity cost driver is a measure of the frequency and intensity of demand, placed on activities by cost objects. The cost drivers for various functions i.e., production, marketing, research, and developments are given below.

Business functions	Cost driver
Production	Number of units Number of set-ups
Marketing	Number of sales personnel Number of sales orders
Research& development	Number of research projects Personnel hours spend on projects Technical complexities of the proje
Customer service	Number of service calls Number of products serviced Hours spend on servicing products

Stages of activity-based costing

The different steps or stages in abc system can be given as follows:

1.identify the chosen cost objects

The cost objects of any organization are the products or services and the goal is to first calculate the total cost of manufacturing and distributing these products and their unit cost.

2.identify the different activities within the organization

After the identification of cost objects, the main activities, which are being performed in the organization, have to be identified. Usually the number of activities over cost centers in abc will be much more as compared to traditional overhead system. The exact number will depend

on how the management subdivides the organization's activities.
3.identifying the direct cost of products
The direct cost of products or objects may comprise direct material cost, direct labor cost and direct expenses. Classification of as many of the total costs as direct costs as is economically feasible should be made. It reduces the amount of costs classified as indirect.
4.relating the overhead to the activities
After identifying the organization's activities, the various items of overhead are related to activities both support and primary, that caused them. As a result of relating the items of overhead to various activities, 'cost pool' or 'cost buckets' are created.
5.spreading the support activities across the primary activitiesthe spreading of support activities (i.e., activities which support or assist manufacturing) across the primary activities (correlated to the number of units produced) is done on some suitable base which reflects the use of support activity. The base is the cost driver and is measured of how the support activities are used.
6.determining the activity cost drivers
The determination of the activity cost drivers is done in order to relate the overhead collected in cost pools to the cost objects of products. It is done on the basis of the factor that drives the consumption of the activities.
7.calculating the activity cost driver rates
The activity cost rates for each activity are calculated in the way in which overhead absorption rates would be calculated under the traditional system. It can be presented as follows:
Activity cost driver rate = total cost of activity
Activity driver
These activity cost driver rates are to be used for ascertaining the amount of overhead chargeable to various cost objects or products.
8.computing the total cost of products or cost objects
The total costs of the products shall be computed by adding all direct and indirect costs assigned to them. The amount of overhead chargeable to a product or cost object shall be calculated by multiplying the activity cost drivers' rates by different amounts of each activity that each product or other cost object consumes.
Traditional costing and activity-based costing
Traditional costing can lead to undercosting or overcosting of products or services. Over or under costing of products distorts cost information. A poor quality of cost information causes management to make poor decisions for pricing, product emphasis, make or buy etc. Abc differs from the traditional system only in respect of allocations of overheads or indirect costs. Direct costs are identified with, or assigned to, the cost object, in the same manner as is done in case of traditional costing system. Overhead costs are linked to the cost objects based on activities.
Activity based costing in 1980s and 1990s
The activity based costing systems, described by robin cooper and robert kaplan in the 1980's and 1990's, has attracted much attention. These systems identify the major activities of a facility's production process and then classify these activities into one of the following categories:
- unit-level activities;
- batch-level activities;
- product-sustaining level activities and;
- facility-sustaining level activities.

In the example below, described by robin cooper,the number of direct labor hours a product consumes is the cost driver for unit-level activities;
The number of setups a product consumes is the cost driver of batch-level activities;and the number of parts a product consumes is the cost driver of product- sustaining level activities.
Consumption patterns by product

			Unit level activities			Batch level activities			Pro sust acti
Product	Size	Volume	Material costs	Direct labor hours	Machine hours	No. of setups	No. of orders	Times Handled	No. part
P1	Small	Low	$60	5	5	1	1	1	1
P2	Small	High	$600	50	50	3	3	3	1
Amounts consumed			$660	55	55	4	4	4	2

Overhead costs reported by an abc system

	Unit level activities	Batch level activities	Product-sustaining activities	Total o costs
Total overhead costs	$1441.00	$1080.00	$1000.00	$3521.(
Total cost driver units	55	4	2	
Consumption intensity	$26.20	$270.00	$500.00	

	Unit level activities			Batch level activities			Product-sustai	
Product	Direct labor hours	Consumption intensity	Cost traced	setups	Consumption intensity	Cost traced	Part Numbers	Consum intensi
P1	5	$26.20	$131.00	1	$270.00	$270.00	1	$500.(
P2	50	$26.20	$131.00	3	$270.00	$810.00	1	$500.(

According to robin cooper activity-based costing systems can be used to monitor how an organization's resources are consumed and help to manage consumption and spending in a company. With activity-based costing systems managers can attempt to perform its activities more efficiently, reprice products or alter the company's product mix.

Activity based costing methodology

The insight brought in by abc methodology can be broadly categorized as: customer profitability

Product profitability process efficiency

Customer profitability

Traditionally it is believed that high volume customers are profitable customers loyal customer is also a profitable one profits will follow a happy customer.

The abc studies on customer profitability have unveiled that the above are often exceptions. With the costing based on activities, the cost of serving a customer can be ascertained individually. Deducting the product cost and the cost to serve each customer one can arrive at customer's profitability. This method of dealing customer cost and product cost separately has lead to identifying the profitability of each customer and to position their products or services accordingly.

Product profitability

Abc costs the products based on the activities that goes into it. This facilitates arriving at the accurate cost of the products and enhances effective strategic decisions to:

•position their products better

•facilitate better product mix for the market

•enhance the bargaining power with the customer

Process efficiency

Abc implementation will make the employees, across functions, to understand the various costs involved, which will in turn enable them to

•analyze the cost.

•identify the value added and non-value-added activities.

•implement the improvements and realize the benefit.

This is a continuous improvement process in terms of analyzing the cost, to reduce or eliminate the non-value-added activities and to achieve an over all efficiency.

Abc and healthcare

More and more, healthcare enterprises are finding that their accounting systems do not provide useful operations management information. In their quest to reduce costs and develop an advantaged marketplace position, healthcare providers are discovering abc. It offers an approach and the type of information required to realize performance breakthroughs:

•it recognizes that cost and quality are the direct result of the activities providers undertake to deliver services to their patients.
•it is business-process and end-product focused, and invites cooperation, rather than competition, between functional departments.
•it is developed based on the process knowledge and insight of those directly involved in the delivery of the service. In the case of patient care, physicians, nurses, therapists, et al, participate and contribute to its development.
As a result, activity-based cost information is both intuitive and logical. In short, it makes sense to those charged with the responsibility for improving performance and provides them with transparent information on the cost ramifications of their decisions. Example applications include:
• evaluating the cost implications of alternative clinical pathways
• streamlining care delivery practices across the care continuum
• decision-making regarding management levels and spans of control
• enhancing staff utilization by time of day
• resourcing consolidated departments/deployed functions
A report by the us-aided quality assurance project on "can abc work in developing countries?" With peruvian healthcare system as the case, says: "traditional cost accounting methods pool all indirect costs and then allocate them to the various services in proportion to service direct costs. This approach tends to overestimate the unit cost of high volume services and underestimate low-volume services. When indirect costs are large, often the case in healthcare, the cost of services may be misinterpreted. Abc solves this problem by estimating the cost of the work activity that consume resources and by linking these costs to the services that are provided." And even though the authors
Say that abc may be difficult to implement, even in the us, it is still feasible in a developing country.
Activity based costing: a decision making tool
Prior to the emergence of abc, companies typically calculated profitability using the allocation method. This allocation method involves allocating costs to a product or customer using metrics such as the total number of accounts, customers, products produced, or transactions. Table 1 gives a hypothetical example of how this method calculates the profitability of three customer channels: store, catalog, and internet. In this example, the company allocates overhead costs—including accounting, it, marketing, and call-center costs—to customer channels, based on the number of customers per channel.

Table 1. Simple allocation of call-center overhead

	Total	Store	Catalog	Internet
Revenue	$3,500,000	$2,000,000	$1,000,000	$500,000
Number of Customers	50,000	35,000	10,000	5,000
Cost per Customer	$10	$10	$10	$10
Call-Center Costs	$500,000	$350,000	$100,000	$50,000
Net Revenue	$3,000,000	$1,650,000	$900,000	$450,000
Margin	85.7%	82.5%	90.0%	90.0%

(source: www.cxoamerica.com)
From the example above, management might conclude that all channels are performing relatively well, but the big opportunity lies in growing the catalog and internet channels through additional investments. These two channels—though smaller in overall revenue—appear more attractive after cost allocations and could realize explosive, profitable growth—given management attention and aggressive investments.
Table 2 shows the more realistic outcome when an organization applies abc and apportions call center expenses to each customer channel, based on the number of incoming calls each channel generates. Since catalog customers create 80% of the incoming call-center volume, this channel should incur a greater proportion of the total cost.
Table 2. Abc allocation of call-center overhead

	Total	Store	Catalog	Internet
Revenue	$3,500,000	$2,000,000	$1,000,000	$500,000
Number of Calls	100,000	0	80,000	20,000
Cost Per Call	5	5	5	5
Call-Center Costs	$500,000	$0	$400,000	$100,000
Net Revenue	$3,000,000	$2,000,000	$600,000	$400,000
Margin	85.7%	100%	60.0%	80%

Source: www.cxoamerica.com

The insight from this analysis is far different. After allocating costs based on the consumption of resources, management can see that the catalog channel uses far more resources and is actually less profitable than other channels. Rather than throwing away additional investment to grow this channel, management should take corrective action to bring this segment up to acceptable profitability levels.

Software packages for abc

Abc focus

It is tool for costing products and services and improving efficiencies.

"abc focus is a tool which makes abc concepts simple to understand and use. It is a very attractive package because its flexible costing model, consolidated reporting and a very competitive pricing regime make it suitable for large and small business in virtually any industry." abc focus provides a structured approach to cost products, services, processes, activities and unused capacity. It provides a platform on which to confidently adjust pricing and activities for competitive advantage.

Qpr cost control

The user-friendly qpr cost control system helps to understand the real cost structure of the company and identify how the business really works. Using the proven approach activity-based costing / management, the software identifies exactly what costs are linked to each individual customer, product, service or activity. Qpr cost control gives the information to make decisions about the most profitable path for thebusiness.qpr cost control is used successfully by all types of organizations, from large international corporations to universities, hospitals and government agencies.

Growing interest in activity-based costing

Activity based costing is being implemented by a growing number of companies around the globe. Specific abc applications vary from organization to organization. A few organizations use abc as their basic, ongoing cost accounting system. But many abc applications are selective- special studies within subparts of the organization, such as business divisions or particular functions.

A survey of us companies in the food and beverage industry found 18% of the respondents implementing abc and 58% considering it. A survey of dutch companies in the food and beverage industry found 12% currently using abc and another 25% are considering it. Among canadian companies one survey indicates that 14% of the interviewed businesses have implemented abc and another 15% are considering using abc it. The abc system has replaced existing system for 24% of the canadian respondents and it is a supplementary (off-line) system for 76%. A united kingdom survey found that just under 20% of 251 respondents had used abc. An australian survey found that 43% of the respondents were either using abc or implementing it. A survey of irish manufacturing companies that have implemented abc reported the following percentages for the actual benefits experienced:

1	More accurate cost information for product costing and pricing	71%
2	Improved cost control and management	66%
3	Improved insight into cost drivers	58%
4	Better performance measures	46%
5	More accurate customer profitability analysis	25%

A survey of irish service-sector companies reports similar percentages for the benefits experienced .results from similar studies in developed economies around the world indicate that abc is not a passing fad. A majority of companies still use traditional costing methods, but the use of abc appears to be increasing.

Significance of activity-based costing

The following list reflects the results of several surveys of practice in the united states, the united kingdom, and canada to determine why companies choose abc.

cost reduction: - abc measures how much activities that are costly and then take steps to reduce their costs by changing the productions process or outsourcing those activities.

product pricing and decisions of whether to continue producing a product or keeping a particular customer. Abc implementers generally believe that that abc provides more accurate cost information than conventional costing does. Management can use this information to negotiate price increases with customers or to drop unprofitable products.

budgeting and performance measurement: - management can use more accurate cost information to improve budgets and measures of department and division performance.

Limitations of activity-based costing

•more time consuming to collect data

•cost of buying, implementing and maintaining activity-based system

•in some cases, the establishment of cause and effect relationship between cost driver and costs not be a simple affair.

•abc does not conform to generally accepted accounting principles in some areas.

Conclusion

Activity based costing has revolutionized product costing, planning, and forecasting in the last decade. It is based on a philosophy of estimation that: "it is better to be approximately right, than precisely wrong." in summary, activity-based costing is a management decision-making tool. It provides financial support data structured in a fashion fundamentally different from accounting data provided in the general ledger. By associating cost to the activity, a clear relationship can be established between sources of activity demand and the related costs. This association can benefit the distributor in determining where costs are being incurred, what is

Initiating the costs and where to apply efforts to curb inflationary costs. This can be of particular value in tracking new products or customers.

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MANAGEMENT EDUCATION: A CURRENT SCENARIO

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Abstract:

Changing economic conditions and intensification of global competition have given management education an increasingly central role in the success of individuals and corporations. With economic reforms in the country and globalization phenomenon everywhere, management education is at the “cross roads”, with an imperative to change its

role from being ornamental to imparting the competitive edge.

Global competition is changing the relationship between management education and business. Management education has become a fad in a virtually connected universe. Management institutions have mushroomed in india, but quality remains elusive. Instead of preparing students to face the challenges of life, institutions prepare them more for their examination and try to develop their skills for two reasons: to make them employable and to get employment. In the last semester, students are lost in projects and preparations for their examinations and to place themselves in a job which assures fat and attractive salary packages.

For some people objectives of running business schools is for business; for some others, the objective is to get themselves branded and to earn a good name and fame through a selfless service being provided for the development of the community. Therefore, we can identify two types of management institutions:

A. Institutions with business model - where money is a master

B. Institutions with service model - where money is a servant

Thus, this paper will focus on current scenario of managing management institutions and education with different objectives to attract students in shaping their career.

Key words:

Expectations of stakeholders, business model, service model

“we want that education by which character is formed, strength of mind is increased, the intellect is expanded and by which one can stand on one’s own feet”

Swami vivekananda

Introduction

Education is about the preparation of unprepared minds. Preparation of mind, as a process, does involve enormous inputs and efforts on the part of all stakeholders viz., parents, teachers, peers and society. The reward of education to the learner is, often, measured in terms of what access education could provide to wealth, physical comfort, good living and social esteem. Education should be concerned with the totality of life and not with immediate responses to immediate challenges. The ambition of today’s youth is to secure a job in the business, industrial or service sectors and settle down well as early as possible. It is evident that management education is needed to infuse professional ability among students, but how they respond later to societal needs is equally important. Unfortunately, education has been so distorted and diluted and emphasis is laid on the knowledge content.

In the new economy, knowledge, rather than natural resources, is the raw material of business” – center for regional studies 2002. Human capital is recognized as the most valuable asset of the business. It acts as a differentiator with the competitor. Management education is about developing the human capital by sharpening their business acumen under the controlled environment. Corporates capitalize on these skill sets that are honed in a business school and add their experiences to shape the future managers. Students look at management education as a golden corridor towards a white collar job. Whether this notion is leading to a speed bump or an engine trouble for the management education is the question to be addressed. Globalization is considered to be an opportunity to participate in the world market, but it also poses huge competition. The globalization does not seem to have happened just to the industry but also to indian b-schools. The expansion of b-schools (in number) does not look to be in line with the challenges posed by the globalization of indian management education. Around 3500 b-schools india currently has, there might be around 200-

250 schools, which might stand a standard test of quality. Should the globalization of management education in india become a reality in terms of free movement of faculty and freedom of operations across the globe, the indian b-schools might have to take many initiatives to stand up to the challenge.

Management education in india has not grown in an evolutionary manner. American experience was grafted on to an existing educational system and did not emerge from the native educational and business context and culture. Its development has been random and its objectives, content, pedagogy and other aspects need re-examination in relation to the needs of india, in an increasingly globalizing economy. Organizations are becoming more complex and businesses more competitive. The demands on the skills of indian managers are changing. It has become essential to re-examine the entire structure, content, purpose and pattern of management education.

Objectives

1.an overview of the current scenario of management education in india.
2.to analysis the expectations of different stakeholders.
3.strategies to be developed to face the challenges.

Critical analysis of management education in india

Management education in india is more than a half a century old. It began in the 1950s as a part time education for practicing executives, and full-time management degree offered by a few universities. In the last twenty years, the growth of management education in india has been phenomenal. With the dawn of new millennium, while there was phenomenal growth in the number of b-schools, the benchmarks were also on the rise. There has been a tremendous growth in the number of institutions offering management education – a ray of hope in young minds to get well paid jobs.

Growth of B-Schools in India

Year	No. of B-Schools
1950 - 1980	118
1980 - 2000	673
2001 - 2005	700 [Approximately]
2006 - 2007	1400 & more
2007 - 2020	3216 [Approximately]

Source : growth and globalization of indian management education – issues and solutions

In addition to the 19 indian institutes of management and five or six other premier institutions, there are more than 200 university departments offering post graduate level management courses. A systematic evaluation of the management education imparted in these institutions and the contribution of the management education in improving the functioning and performance of indian organizations is overdue.

Approximate distribution of b-schools across the categories

Categories	Approximate Nos.
Government & Quazi Government B-Schools	20
University Departments	200
Private Autonomous B-Schools	200
University Affiliated colleges	1000
Others	200

Management education in india has been imparted through three tier management institutes spread over the country. The first tier institutes are the indian institute of managements created in the sixties with us university collaboration like harvard and mit and are now flagship institutes providing the quality products for the global and national enterprises. The second are those institutes which have some brand value links with bodies like all india management association and are spread over in hundreds across the country. The third tier management institutes all branded themselves as approved by all india council for technical education (aicte) and other national quality control bodies like national board of accreditation for education and training and so on. Many of these institutes, as many as 4000 plus, have mushroomed across the country without any quality standards in teaching and research as a result academic standards are compromised, students are not trained for managerial positions-unable to get suitable employment. When it comes to regulatory perspective, aicte, ugc, affiliating universities are under confusion, confrontation and non-compliance, even with compliance they are not equipped strategically to meet the students requirements. On the other side ugc has set its sights on exporting indian education. Taking the advantage of indian foreign trade policy 2004-09, few business schools have attempted to attract foreign students to their indian campuses apart from setting their overseas campus in china, africa and other asian countries. Education consultants india limited [edcil] has drawn a focused programme to establish india as a quality destination for higher education to potential countries like saarc, middle east, south east asia, africa etc. India is also opened for the entry of foreign b-schools.

Challenges faced by management institutions in india

Management of management institutions have tremendous responsibility and challenges to prepare students for their career. There is a shift in the management culture: for some people objectives of running business schools is for business; for some others, the objective is to get themselves branded through a selfless service being provided for the development of the community. No doubt a model comprising of business, service, sustainability of the institution from external and internal factors is a great challenge facing by the educators.

Infrastructural requirements

The infrastructural requirements in the campus will not only make the difference but helps in making students to work together, lot of stimulation and inspiration with which they can work and can connect themselves with the rest of the world.

Many management institutes in india do not have a sufficient land and building to run the programme. They are held in small rooms or in one floor where no basic facilities are provided but they are recognized.

Students should be made comfortable by providing good facilities like accommodation, residential facilities, recreation, entertainment, refreshments etc. A well furnished campus with, world class facilities to develop educational entrepreneurship – though a difficult task but inevitable to attract the students.

Along with physical facilities, the social expectations of students like connections with business communities to know the industry expectations should also be taken care.

B. Faculty shortage

Management educators have started the institutions with improper and inadequate preparations. According to the latest information from ministry of human resource development (mhrd), there are around 3,500 business schools in the country offering master of business administration and 308 institutions offering post graduate diploma in management (pgdm), the number is increasing in a rapid speed. At the same time, academic talent has become more competitive.

Many institutions are facing faculty crunch. The remuneration given in the management institutions are much lower and are not par with the industry. Many management institutions do not have aicte pay scales, even if it is followed, management will not disclose their pay packages. On the other hand they try to compare the efficiency with the pay packages which will not yield good results at the end. Due to which people will not stick on to the profession and one can always find the higher rate of attrition which will be costly to the reputation of the institution and the quality of the teaching. It is essential for the leaders of the business schools to have a concrete understanding of the factors governing the recruitment and retention of academic staff.

Even if pay scales are satisfactory business schools require trained, qualitative and potential employees. They should be a special class of people, who are driven by passion rather than money. Management institutions should have good hr practices to pool best quality teachers who can run the academic procedures to satisfy the needs of global standards. In this direction, the commitment for educators in terms of time and money is also an important factor to be considered. It is an investment for management educators both in terms - return of investments and return on investments. They have to take a hard look at finances, yet become a social entrepreneur. They should think of value propositions in order to emerge as leading management institution. Unfortunately, all these are lacking to the greatest extent in the b-schools.

C. Students expectations

Management institutions admit graduates from various disciplines. Learning, experience, skill sets of those graduates are different and needs special training on different aspects. One can almost see a seller-buyer concept among educators and students. Institutes have started
Attracting students by showing the placement records hence have become placement centres instead of training centres. Students have also become highly sensitive about the placements and look at the value being received without any realistic expectations.

In todays scenario, students do not want to sit in the classrooms for longer hours, enrichment and enhancement of their knowledge and skills are not seen. When study or course materials are given with cases and case analysis, students hardly walk into the class. Even if they come, they come with no preparations, lack of interest, poor participation and learning in the classroom, no constructive ideas, no creativity, no quality discussions and brain storming, fail to give new solutions to the problems. They always go in search of short cuts for success.

Today, information is exploding; students will use the available technology to do their academic assignment. At the same time educators are finding it difficult to make students more and more creative and critical. They must be trained to be effective and best communicators. Students must be taught with principles of leadership, having a right attitude with soft leadership skills, which can go a long way to build their career and survive in the current and complex scenario.

B-schools cannot simply become institutions for imparting higher education. The challenge is to become a place, where leadership is promoted and nurtured with a long-term vision. Young managers have to serve the companies with a larger purpose of nation building with honesty and integrity intact. Building character and inculcating empathy among budding managers, which will make them leaders of society, remain a perennial challenge for b- schools in india.

D.values, culture and ethics

Today, the management educational system completely sidesteps the emotional and spiritual aspects of the human personality and caters only to physical and intellectual growth - only in a superficial manner. As early as 1966, the kothari commission recognized the need for inculcating social, moral and spiritual values through education. But the way to achieve this in a composite society like india, where the notions of caste, creed and religion are very strongly entrenched, has defied a universally acceptable solution.

It is not information or knowledge that makes a human being, what is most important is the necessity to create a process that transforms the inherent nature of a person, his/ her basic instincts. That alone addresses the prime purpose of all trainings. This reminds of the mahabharata, where duryodhana represents the same kind of a person. Interestingly everybody considered him to be a jealous and stupid person, always scheming yet failing miserably. But duryodhana was a fairly intelligent person, yet what we need to understand is that his motives left him no other way but the one he practiced.when krishna asked him, why was he such a fool as to lead everyone to a war; the reply that duryodhana gave stunned, even krishna. He said: “krishna, i have studied under the same teachers, from whom yudhishthira has learnt his lessons. I know what is correct (dharma) and what is incorrect (adharma), yet i cannot stop being what i am!”This is the best remark on any educational set up and the system at large, where vyaasa is trying to tell us that it is not information or knowledge that makes a human being, what is most important is the necessity to create a process that transforms the inherent nature of a

Person, his/ her basic instincts. That alone addresses the prime purpose of all trainings. This is probably where the modern academic set-up has failed.

Today, what we need to have is a curriculum in management studies that addresses the person as a complete entity, wherein the four different but inter-related aspects viz., the physical, intellectual, emotional, and spiritual dimensions of a person are addressed in the social, political, cultural context is strongly felt.

Holistic education helps everyone to overcome the following seven sins: ‘wealth without work, pleasure without conscience, knowledge without character, commerce without morality, science without humanity, worship without sacrifice, politics without principle” remarked mahatma gandhi.

It is always better for the managements or management educators to understand the challenges and to find out different strategies to face them to move on overcoming the difficulties or hardship being found in the way to grow better in order to reach the students.

Strategic approach to face the challenges
Today, traditional methods of teaching are insufficient and irrelevant. The traditional models fall short in their ability to link the knowledge, skills and concepts covered to the practice of leadership. Everyday new situations will keep arising, requiring a capacity to ‘learn to learn’. Students must have an inquiring mind, always asking ‘why’. Their capacity to learn throughout their lives comes from a good grasp of basic concepts and their applications, i.e., from the ‘know why’ regarding whatever students have learnt or will learn. Which means the focus has to be less on the ‘know how’, or the ‘know what’.

Business schools have no choice but to cope with the demands of a fast-changing business environment and produce future managers equipped with all the skills required to articulate the best possible strategies. The teaching methods should focus more deeply on improving leadership qualities, team work, communication skills, & competencies and on how to prepare students to play a critical result-oriented role in terms of changing an organization for the better.

Currently, more than 80% to 85% of the course designed by the institute / universities is more for employment in manufacturing organisations. Thus, the course curriculum should invariably embed in two perspectives:
1.one is present day generalist frame comprising marketing, finance, human resource management,

operations, information technology, international business, supply chain management, retail and much more – updating for managerial requisitions of service sector organisations.
2.the second perspective should be instinctively inter-wined and designed meeting the specific requirement of target industry segment.

Swami vivekananda advocated integral education. Education is not a mere transmission of knowledge to a person; it should be transformation of knowledge to make a person to be strong internally with inherited skills and talents.

Proper training to the minds of the students is necessary for three purposes:
1.to increase the power of attention
2.to have work efficiency and perfection in workmanship
3.to increase the ability to deal with the problems of life and profession.
Faculties should establish their own professional identity on the basis of their specialisation. They should involve themselves in institution building through institutional leadership, in the process means and ends should not be compromised. The training of students to equip themselves for the challenges and training of teachers to meet the expectations of students should happen simultaneously.

Focus of the management education may need to be shifted from conceptual learning to skill development, attitude change and value clarification. B-schools should upgrade their institutional relevance by two ways;
A. How best to initiate change
B. Build an environment for sustaining change and seek continuous adjustment to national, global and socio-political situations.

Conclusion

Management education should be restructured and to redefine to meet the changing scenario. There has to be a combination of knowledge, inspiration and ethical strength to every individual, which would enable students to lead a right professional and cultural life in the society. Management education should not only focus in producing graduates and post graduates in quantity but must focus on quality and produce leaders who can become job providers instead of job seekers.

Management education should not only meet the needs of the students but also it should match the expectations of the corporate world. B-schools must be creative and introduce innovative courses for the overall development of the students. There should be larger flexibility in the contents of management education from the perspective of practical problems of the business world. B-schools should have an extensive training institute which develops need based models which are more practical to bring quality in training and evaluate the institute's performance and the performance of the faculty periodically. Students should be made industry-ready to accept the challenges of the corporate world.

To fulfill the same, b-schools should focus on holistic education, which leads to the development of characteristics to accomplish the required goals to make the community more successful and render the same towards a happy and a worthy living. The holistic education is the only solution for all types of problems under all situations. It will strengthen the inner spirits in human beings to make use of the inherited talents at all the stages in life cycle to create a better world for the betterment of the future generations.

It is the wholesome responsibility of the management educators to make students to attain standards of maturity to become valuable person both personally and professionally. The types of maturity are:

1. Social maturity
2. Physical maturity

3. Intellectual maturity
4. Chronological maturity
5. Emotional maturity
6. Philosophical maturity
7. Spiritual maturity

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GLOBALIZATION OF INDIAN INSURANCE SECTOR -ISSUES AND CHALLENGES

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Abstract:

The needs of the nation and its people have finally prevailed and privatization of insurance is now a reality towards further liberalization of the indian economy. With the opening up of the industry after reforms, private sector operators in collaboration with their overseas partners are likely to bring in a more professional and focused approach. Hence, in this millennium, insurance industry is likely to play an important role in changing the economic landscape of the country.

Origin and growth of insurance sector

Insurance in modern form originated in the mediterranean during the 13th century. The earliest references to insurance have been found in babylonia, the greeks and the romans. Marine insurance is the oldest form of insurance followed by life insurance and fire insurance. Life insurance activity in its modern form started in india in 1818 to provide for english widows when oriental life insurance company was incorporated at calcutta, followed by bombay life assurance company in 1823 and tritron insurance company for general insurance in 1850. Insurance regulation formally began in india through the passing of two acts, the life insurance companies act of 1912 and the provident fund act of 1912. However the first comprehensive legislation was introduced with the insurance act of 1938 that provided strict state control over insurance business in the country. After independence, the business of india insurance grew at a faster place as competition amongst the indian companies intensified. The decision of nationalization of life in-surance business took place in 1956 when 245 india and foreign insurance provident societies were first merged and then nationalized. It paved the way towards the establishment of life insurance was to raise the much needed funds for rapid industrialization and self-reliance in heavy industries. General insurance followed suit and 1968; the insurance act was amended to allow for social control over the general insurance business. Subsequently in 1973, non-life insurance business was nationalized and the general insurance business (nationalization) act, 1972 waspromulgated.

Globalization of insurance sector:

The experience after independence in insurance sector showed that the ultimate objective remained largely unfulfilled due to the relatively low spread of insurance in the country the efficient and quality functioning of the public sector insurance companies and the untapped potential for mobilizing long term financial resources to finance the growth of infrastructure, the government set up an insurance returns committee in april, 1993 under the chairmanship of r. N.malhotra, to suggest reforms in the insurance sector including improving the functioning of the lic, gic and strengthening the regulatory system. The committee submitted its report to union finance minister on 7-01-1994, recommending a phased program of liberalization and called for a private sector entry and restructuring of lic and gic. The subsequent government moved an insurance bill but it was not passed, the next government moved on insurance bill again in 1998, which was referred back to a select committee of parliament after wards the government introduced the insurance regulatory development authority (irda) bill in parliament with some changes in the original structure the government of india created history on october private sectorcompanies.

Penetration of insurance sector in india:

Insurance is a rs.400 billion business in india's and together with banking services adds about 7% to india's gross domestic product (gdp) gross premium collection is about 2 percent of gdp and growing between 15 and 20 percent per annum. India also has highest number of life insurance policies in force in the world, yet more than three fourth of india's insurance population has no life insurance cover the penetration of insurance is very low in india the following indices support this contention. While per capita insurance premium in developed countries is very high, it is quite low in india per capital insurance premium in india in 1999 was only $8 while it was $ 4800 for japan, $ 1000 for republic of korea, $ 887 for singapore, $ 823 for hong kong and $ 144 for malaysia. The insurance premium as a percentage of gdp was 14% for japan, 13% for south africa, 12% for korea, 9% for uk and less than 2% in india in 1999 similarly the insurance premium as a percentage of gross domestic saving (gds) was 52% for u.k, 35% for other european and american countries, it was only 9% for india in 1999 the shareofindiaintheworldmarketintermsofgrossinsurancepremiumisagainvery

1000. For instance, while japan has 31%, european union 25%, south africa 2.3%, canada 1.7% share of the global insurance premium; it is only 0.3% for india.

Insurance sector - hurdles:

The insurance industry has been growing between 15 and 20 percent, but it lags for behind its global counterparts. This was due to the following reasons.

1.insurance companies create products and go out to find customers. They do not create products that the marketwants.

2.insurance awareness among the general public islow.

3.term- insurance plants are notpromoted.

4.unit -linked assurances are notavailable.

5.insurance covers are expensive.

Inefficient management and low investment yield are responsible for the high premium charged by indian insurance companies investment restrictions have been responsible for low yields.

6.returns from insurance products arelow.

7.there is a dearth of innovative and buyer-friendly insuranceproducts.

8.most agents and development officers are interested only in producing new business servicing

Existing customers satisfactorily has not been a priority for them the obvious reason to this is that incentives are them the obvious reason to this is that incentives are based on new business generation and not on satisfactory serving of existing customers it is surprise to note that more than 10% of lic policies are surrendered or get lapsed every year.

9.there is no market research worth the name and computerization is woefully inadequate.

Globalization of insurance sector -issues:

The three key issues that impinge on liberalization of insurance in india are: why liberalize, what

Market structure to have finally and what is the role for regulator.:

(i)reason for opening up the insuranceindustry:

An insurance policy protects the buyer at some cost against financial loss arising from a specified a risk. Different situation and different people require different mix of risk – cost combinations. Insurance company thereby offers schemes of different kinds. Among the emerging economies, india is one of the least insured countries, but the potential for further growth is phenomenal. The demand for insurance is likely to increase with rising per capital incomes, rising literacy rates and increase of the service sectors. After korean and taiwanese insurance sectors were liberalized, the korean market has grown 3 times faster than gdp and taiwan the rate of growth has been almost 4 times than that of its gdp. Further, opening of the sector to private firms will foster competition, innovation and variety of products. It will also generate greater awareness on the need for buying insurance as a service and not merely for tax exemption, which is currentlydone.

(ii)market structure:

What is the appropriate market structure for insurance markets? Should it be monopoly (state or regulated) or should there be unlimited private entry or should there only be a few regulated players? The answer is quite obvious. When traditional public sector businesses like banking, power, telecom, airlines and even postal services have been allowed private entry, why must insurance remain a state monopoly? State monopoly had little incentives to offer a wide range of products with more complex and extensive risk categorization, better technology and better customer service including faster settlements. Keeping in view the recommendations of insurance reforms committee that a limited number of high capital private companies be licensed, and no firm be allowed to operate both in life and non-life insurance, irda has granted

Licenses to three private companies on october 24, 2000 - reliance fire and general insurance, hdfc standard life insurance and royal sundaram alliance insurance, to set up the shop and to get into business.

(iii)role of irda

Irda’s primary function is to protect consumer interests. This means ensuring proper disclosure, keeping prices affordable but also insisting on some mandatory products, and most importantly making sure that consumers get paid by insurers. Further, ensuring the solvency of insurers is a very important function of regulatory authority. Irda has evolved a set of operational guidelines to deal with maintaining the solvency of insurers.

Growth of insurance business entails better education and production to customers, creating better incentives for agents and intermediaries. It has evolved guidelines on the entry and functions of such intermediaries. Licensing of agents and brokers are required to check their indulgence in activities such as twisting, fraudulent practices, rebating and misappropriation offunds.

Insurance sector - emerging areas:

Some of the emerging areas for insurance sector in india are:

(i) demand for pension plans:

Two relatively modern trends affect life insurance business in india significantly. The first one is the joint family system which worked like an insurance arrangement. With more and more nuclear families becoming the rule, there it a greater demand for life insurance cover the second trend is that elderly are increasingly having to fend for themselves. In 1990, india had about 54 million people above the age of 60. This number is expected to increase to 100 million by 2004, and to almost 10% of the total population by 2010. Thus future senior citizens look towards planning for their own old age and the need for pensions and annuities. These two trends portend a large and growing market for life insurance inindia.

2.separateness of banking andinsurance:

There is lot of speculation whether banks should be allowed to operate in the insurance sectors. The reasons for allowing banks are – competition would enhance efficiency and benefit consumers, public-men enjoy a "one- stop financial service paradigm", banks could recoup some of the lost business to securities firms and there would be synergies in operating insurance and banking. The reasons against are - it would create unhealthy concentration of market power, it would expose banks to additional and unnecessary risks and banks would have unfair advantages since they have detailed information on their customers financial position. This debate is for from settled and we are likely to see some restructuring in operations of banking and insurance.

3role of informationtechno-logy:

The business of selling life insurance requires assessing the profile of the customer and assigning the right policy. This process is facilitated by a database and is completely

Driven by information technology. If it uses this network of database to offer their products, it would have better utilized this vastly underutilized capacity.

4.using postalnetwork:

Another important factor is allowing the existing network of more than 1,50,000 branch offices of post and telegraph to sell life insurances and related financial products. Already postal banks generate more deposits than all commercial banks and hence their role can hardly be overemphasized. Post offices can also act as avenues or agents of non-life insurance companies. However, they cannot be expected to underwrite risks.

5.creating insuranceawareness:

It is the need of hour to create insurance awareness among the general public. It will require a whole lot of efforts on the supply and distribution side.

6.innovativeproducts:

Insurance companies should offer innovative products to tap huge amount of resources for the developmental activities. In developed economies, insurance products are sold focus of insurance industry is changing towards providing a mix of both protection / risk cover and long - term investmentopportunities.

Insurance sector in india- future scenario:

In india, only 10% of the market share has been tapped by lic and gic and the balance 90% of the market still remains untapped. This vast potential can be tapped only by a large number of insurances. To serve the population of more than 100 crore indians, indian insurance market offers tremendous opportunities to private insurers. With the increase in the life expectancy of individuals and disintegration of joint – family system, each individual now has arranged cover for himself and for his family. Therefore, coverage of insurers has to grow veryfast.

Conclusion:

The needs of the nation and its people have finally prevailed and privatization of insurance is now a reality towards further liberalization of the indian economy. With the opening up of the industry after reforms, private sector operators in collaboration with their overseas partners are likely to bring in a more professional and focused approach. Hence, in this millennium, insurance industry is likely to play an important role in changing the economic landscape of the country. However, the success of the insurance

Industry will primarily depend upon meeting the rising expectations of the consumers who will be the real king in the liberalized insurance market infuture.

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SOCIAL AND ETHICAL ACCOUNTING – GIVING A SOCIAL FACE TO BUSINESS

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Introduction:

Social auditing is the name of variety of tools and techniques, for measuring, understanding and ultimately improving the social and ethical performance of an organisation. But the hard lessons we are learning today is that ethics is no longer a luxury, it is the base which underlines the success of an organisation. But if we take birds eye view of 2003-05. We see that as the years spurred by headlines of business scandals, corruption at every level of business, diminishing investors confidence and raised concerns about the erosion of corporate responsibilities and multinational corporations collaborating with corrupt and ineffective practices. Hence, there is need for giving a social face, social and ethical accounting of business with respect to:

1. Ethics at work place and humane values
2. Business scandals
3. Ethics and performance
4. Balancing life & work, and
5. Ethical policies

Ethics at work place and humane values

"yatrayogeswarakrsna
Yatraparthodhanurdharaha
Tatra sri vijayobhuthi
Dhruvanitirmatir mama"

Bhagavatgeetha is unique in its stress on work ethics and humane values. This is yoga, the comprehensive philosophy of life and action. This philosophy helps achieve our national objectives of human development through effective management techniques and good interpersonal relations.

As per the above verse, there should be a confluence in each person the energy of yoga – vision, calm spirituality and the energy of dedicated efficient action. There shall be combined contemplation of action, vision and implementation in every person. When this combination and confluence is achieved, the management and administration shall move towards the higher level of efficiency.

The successful confluence of vision and action according to the above testament, bears many fruits viz., economic prosperity (sri / siri) victory and success for a project or work (vijaya). The general welfare (bhuthi). This confluence to be effective requires that we should practice the fourth value viz., dhruvanithi i.e., constant justice and ethical sense. The dhruvanithi or dharma i.e., constant justice and ethical sense shall avoid injustice, social conflict and chaos. The management professionals must be imbued with justice and ethical sense. This value dharma integrates man with man in business and is the basis of interpersonal relations at work.

2. Business scandals

In an increasingly interdependent economy business decisions and will affect us all. Those decisions that are based on sound ethical judgement will have the most favourable and beneficial result. Business houses are subject to constant surveillance by society and the state. Even before the enron-anderson fiasco, a series of new financial earth quakes, with their epic centres in the us have begun to work havoc on international investors world.com buckled under a $ 3.85 billion accounting debacle sending the market to their lowest levels. Since 1998 mrck did not account for $ 12 billion worth of sales. Xerox is said to have bribed indian officials to get government contracts.

a study reported that of the fortune 500 companies 115 companies (23%) had been convicted of at least one major crime or paid penalties for serious misbehaviours.

3.ethics and performance

Leading business schools, management experts and organisation success stories have stressed on the risks associated with blatant ethical failures and their consequences. While consequences are glaringly clear, the biggest impact of business ethics is organisational performance.

Research says, the leading causes for organisational problems like customer dissatisfaction employee turnover, ineffective quality improvement and training efforts failed mergers and technology projects. Weak innovation and failed product development all have been linked to the operating culture.

The ability of organisations to manage ethics at this micro level is a process capability that yield. Significant economic returns, identifying the course is not easy and usually requires professional diagnostics.

4. Ethical policies

Good business ethics is the ability to reason and operate within a sound ethics system with clarity, consistency and relevance in support of group performance, while meeting the needs of all participants and interested parties ethical behaviour must be developed at all levels. Simultaneously it must be useful to the organisation and all involved. A well defined ethics policy along with outline of related standards of conduct provides, the frame work for ethical, normal behaviour within a company. The benefit is higher employee morale and commitment leading to mutual long term benefits.

5. Balancing life and work

Japans supreme court in a landmark judgement held 'deutsu', the world's biggest advertising agency, responsible for the suicide of one of its 'employee' allegedly caused by 'karoshi' or death through over work. While ordering payment of compensation of the family of the deceased the court maintained that the employer did not take measures to reduce the work burden on the employee, even though it realised his health was deteriorating as a result of constantly working long hours.

According to research trouble at home coupled with the drive towards a leaner work force and longer working hours worsens stress. Stress is very costly in terms of social and personal life of both the employees and their families. Several studies reveal a higher risk for suicidal behaviour amongst employees who undergo stress. The professional life of employees with increased stress levels, is likely to suffer. Most important being their quality of work can diminish as a result of their anxiety. Suing the employer for work place stress is on the increase in us and europe. Though no estimates are available in india. According to london institute of management stress cost in the uk have raisen from nearly e7 to 10 billion (pounds) a year. This includes sick pay, missed deadlines and poor performance.

According to recent researchers a whole range of personal concerns including but not limited to emotional stress, relationships, family problems, alcohol, drugs, financial, legal or work related problems and career issues often leads to stress. Most importantly lack of control of an individuals work load can cause stress.

Thus when employees are distracted from effective performance of their duties, mangers, need to find out the underlying causes. To identify such latent problems, an effective grievance redressal system can be of immense help. Many companies recognising the advantages of providing 'advice' for their employees, employ a variety of strategy. The employee assistance professional association uk, estimates that more than 1000 companies offer work place counselling reaching 700000 employees. Assisting the organisation to identify and ameliorate work place stressors that adversely affect job performance, employee assistance programmes, provision of consultancy, training and support etc. Are gaining importance.

Transcendental meditation (tm) is widely favoured to achieve peak performance without stress, reduce absenteeism and ill health as well as increases motivation of employees. It needs to be realised that counselling is not a panacea for stress related disorders but an independent line of management. By providing confidential work place counselling service individuals or group of employees, both employees and the management are benefited mutually. Thus there is the need for balancing the life and work of an employee is of paramount social responsibility of the management / organisation.

Conclusion

Thus business ethics requires a philosophical commitment to internal consistency which is not only one of the most demanding aspects of business ethics but also the most rewarding. This commitment must come from top management in the form of resources, training and direct involvement and maintaining ecological balance controlling pollution, prohibiting employment to children below 14 years of age and prohibiting employment practices which discriminate not only on the basis of sex but also on the grounds of race, colour, religion and national origin.

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RM: A COST-EFFECTIVE BUSINESS SOLUTION FOR HUMAN RESOURCE MANAGEMENT

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Abstract:

Ehrm seems to be providing an important 'push': to put hr responsibility in the hands of the line manager. The introduction of ehrm is accompanied by the decentralization of hr tasks and by the harmonization and standardization of hr processes.

For the hr department, introducing ehrm shows itself to be a 'push-factor' for changing hrm within an organization: from a bureaucratic approach towards a market/clan approach.

Introduction:

Do you have problems managing human resources and all-important information on your company, employees, job description, education, training, absentees, promotion and other data?

Then one needs ehrm (human resource management) advanced business solution. The ehrm business solution provides a complete on-line support in the management of all processes, activities, data and information required to manage human resources in a modern company. It is an efficient, reliable, easy-to-use tool, accessible to a broad group of different users.

Ehrm is a way of implementing hr strategies, policies, and practices in organizations through a conscious and directed support of and/or with the full use of web-technology- based channels. The word 'implementing' in this context has a broad meaning, such as

Making something work, putting something into practice, or having something realized. Ehrm, therefore, is a concept - a way of 'doing' hrm.

Until now, empirically-founded models for ehrm are scarce, as is research on ehrm in general. The models and approaches available are mostly practical ehrm models and focus on the implementation of the technical system that is supposed to support ehrm. In short, they are very much technology driven. We think, this is a limited view and believe that the phenomenon of ehrm deserves a closer and more fundamental examination and thus we start from the roots.

This abstract aims at demystifying the phenomenon ehrm by raising the following questions:

- what actually is ehrm?
- how to analyze ehrm theoretically?
- to what extent is it already 'visible' in organizations?
- what types of ehrm can be distinguished?
- what are the goals of ehrm?
- and, finally, what are the consequences of ehrm for hr departments?

We will look for answers to these questions by reviewing the literature. Based upon the literature, an ehrm research model is developed and guided by this model.
Once implemented ehrm will cover all aspects of human resource management:

- corporate organization
- job descriptions
- personnel administration
- career development
- education and training
- annual interviews with employees
- hiring process
- absence planning
- labor/personnel costs
- employee's personal pages

The ability to disseminate information in connection with different relevant activities and to generate overviews, reports and analysis could very well position ehrm as the most important link in the corporate management chain. Corporate management can easily obtain up-to-date and reliable information forming the basis for strategic decision- making.

A research model:

Having laid a basis for ehrm by defining it we will now go deeper by theoretically framing ehrm guided by the research questions posed at the introduction stage.
The ultimate goal of this exercise is to develop an ehrm model that can function as a framework of reference for our research.
As already explained, we aim to develop a model for ehrm inspired by the thoughts and ideas expressed above. The steps towards the model, when combined, form a chain of reasoning: the basis for the model. The steps, or parts of the model, will be:
1.the state of hrm in an organization.
2.the ehrm goals.
3.types of ehrm.
4.hrm outcomes.

The state of hrm in an organization:

Organizations do not start with nothing when they step out onto the ehrm road. For a start there will be certain implicit or explicit hrm policy assumptions and practices already in use. Further, every management decision contains some hrm component.

Beer et al. Speak about hrm policy choices. The set of hrm policy choices within an organization can be categorized into one of the three types distinguished by beer et al.: the bureaucratic policy, the market policy, and the clan policy. From the existing state of the hrm in an organization (the frame of reference), the individuals and groups involved (the stakeholders) make choices with regard to ehrm. As these are made within a certain context, the choices are purpose-driven.

Ehrm goals:

What goals drive stakeholders when deciding about ehrm? Based upon a scan of professionally-oriented and academic journals, we can draw conclusions about the reasons or goals of organizations making steps towards ehrm. The four ‘pressures’ from lepak and snell (1998) are a good start, but we think that they can be reduced to three types of goals, namely:

1.improving the strategic orientation of hrm
2.cost reduction/efficiency gain
3.client service improvement management

Types of ehrm:

Ehrm is not a specific stage in the development of hrm, but a choice for an approach to hrm. Wright and dyer (2000) distinguish three areas of hrm where organizations can choose to ‘offer’ hr services face-to-face or through an electronic means: transactional hrm, traditional hrm, and transformational hrm. Lepak and snell (1998) make a similar distinction, namely operational hrm, relational hrm and transformational hrm.

Ehrm outcomes:

We assume, based upon beer et al.’s ideas about the expected results or an outcome of hrm, that ehrm also aims to achieve a certain set of outcomes. All hrm activities, and therefore also all ehrm activities, will implicitly or explicitly be directed towards these ‘overall’ outcomes. Beer et al. (1984) distinguish four possibilities: high commitment, high competence, cost effectiveness, and higher congruence. These outcomes, in turn, may change the state of hrm in an organization, or through individuals and/or groups within an organization actually result in a new hrm state. This closes the circle. With the addition of the ehrm outcomes, the building blocks have been identified that are needed to finalize our ehrm model (see figure 1):

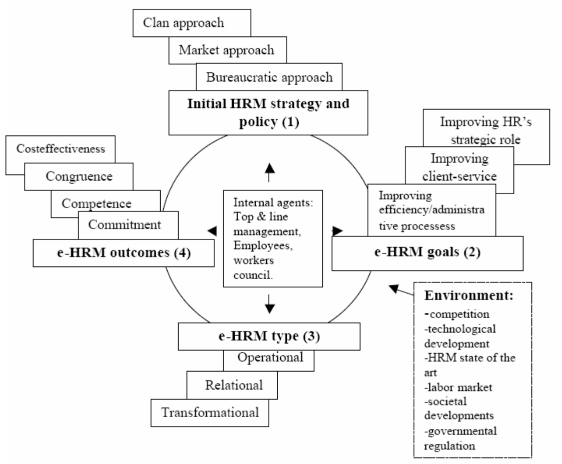

Figure 1 The research model

After having modeled ehrm, there is another question for us to answer: what are the consequences of ehrm for the hr department itself?

Consequences for the hrm department:

The literature seems to clear: ehrm will not leave hr departments ‘untouched’. Less administrative tasks for the hr department and therefore less administrative positions, more focus on the strategic goals of the organization and therefore an hrm staff consisting mainly of ‘thinkers’; this is, in essence, what hr departments can expect or are already facing and experiencing.

From our definition of, and approach to, ehrm the following can be concluded about the consequences of ehrm for the hr department. Ehrm will assume an active role for line management and employees in implementing hrm strategies, policies, and practices. In terms of the more operational and information processing work, such as administration, registration and information distribution, there will be less demand for hr people. This seems most logical for organizations with an operational ehrm approach. However, also with a relational ehrm approach dominating, a smaller hr staff will be necessary if line management and employees pick up and use the hrm instruments provided by the hr intranet. There will still be hr experience necessary for the renewal of instruments and to prepare them for easy intranet-based use. Finally, with a more transformational ehrm approach, strategic hrm expertise will be necessary in order to formulate adequate strategic hrm plans. The scarce empirical studies on this topic suggest that an investment in ehrm seems to result in companies reducing the number of hrm employees. Based on the earlier arguments, it is likely that this concerns primarily the operational/administrative hrm workers. At the tactical and strategic levels, hrm staff will remain necessary, but will see a shift in their expertise from face- to-face skills towards intranet and internet activities. In other words, the web-dimension will be added to the toolkit of hrm professionals.

Advantages:

The ehrm business solution is designed for human resources professionals and executive managers, who need support to manage the work force, monitor changes and gather the information needed in decision-making. At the same time, it enables all the employees to participate in the process and keep track of relevant information.

Advantages of the ehrm business solution

- Gradual implementation
- Adaptability to any client
- Collection of information as the basis for strategic decision-making
- Integral support for the management of human resources and all other basic and support processes within the company
- Prompt insight into reporting and analysis
- A more dynamic workflow in the business process, productivity and employee satisfaction
- A decisive step towards a paperless office
- Lower business costs

Features:

The ehrm business solution excels in:

•modularity
•the solution can be accessed and used in a web browser
•security of data, protected levels of access to individual modules, records, documents and their component parts
•parametric and customizability
•access to archived records and documents
•user-friendly interface
•connectivity with the client's existing information system (payroll accounting, erp, attendance registration, document systems…)
•multi-language support

Implementation:

There are five main phases in the implementation of the ehrm business solution,

Analysis (infrastructure)

We analyze the existing infrastructure with regard to quantity of data and classification of business activities.

Business processes in the company

After the existing processes have been analyzed, the options for automating these processes in the client's environment are proposed. Finally a project plan is developed based on the model of the processes identified.

Implementation

After a fundamental analysis of the processes in the work team, individual modules are deployed in the client's environment. With modular design a gradual implementation is possible. Company-specific functionalities are discussed with the client and built upon request.

Implementation and training

A complete knowledge of the components of the solution is a key factor for successful implementation. The entire team of project managers, information technology professionals and human resources specialist are thus involved in user training and implementation. Srci.si provides well planned and quality training of future users, including initial training in their work environment.

Maintenance

Fast technological development and development of new modules make cooperation after the implementation indispensable. A maintenance contract typically includes:

•technical support experts available by phone, through e-mail or on-site
•adaptation of existing modules or development of new ones
•application software adjustment to changes in the system environment or operating system
•functionality improvement and software upgrades in the form of new versions
•consultation about further development of the system

Building blocks:

The ehrm business solution consists of core and supplementary blocks.

•the basis of the solution comprises the core modules which function as independent modules. The core modules can be upgraded with supplementary modules according to company needs and demands.
•supplementary modules support specific processes (such as recruitment, annual interviews…) these modules function in an integrated manner with core modules, exchanging all basic information such as data on knowledge and additional qualifications.

Conclusions:

Firstly, ehrm seems to be providing an important ‘push’: to put hr responsibility in the hands of the line manager. The introduction of ehrm is accompanied by the decentralization of hr tasks and by the harmonization and standardization of hr processes.

For the hr department, introducing ehrm shows itself to be a ‘push-factor’ for changing hrm within an organization: from a bureaucratic approach towards a market/clan approach.

Turning to the employees, the introduction of ehrm brings changes in the way they experience hrm in their company and in the hr tools and instruments they get offered. They acquire the opportunity to get updated in terms of organizational dynamics, take part in online discussions, and choose their career path. However, not all employees are willing to accept full responsibility for their personal career development through the available web-based hr tools. Some (and the case studies suggest a specific group) require their managers to come up with career development initiatives.

Interestingly, in those companies that had an ‘industrial’ nature, pc availability in all ‘corners’ of the company and the pc skills of employees was found to be a crucial element in successful switching to ehrm. Employees in the plants or factory (unlike those in offices) tended not have access, or at best only limited access, to online hr tools because of a lack of pcs or because of cost considerations. Perhaps one can speak of a cyber-division at the organizational level?

The implementation of ehrm in international and global companies seems to be difficult in the sense that it is hard to convince the local hrm departments to contribute and to collaborate because it is difficult to make the advantages of ehrm visible and tangible to them in the first place. To make local hrm professionals change their way of working is difficult. When implementing ehrm globally it can be difficult to get the support of the relatively small components of the company.

When implementing ehrm on a global scale it is not easy to make ehrm appear advantageous on a local scale. That makes it hard to get local hrm professionals enthusiastic.

Guaranteeing the security and confidentiality of input data is an important issue for employees in order that the y should feel 'safe' when using web-based hr tools.

Our final observation is that employees and line managers' mindsets need to be changed: they have to realize and accept the usefulness of web-based hr tools. They generally feel that they lack the time and space needed to work quietly and thoughtfully with web-based hr tools and so, if there is no real need, they will not do it.

SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN FINANCE & ACCOUNTINGCRYPTO CURRENCY &BLOCK CHAIN

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Abstract:
Block chain (bc), the technology behind the bit coin crypto-currency system, is considered to be both alluring and critical for ensuring enhanced security and (in some implementations, non-traceable) privacy for diverse applications in many other domains including in the internet of things (lot) eco-system. Crypto currency is a block chain based technology that is often used a digital currency. Digital money is different from conventional money; this type of money does not have a physical from but only a block of data bound by a hash as validation. The data is spread to every crypto currency user who is in the environment. So, that when a user makes a transportation, data mining will be carried out. For now the government has not recognized digital money as a currency because crypto currency is a new phenomenon by some people in indonesia. The rapid development technology in the 4.0 revaluation era, in the next few years' money in physical form will be replaced by using digital money.
Crypto currencies have emerged as important financial software systems. They rely on a secure distributed ledger data structure; mining is an integral part of such systems. Mining adds records of past transactions to the distributed ledger known as block chain, allowing users to reach secure, robust consensus for each transaction. Mining also introduces wealth in the form of new Units of currency. Crypto currencies lack a central authority to mediate transactions because they were designed as peer-to-peer systems. They rely on miners to validate transactions. Crypto currencies require strong, secure mining algorithms. In this paper we survey and compare and contrast current mining techniques as used by major crypto currencies. We evaluate the strengths, weaknesses, and possible threats to each mining strategy. Overall, a perspective on how crypto currencies mine, where they crypto currencies have emerged as important financial

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Introduction:

Crypto currency is a technology that utilizes block chain, one of which is digital money, electronic money, or virtual money that is in common with money in this world and this money has no physical form [4]. By using this block chain technology can make all transactions that occur become very transparent and every existing data will relate to one another, and every existing data has one user within the scope of the crypto currency system.

Bit coin:

Bit coin is a new currency in the form of digital or electronic money. In 2009 satoshi nakamoto was the name for a pseudonym who introduced bit coin to the world for the first time. The bit coin transaction process does not recognize third parties and does not use intermediaries such as banks or other direct transactions [7]. The cryptographic method is also applied in this bit coin system. Bit coin can only be used by users who have an encryption code, so it is certain that only the owner can use the bit coin.

Block chain:

Satoshi nakamoto was the first block chain designer to be implemented into bit coin. Block chain is a digital-based data storage system that contains special notes through cryptography. These records are added to a database one by one so as to make a very long series of data so that the block chain can be said to be a linear chain/data chain [6]. After the record/data is entered into the database the data is then stored and cannot be changed or even deleted again. All data that has entered into the database will be stored into a computer network that amounts to thousands of these things known as nodes.

A block chain is a system where data are created, managed, stored, and traded through encryption without involving a centralized server. Block chain technology improves the transparency of information by distributing its storage, and it prevents the manipulation of information by making it impossible to make any changes to the existing stored information. It also reduces processing costs because no intermediaries are needed. Thus, there have been various attempts to enhance existing businesses using block chain technology. Crypto currency, the networked digital cash derived from a block chain, has induced participation in the block chain network operation process, thus reducing the costs involved in transferring, storing, and trading value by delivering electronic value through the network.

Findings:

Problem in this section there are three subsections that will be an explanation and discussion of the problems that have been found in this study. The first subsection will discuss the common problems of crypto currency users in making transactions. The second subsection will discuss data security by utilizing block chain technology. The third subsection will discuss the role of legal institutions in dealing with the era of the industrial revolution 4.0 in the field of digital currency.

1. Sq1: what challenges will crypto currency users face in determining the value of bit coin or the other?

2. The price seems to be a very calculated thing in the process of using this bit coin.

The price of bit coin itself has a self-determined value of all supply and demand [8]. If the supply and demand for bit coin increases the value of bit coin will also increase in value, and vice versa if the supply and demand of bit coin is declining then the value of bit coin will also decrease in value. Therefore, it can be concluded that the price of bit coin is still very unstable and unpredictable due to their very young economy [9].

2. Sq2: is it possible to secure all the stored data with block chain technology?

Since 2018, the rapid increase in the block chain industry has increased to 30%, quoted from the executive director of the indonesian block chain association (abi), muhammad deviate dungeon. According to him, in this era, many companies entered the world of block chain industry, but deviate or often called ohm said that companies that entered the world of block chain industry were due to data, because with the bloc according to ohm, companies now are starting to compete as much as possible to collect data, but this data can be insecure or can even be stolen with inadequate security. Separate data security issues can be simulated like someone wants to see our account; everyone can see it because of the nature of transparency. But they can't find out who the account is owned by unless the account owner provides the encryption code. To be able to fully access the account, you need a pin or private key, and then you can access or transfer the available balance [12]. So it can be concluded that block chain technology is a safe place to store a piece of data but behind it all remains someone who has successfully hacked the block chain system even though the possibility is small so that the block chain always updates their systems.

Objectives:

Citizen’s trust on block chain transparency and crypto currency adoption

Ethical issues dampen the relationship trust and customers behaviours.

Ethical issues and crypto-enabler will ensure easy adaptability across the globe.

Research implementation:

A. Application of crypto currency

Crypto currency transactions basically have the concept of recording all history that takes place throughout the network, including the amount of balance that is currently being held [16]. For example, user a has made a transaction that has been confirmed by the recipient, then at that time there was a spread into the block chain network where all users can see the transaction and the transaction has also been signed by sending a private key to the system digitally [17]. After the transaction is successful, the data will be stored in a container commonly known as blocks. Data stored in these blocks is permanent which means the data cannot be falsified, altered, or hijacked and later the series of blocks will create a unity [18].

B. Crypto currency threat:

As a substitute for conventional currency, of course in this case crypto currency has many pros and cons. The quote said by mrs. Sri mililani "permanent establishment will be threatened by digitization (crypto-red)", therefore parties from bank indonesia and the. Financial services authority (ojk) do not accept and acknowledge that crypto is a legal payment instrument such as conventional money in general, although crypto has a value [19].the security of crypto currency that utilizes block chain technology also often results in a

Downside where when data is stolen the data will never be returned because of the block chain, unless the crypto owner invites other crypto users so that their searches can be approved. Meanwhile, bank indonesia explicitly stated the prohibition on using crypto currency

In terms of transactions so that crypto currency payment instruments were considered legal and not recognized [20]. Based on the law the statement relates to the receipt of payment instruments which are valid in or accepted in indonesia only by rupee.

Conclusion:

In lieu of a banking system where every transaction that occurs is always supervised under the supervision of a bank, crypto currency is present as an eraser of all the existence of third parties of each transaction and of course provides freedom of ownership of personal data without having to think about the existence of a third party .therefore the conclusions obtained from this study are: crypto currency is a digital currency. That has no physical value but has value. Utilizing block chain technology can increase the level of security of user data. The value of crypto currency cannot be determined. This crypto currency is a decentralized digital currency. That is, there are no third parties who become intermediaries in a transaction process. This crypto currency uses the block chain platform to ensure its security. By using crypto currency, it can be easier for people to make transactions quickly because there is no intermediary. Data data on crypto currency is stored permanently in the block chain network, so that no other party can manipulate data.

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CROSS-CULTURAL TRAINING IN THIS CURRENT GLOBALIZATION SCENARIO

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Abstract:

Cross cultural training aims to develop awareness between people where a common cultural framework does not exist in order to promote clear lines of communication and better relationships. Cross cultural training has many benefits to be gained by both participants and businesses. This training usually takes the form of looking at ‘the other’, i.e. The rationale being that if we can study and understand ‘their’ behavior and actions then we can have strategies to deal with them.

cross cultural training addresses problems in the workplace at a very different angle to traditional methods. Its innovative, alternative and motivating way of analyzing and resolving problems helps people to adopt a similarly creative strategy when approaching challenges in their work or personal lives.

Introduction to cross cultural training

Cross cultural training refers to the training given to employees related to the cultural differences between nations, the awareness of which helps in running smooth business across the nations. Cross cultural training is essential for doing business in present scenario involving multiple nations and cultures, are in valuable to companies. This may explain why expatriate management literature has paid a great deal of attention to the management of cross cultural adjustment of expatriates (black and gregerson, 1992). It is understandable that the expatriate management literature focuses on expatriate trainingand adjustment when so many expatriates fail. Expatriates are regarded as having failed in theiroverseas assignment if they return early from their assignment (adler, 2001). There are also thenon-financial effects of failure; things such as loss of business opportunities and damage to thecompany's reputation (black and gregersen, 1991; neumann, 1993). Nevertheless, one should notforget that there are also psychological issues associated with failure; the expatriate most likely suffers lower self-confidence and damaged self-esteem (mendenhalletal, 1985; tung, 1987).

The literature review

The expatriates are more likely to complete their overseas assignment if they are prepared, which in return will lead to the expatriate being better adjusted to a foreign environment and more likely to successfully complete heir overseas assignment. (1985) categorized and introduced three (3) skills which are necessary for an expatriate to be successful in a cross-cultural setting:
1.the self dimension
2the relationship dimension
3.the perception dimension

Objectives

•to know about the cross-cultural training and to develop the awareness between people.
•to understand the communication and mutual trust respect by raising employee's awareness.
•to know the effective hiring practices.
•to understand the cultural awareness which helps to break down the cultural barriers, build cultural bridges.
•to bring a new level of cultural awareness and appreciation in the work place.

Self dimension

The self dimension refers to expatriate skills which enable him/her to be self effective in stress management, mental health and psychological well-being. Bandera (1977) also believed that expatriates need to believe that they are able to effectively deal with foreign surroundings mendenhall et al., (1985) add that expatriates need to be self-effective even when they may been experiencing uncertainty. Lot of researchers agrees that people with high self-efficacy levels tend to be more persistent in learning and adopting new behaviors. Nicholson (1984) points out that those particular individuals adjust more quickly and are more successful in a foreign environment, because they are willing and a repersistent to learn new behaviors.

Relationship dimension

The relationship dimension entails a variety of skills, which will enable an expatriate to be able to interact with ease with host nationals (mendenhall et al, 1985). In addition, possessing relational skills can decrease the uncertainty related to an unfamiliar environment.

Perception dimension

The perception dimension constitutes a range of cognitive abilities, which help the expatriate evaluate the new unfamiliar environment. Mendenhall et al., (1985) believe that the greater the individual‘s perception skills the easier it is for them to understand the foreign culture and interpretit correctly. Additionally, perception skills help expatriates understand what is appropriate and what in appropriate behaviors and understand that it is of high significance when working in an environment such as the.

However, even if expatriates have those three skills, in order to succeed in the they will need to have suitable cross-cultural training. Cross-cultural training aims to assist expatriates enhance their knowledge and skills, which in turn will help the expatriate practice in an unfamiliar host country and to be more productive (brewster and pickard, 1994; kealeyand portiere, 1996; harris and brewster 1999).

According to black and mendenhall (1990) there is strong evidence that suggests that cross-cultural training is a critical factor in the preparation of expatriates on their overseas assignments. Tung (1979)suggests that the best and most effective cross-cultural training would have to be specific and should focus on a particular population and situation. For this reason it would be logical for australian companies and organizations to provide their employees with specific cross-cultural training, which deals in detail with the population and project management with reference back to australian practice and attitudes. This cross-cultural program would have to focus exclusively on the culture, religion, and onhow to practice project management in the environment. This would have to cover laws in the, leadership and ethics. Emiratis take business personally so it makes sense to learn as much as possible about the host country‘s culture in order to be able to avoid misunderstandings and conflict. There are three phases of expatriate training; the pre-departure phase, on-site phase and there partition phase (dunbar and catchers, 1990). Many researchers in the area of cross culture agreethat in order for expatriates to succeed in their overseas assignments they should have either pre-departure and/or on-site training (warren and adler, 1977; tung, 1982; black et al., 1990; weaver, 1998; gudy kens et al,, 1996; ferraro, 1998; caligula teal, 2001).

Research methodology

This research commenced with an extensive literature review on cross-cultural training. The literature review led the author to believe that there is a lack of cross-cultural training provided to australian expatriates who are working, or area bottom commence work. To analyze this proposition the authors designed an online survey, which was distributed to human resources managers and project manager’s alreadyworking

Once the online survey was analyzed it indicated that there was a lack of cross-cultural training provided to those expatriates. To gain a better picture as to why this was the case and to find out what could be done to help expatriates the authors decided to conduct six in-depth case studies to better understand expatriates and their training needs.

All six case studies are based on australian companies that have spread internationally including to the. There as on for choosing australian companies was that this research focused on australian project managers working and living in the, and was limited to this defined population.

Once all the information from the case studies was collected, analysis of the case studies revealed that although he had a large expatriate population of about 80percent, most expatriates live in segregated communities. In addition, the case study results confirmed the earlier survey; australian expatriates were lacking cross-cultural training. The results and recommendations will bediscussedin detail in the next section.

Results

Most respondents did not receive any cross-cultural training and the ones that received some type of assignment preparation claimed that it was not adequate. More importantly the case studies enabled the authors to make recommendations on what type of cross-cultural training should be offered, how it should be delivered and when it should be delivered to the expatriates for the best effect.

Expatriate preparation

The majority of the large expatriate population tends to congregate with people with a similar language and culture. For instance, australians have their social private clubs, luxury beach clubs, sports clubs, bars and this is where they socialize with other australians. Executive expatriates livein villas with pools, and they send their children to private schools, whereas the low paid manual workers, who are usually from india, pakistan and the philippines, live in bleak workers ‘compounds. The type of employment and salary levels ensures everyone moves in their own circles .nevertheless, both well paid and low paid workers still need to adjust to an unfamiliar environment .after analyzing the relationships between host nationals and expatriates, caligiuri (2002) reported that greater interaction with host nationals positively relates to cross-cultural adjustment .how ever as demonstrated in hofstadter's (2003) findings the arab world is very different to australia. Thisindicatesthat interactionwith host nationalscould be challenging.

Hofstede (2003) points out that with an uncertainty avoidance () of 68 out of 100 and greatpower distance (pdi) of 80 out of 100, are the predominant characteristics for the arab region. This indicates that it is anticipated that traditional leaders separate themselves from the group and issue complete and specific directives. This is due to the fact that these societies are more likely to pursue a caste or a class system that does not permit significant upward mobility of its people .they are also highly rule-oriented with laws, rules, regulations and controls in order to diminish the amount of uncertainty, while discrimination of power and wealth have been allowed to grow within the society. If one were to combine those two dimensions a situation would arise where the people on the top (the leaders) would have ultimate authority and power.

Additionally, a high pdi ranking suggests a high level of inequality of power and wealth within the society. This society has a belief that leaders will separate themselves from the group and this condition is accepted by the society as their cultural heritage. For example, australia is relatively low in this dimension, with an index of 36, compared to the world average of 55. This is indicative of a greater equality between societal levels.

The high uai ranking indicates that the arab society has a low level of tolerance for uncertainty. Inan effort to minimize or reduce this level of uncertainty, strict rules, laws, policies and regulation shave to be, and usually are adopted and implemented. If those rules and regulations are strictly implemented and followed by the society, those people can successfully avoid and or eliminate the unexpected. As a result most people from this region do not willingly accept change and are extremely risk adverse.

The third highest hofstede dimension in arab countries is the masculinity index (mas), with a ranking of 52 out of 100. This rank is about average on hofstede‘s dimensions, which can been explained by the fact that when it comes to decision making people from the arab world are more caring (feminine) then people with western values.

The lowest hosted dimension for the arab world is the individualism (idv) ranking at 38 out of 100. The world average ranking for this dimension is 64. This translates into a collectivist society (the arab world) as compared to individualist culture (australia) and is apparent in a close long-term commitment to group and family. In a collectivist society loyalty are paramount and over rules most other societal rules.

Australia is the complete opposite when it comes to the idv dimension. Hofstadter's research indicates that australia has very high levels of individuality. In fact, hofstede scored australia as 90 out of 100, the second highest score of any country in hofstadter's survey, the united states being the highest with a ranking of 91.

It is obvious from hofstadter's dimensions that australia and they are very different .if expatriates are not prepared and do not attempt to learn and know about the different cultural, social, religious, legal and business rules they can easily fail and be unsuccessful.

It has become increasingly apparent that cross-cultural training is important in preparing expatriates for their overseas assignments. This training has long been advocated as a means of facilitating effective cross-cultural interaction between the expatriate and the host nationals. In the case where expatriates do not get cross-cultural training or inadequate training they could ―fail in their international assignment. An expatriate is considered to have failed if that individual has not completed the international assignment and if he/she needs to be replaced with a new expatriate. Expatriate failure does not only cause damage to the company, but it can also cause the expatriate to lose his/her job, limit future career prospects and encourage low self-esteem. In order to eliminate expatriate turnover this research has focused on cross-cultural training and preparation of australian expatriate project managers working in the uae.

Business and arabic characteristics

Aside from meeting the challenges of new job responsibilities, australian project managers also have to adjust to and wand unfamiliar social and business climate as well as an culture .in this research adjustment has referred to the process of the expatriate‘s ability to fit-in, so that he or shecan feel comfortable and at ease with the new surroundings. As discussed earlier, there are many reasons for expatriates to return home prematurely. Some of those issues can be dealt with if appropriate and adequate cross-cultural training is provided. Culture shock, for example, can be minimized if the expatriates are prepared for what to expect and the culture shock can last for ashorter time period when compared to the situation if the expatriate did not get any preparation. The faster the expatriate get covert he cultures hock and adjusts, the faster that individual can work at full capacity.

Certain arabic characteristics need to be studied and expatriates need to appropriately prepare before starting to do business in the uae. The circular approach to meetings and debate, polychromic time management activities and timing, the emphasis on hospitality, the importance of networking and the preference for making use of contacts, should be learned, understood, appreciated and followed.

Time and timing

The arabs respect westerners who come on time to meetings even if they themselves are late. However, to arabs time is not as important as to the westerners. In the arab world there is on harmony. This means that in order to maintain harmony being late to meetings, delays and interruptions during meetings are common and are tolerated.

However, the locals do recognize that delays, lateness, interruptions and that time is an unlimited resource can cost them money and perhaps lose them business deals with outsiders. Never the less, being time conscious and on time is hard for the arabs as they cannot do that at the expense of personal relationships. In addition, arabs are classified as being ―polychromic‖ (multi-time) as opposed to most westerners who are monochromic‖ (single-time).this means that the arabs will have several meetings at the same time, and expatriates need to get used to constant interruptions during meetings.

Arabs put more emphasis on ―timing than ―time‖.timing cannot be managed as it is sensed. Timing is all about how the parties get along, the mood of the meeting, and trust that must be established in previous visits. This is one more reason why it takes a lot of meetings and a long time to reach an agreement on an issue.

However, in some cases keeping someone waiting is used to demonstrate power, just like delays ona contract or a project can be a power tactic or a test of character. Expatriates need to learn to beflexible, patient and persistent when they want something done. Additionally, when expatriates are working out a project timeline it needs to be stressed that being conservative will work in the expatriate‘s favor and building in a big margin for error is equally important.

Risk and decision making

Most of the countries, with the exception of dubai, are very risk adverse .hence, this is why most company headquarters are in dubai. The kingdom continues to be the major force governing allaspects of the economy by having a high degree of regulation governing all areas of life and business. The overall is reluctant to accept rapid change.

In the uae the leader, or the sheik, is seen as the ―father figure‖ and that is also how he leads, his decisions are final and are rarely ever questioned. The ―father has the absolute power for his decisions and his vision and approach rules and dictates the success and failure of the group. He expects absolute loyalty and any type of criticism is rarely tolerated.

The patriarchal nature of the arab society means that the delegation of power is rare and precarious for those on the receiving end. In the decision making, power and wealth are concentrated inthe hands of a few and they do not like to share it around. This is very obvious when it comes to labor laws and employment contracts, which usually favor the employer and the employees generally have no rights. Despite significant improvements there are still a lot of issues and the international humanrights watch has hundreds of cases reported every week.

Most of the laborers and contractors in the are immigrant workers and foreign investors andbusiness contracts leave them exposed, since they give power to the clients (usually an emiraticompany).

Communications

Expatriates working in the come from all over the world. This is why the language of most business is english. It is important, however, to learn some arabic and master some basic arabic phrases and expressions; this would be very much appreciated by the arabs. Teaching arabic numbers the way that are written and spoken would also help expatriates to understand numbers/prices when negotiations are done in arabic; it is also helpful for the basic task of getting around the city and in office buildings.

In some meetings there are people that do not speak english. In that case a fully accredited translator can be provided by the local chamber of commerce and should be used. Even when atranslator is being used it is important to check that both parties understand what is happening. In cross cultural dealings it is not what you said, but what they have heard. In a foreign country one needs to listen with the ears, eyes and the heart. This means that paying attention to body language is very important in a society such as the. Body language, such as gestures have hidden meanings. Since the arabs are high context communicators there is a lot of broader meaning to thewords that they use. For this reason body language and the mood of the meeting needs to be taken into consideration, not only what has been said. An example would be the word ―inshallah‖ (god willing) when an arab says―inshallah‖it could mean a vastnumber of things, such as―yes‖,

Additionally, arabs do not place much emphasis on written communications as they are a highly verbal society. This can work in the expatriates favor as in face to face meetings the full meaning of what is said versus body language (e.g., eye contact, gestures, facial expressions, etc.) Can be observed and at the same time it can be checked for mutual understanding. It is important to become an active listener.

This means that when it comes to communication (unlike the west that prefers written communication) the arabs prefer personal visits, which have the biggest impact, or phone calls

when visits are not possible and these have more impact than a series of emails. Emails often get ignored, overlooked or take very long time to be replied to.
Arabs are hospital able and place a great deal of emphasis on out ward expressions, and the emiratis are no different. They love to entertain and this is also a great way to form a bond with the emiratis.this is why invitations need to be accepted graciously and expatriates should learn appropriate etiquette before attending the event. Once there is a bond established with the emirati and an expatriate they consider the expatriate as a friend and business dealings can commence.

Relationships

The arabs put a big emphasis on relationships and a reliance on absolute trust when they are doing business. This is the basis for doing business in the and this too explains why they do not like to use formal written contracts.
In the it is all about building and maintaining relationships. Once a relationship is establish edit needs to be nurtured with frequent visits. Business is highly personal and relationships affect everything from negotiations, getting approvals, cutting there tape, getting things done fast, as well as recruiting and hiring. More than anywhere else preparation is of the highest

Training and learning

Generally research on training has been limited to the u.s., and it is not always applicable to other countries. Therefore, this research has specifically focused on the and australia. This research
Has discovered that cross-cultural training facilitates faster adjustment of australian project manager sin the and contributes to their success.
All six studies agree that, ―yes, cross-cultural training is important‖. However, the training that was provided only touched on culture, customs and business. It did not go into enough depth to be helpful. It was more informative than helpful. Additionally, the training which was provided was not specific. It only gave the expatriates brief and superficial information.
In addition, all six case studies agree that on-site departure training is important, but the six casestudiesalsorevealed thatthe trainingwasnon-existent, incompleteor insufficient.infact, theonline survey revealed that 76% of respondents did not receive pre-departure training. Additionally, 61.4% of respondents reported that even when they were on-site they did not receive any training.this means that 61.4% of participants did not receive any training at all. Cross-cultural training is vital to the success of expatriates overseas and it should not be ignored by human resource managers and executives. As indicated by the respondents, not providing effective, up-to-date and efficient cross-cultural training could have devastating professional and personal consequences for both the expatriates and their companies.
Many researchers have conducted extensive studies which indicate that there is a positive relationship between cross-cultural training and the expatriate‘s ability to faster adapt to the new environment (black et al., 1990, 1992; neumann, 1993). In fact, cross-cultural training is critical for expatriates who do not know the host nation‘s culture, work ethics and social etiquette. Cross-cultural training can help those individuals not only to adjust faster to then country, but also to be more efficient, effective and successful in their overseas assignment. Through cross-cultural training expatriates gain a better understanding and more knowledge about the host country and thisin return enhances their self-efficacy; it reduces their anxiety levels and allows them to absorb culture shock. It thereby gives them an advantage over someone with no cross-cultural training, because the trained expatriates are familiar with the host country and this facilitates faster cross-cultural adjustment.
The training should include pre-departure training, on-site training and repetition training where every few months a refresher training workshop is offered. Training offers numerous advantages to the expatriate, by helping expatriates deal with culture shock and unexpected events better and it also lessens the

uncertainty of interactions with host nationals. It is understandable that companies struggle to develop an appropriate mental frame of reference for their expatriates for dealing with unfamiliar cultures. However, they need to rectify this as expatriates need a frame of reference in the form of cross-cultural training and mentors.

Researchers such as van reined and trompenaard (2000) have discovered that different national cultures prefer different learning styles and environment, and the company needs to deliver the training in the most effective manner. However, waxen (2004:69) also point out that the method of training should be specifically tailored―to the cultural distance between the expatriate‘s country of origin and the host country‖. Thus, an understanding of hofstede‘s dimensions would assist in this process. In addition, vance and paik (2002) point out that for cross-cultural training to be effective it should be consistent with the cultural characteristics of the host country. Companies would also benefit from using their former expatriates as trainers, as those former expatriates have been there, and can put themselves in the shoes of the new expatriates (harris, et al., 1999). Additionally, the former expatriates can act as mentors. A mentoring, coaching and development system can be developed and new expatriate scan be trained in that way.

Most participants in this research have indicated that they prefer hands-on training and that they would like to have a mentor who they can approach and ask for advice when they need help. Card in (1996) found that if cross-cultural training is not provided by the companies most expatriates will not attempt to train themselves. So the companies must conduct this training if they wish to see the benefits in their expatriate staff.

host country national ‟sad vice for improvements’’

Research shows that many host country nationals would like to see changes and improvements in some styles of expatriate managers. Those changes include the expatriate manager‘s leadership, decision making, communication and group work. In terms of leadership, the following changes would be desirable; expatriate managers need to be friendlier, available, and respectful of sub ordinates and their suggestions. In terms of decision making, the host country nations would like to be involved in the decision making process by those who will be affected by the decisions made and have a clear definition of goals.

In terms of communication; there should be more group problem solving and team work as well as exchange of opinions and ideas between managers and subordinates. This indicates that the training approaches used need to reflect both the industrial and thecultural environment.

Findings

•cross cultural training aims to develop the awareness, knowledge and skills needed to interact appropriately and effectively.

•it helps to improve communication between people from different cultures

•it brings more cultural flexibility and adaptability to a situation.

•it improves interaction and communication with staff, vendors, partners and customers.

Suggestions

1.get training for global citizenship.

2.bridge the culture gap with good communication citizenship

3.practice good manners.

4.celebrate traditional holidays, festivals, and food.

5.observe and listen to foreign customers and colleagues

Conclusion:

Our world seems to be becoming smaller and more people live and work overseas in countries which are very different to their home country. Hence, there are a vast number of reasons why cross-cultural training is important; it simply is imperative when it comes to helping and supporting expatriates in their development and success overseas. From a company perspective, if their personnel are adequately trained for the overseas assignment, they will be more successful and contribute to increasing the overall efficiency and profitability. The company could avoid losing their financial investment and their investment in staff. In addition, the company can overcome the belief that their way of doing things is superior to that of others. The lack of training or no training a tall has been associated with higher expatriate failure rates.

The online survey as well as the six case studies in this research represented a variety of professional field sand activities; not only project management. This gave the authors a better insight into how, and if, expatriates are getting cross-culturally prepared. When asked about cross-cultural training all six case studies have agreed that it is of high importance to provide expatriates with adequate, appropriate and up-to-date cross-cultural training. Additionally, gift here commendations made in this paper are integrated and implemented into the cross-cultural training; it would benefit all parties, the expatriates as well as the companies. International companies need to understand that invest in gin people gives the greatest and most effective return.

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SUSTAINABLE VALUE EDUCATION IN MODREN SCENARIO

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Abstract

Nowadays, it has been noticed that the education system has taken the wrong turn, and this is the problem faced by all countries, including india. No single person is responsible for this situation. Parents have failed to bring up their children properly. The nation's leaders do not set a good example. Even teachers have failed in their responsibilities. Today's student is concerned with acquiring wealth, strength, and position, but not good qualities. Education is meant to enable one to acquire what are good qualities. Education is not intended merely to stuff the brain with information. It has to transform the heart and make it pure. This sacred truth has been forgotten. When we have exemplary parents, leaders, and teachers, students will be ideal students, who are selfless, pure-hearted, and innocent by nature, are being dragged into politics, their minds are getting filled with bitterness and hatred, and their hearts are getting polluted.

Keywords:

Sustainable value education, moral values, modern education, traditional education, social responsibility.

Introduction

Value education is the need of the hour as humanity passes through a crisis. The tremendous emphasis on the scientific and mechanical ways of life is fast reducing man to the status of a machine. Moral and religious values are being undermined. The fundamental principles of civilization are being ignored. Conflicts of ideas, manners, and habits are pervading the atmosphere. In this situation, the solutions to these social and global evils are through value education. Emphasis should be laid on such education through which moral values can be developed among the students to conduct their lives morally. They can decide what is right or wrong, what is good or evil, and what is justice or injustice. If we can make a student a good human being, the development of moral values within him is the primary task of education. They are the foundation of human existence. They make our life meaningful. Due to the dearth of values in the present generation, the curriculum must prominence value education. Value education has never been out of style. It is very relevant in almost all the fields concerning human activity. We have outstanding doctors who are into organ robbery, brilliant engineers whose bridges collapse soon after their bills are passed, accountants who rob government treasury by manipulation, civil servants who rule as emperors, and politicians with fake promises. All of them are the best-educated and trained, but their intellectual dishonesty is horrifying. Hence, the need for the development of moral values is very significant.

Dr. A. P. J. Abdul kalam, our honorable president, in his book "india2020: a vision of the new millennium,' has rightly remarked that "if you are a teacher in whatever capacity, you have a unique role to play because more than anybody else it is you who are shaping the future generation. A teacher has a higher responsibility than other professionals, as students look upon the teacher as an embodiment of perfection. Education has become a business today. This has changed the outlook of the students and the parents, and it has further resulted in the deterioration of respect for teachers and all those who are part and parcel of the education system. Gautama buddha has rightly preached, "desire is the root cause of evil." students are told not to fulfill their desires in improper ways by adhering to immoral activities. The present paper attempts to state the importance of value education in the present education system so that the future generations will nourish high ideals and values to contribute to the development of the society and the role of a teacher in imparting values. Keywords: value education, role of teacher, present education system.

Value education concept

Education is essential for the all-around development of a child. Education has always been linked with society. It has both a personal and social dimension, and like the two sides of the same coin, they are inseparable. According to gandhi, real education does not consist of picking the brain with information, facts, and figures or passing examinations by reading a prescribed number of books but by developing exemplary character. National policy on education (1986) says, "in a culturally plural society, education should foster universal and eternal values oriented towards people's utility and integration." such capital value education should help eliminate religious fanaticism, violence, superstition, and fatalism. Besides, value education has profound positive content based on our heritage, national goals, and universal perception. Today we live in a world of paradox; on the one hand, science and technology are advancing very fast while, on the other hand, most societies face problems of alcohol and drug abuse, mental illness, stress, crime, etc. Therefore value should be introduced at the school level. If we want to develop values among our students, we have to develop values among our teachers. This paper also states the role of the teacher in imparting value education.

Needs for value education

Some essential needs of value education have been mentioned below:

1. Preparing our children for future roles in society: knowledge gained in school is only one goal of education. The primary goal of education should be enabling students to gain knowledge and moral values. Our kids will need to prepare themselves to be good parents and citizens in society.

2. . Many parents are not teaching moral values: if all parents were teaching their children moral values in the home, it would not be necessary for the schools to do this work. The sad fact is that many kids are not learning the difference between right and wrong from their parents. This is because most mothers and fathers spend only a few hours with their children in their busy workdays. In many families, there is only one parent and no other role models for kids to follow:
3. There is too much violence and dishonesty in society: every day, students are exposed to violence, dishonesty, and other social problems in the media and the real world. How many times have we heard about school shootings? What about other times when students are caught cheating on exams? Then, too, we read about bullying in school and fights between gangs. If moral values were taught in schools, we would have fewer problems.
4. To counter bad influences in society: unfortunately, many of the role models of young people are setting bad examples. These bad examples range from sexual promiscuity, degrading women, advocacy of violence, and the condoning of dishonesty to succeed.
5. . Moral values will stick with for life the significance of moral values in our life is vital. Moral values teach us what is right or wrong. Thus, we can conduct our life in the right direction. We can understand what is good or evil. This type of learning helps us conduct our lives morally in this world.

Objectives

- To understand the value of the education concepts

Research methodology

The research is descriptive study; it focuses on literature reviews, news papers, journals, websites, and other reliable sources.

Role of teachers in imparting value education

Ordinary teachers can bring about extraordinary transformation in society. A teacher should practice what he preaches. Teachers are a role-model for the students, and their actions convey more than their words. Teacher makes a maximum impact on a student's personality in the formative years.

Students imbibe virtues and vices knowingly and unknowingly from these role models. Teachers demonstrate the appropriate behavior of their students by their actions. Teachers must have a healthy attitude and should possess rich values.

- Teachers can maintain a case-study register to closely observe the students and note down their personality's positive and negative traits.
- By organizing cultural and sports events, values like team spirit, sharing, the spirit of cooperation, patience, courtesy, etc., can be imparted.
- national and religious festivals must be celebrated to foster a feeling of homogeneity.
- "thought for the day" should be employed in assemblies. Moral thoughts trigger in them moral thinking.
- Teachers should give importance to cooperative learning.

Teaching values – an experiment in education

Education is a process that starts at the next moment of birth of every child. Education did not just mean teaching the students how to read, write and get a job. It also included developing the student's personality to make him an ideal citizen. So value education is education in values and towards the inculcation of values. Different aims of education can be listed as follows

- ✓ To impart the practical knowledge necessary to level a helpful life.
- ✓ to preserve, transmit and enhance the values from one generation to another.
- ✓ to create new values.
- ✓ To boost self-expression, self-preservation and. Self-confidence
- ✓ To help an individual to adjust physically and mentally.
- ✓ to enable individuals to control the environment and fulfill responsibilities.
- ✓ to eradicate communal and social disharmony.
- ✓ to develop problem-solving abilities and positive approaches to life
- ✓ to utilize limited resources effectively for better achievements

Guidelines for proper value orientation:

- develop gandhi's values among the students.
- perceive his role as an agent of change in the community.
- perceive his role as a leader of children and a guide to the community.
- act as a link between the school and the community
- possess a warm and positive attitude towards growing children and their academic, social-emotional, and personal problems.
- develop an understanding of the objective school education in the indian context and awareness of the role of school in achieving the goals of building up a democratic secular and socialist society.
- Develop an understanding of interests, attitudes, and skills that would enable him to foster all-around growth and development of the children.
- develop competence to teach based on the accepted principles of teaching and learning.
- The teacher should be a mediator in the encounter between the individual and the mass of information.

Suggestions:

- Set up special clubs and reading rooms in schools that concentrate on peace news and events that violate the norms of social justice and equality.
- Compile a list of documentaries and feature films that promote the values of justice and peace. Screen them from time to time in schools.
- Co-opt the media as a stakeholder in education for peace. Invite influential journalists and editors to address children. Ask for space in newspapers and journals for children's views to be published at least once a month.
- Celebrate the cultural and religious diversity of india in schools
- Organize programs to promote an attitude of respect and responsibility towards women.

Conclusion

When a problem arises, it needs to be recognized, addressed, and resolved. Instead of blaming people or institutions for the results of a lack of morality in schools, we should focus our efforts on finding ways of successfully implementing character education in schools. Changes have to occur in parents, legislators, communities, and the media and educational system to teach children how to behave. Actualizing character education programs in schools are necessary to overcome this nation's crisis of character. Thus, teachers play an essential role in the nation-building by character building the students. The most splendid profession in the world is that of a teacher because the future of a nation depends upon the type of teachers who shape the future generations. Every teacher plays the most crucial role in shaping the students as enlightened citizens. The teachers should not forget swami vivekananda words-

"arise, awake and stop not till the goal are achieved. The paper also highlights the need for value education. Additionally, skits and role play propagating moral values can be performed by students under the guidance of a teacher. Impart knowledge of foreign languages to make them know different cultures.

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HUMAN VALUES IN CURRENT SCENARIO

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Abstract:

human values are the virtues that guide us to take into account the human element when we interact with other human beings. Basic human values refer to those values which are at the core of being human. The values which are considered basic inherent values in humans include truth, honesty, loyalty, love, peace, etc. Because they bring out the fundamental goodness of human beings and society at large. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings. Human values reflect the sense of right and wrong in a person. They also refer to appropriate courses of action, values define what 'ought' to be in society. Our values are important because they help us to grow and develop. They help us to create the future we want to experience. Human values are the features that guide people to take into account the human element when one interacts with other human. They have many positive characters that create bonds of humanity between people and thus have value for all human beings. These human values have the effect of bonding, comforting, reassuring and procuring serenity. In simple term, human values are described as universal and are shared by all human beings, whatever their religion, their nationality, their culture, and their personal history. By nature, they persuade consideration for others.

Keywords:

Human values, human beings, humanity, inherit values.

Introduction

Human values are most important in one's life. It includes truth, honesty, love, peace, sincerity, non-violence, friendship, empathy, etc. They are beliefs that have an inherent worth to the holder as principles, standards or qualities. They are characteristics of self-concept and serve as supervisory principles for person. The word "value" originated from the latin word 'valere' which means 'to be of worth'. Human values are very important in today's world. The human values are the basis for any practical life within society. They build space for a drive, a movement towards one another, which leads to peace. In simple term, human values are described as universal and are shared by all human beings, whatever their religion, their nationality, their culture and their personal history. There are several universal human values such as truth, right conduct, peace, love and non-violence which are directly associated to physical, intellectual, emotional psyche and spiritual facets of human personality. There is need and urgency to reinforce these values for a better and humane society. However it varies from person to person. It can be categorized into intrinsic and extrinsic value. Intrinsic values are those values which are associated with certain objects appearing to have such value that they would retain it even if they were to exist completely alone, whereas extrinsic values are those values where certain objects have values as part of other objects of value, or as means to ends of value. Values may be regarded as positive and negative. Anything that has positive value is considered to be good,whereas anything that has negative value is said to be evil. Several models have been developed to measure the basic values. The most measures are the schwartz value survey and the portrait values questionnaire is that the former is explicit while the latter is implicit.

Reviews of literature

Babita jharia (2013) stated the importance of human values in the private institutes of rajpur. Study considers human values are the basis of human being. It also mentions that home is the first school of the child and school and college is the second for learning human values. Value education is education in values and education towards the inculcation of values should an initiative of all private institutions. It is a universal phenomenon intrinsic to all learning and education, whether at home or in an institution. Sheela.s.khedikar (2013) pointed out the deterioration of human values in many nations, including india. It states that decline in human values does not only pose serious threat to the future development of the country but even for its presentation survival. Though, change in social or human values in younger generation is inevitable with time but the decline in indian younger generation is at an alarming rate as compared to any other country all over the world. Hence the schools and colleges are required to play an important role in the matter of value education to younger generations.

Mohan debbarma (2014) explored the importance of human values in the global society. It is found that the modern society has been undergoing significant crises for last few decades and indeed; human values are also now withering very fast for which humans are most responsible. Hence the study concludes that value based education should be emphasized ranging from school to university level of education. And the study also recommended that many researches and publications should be done on several aspects of the society which help to perpetuate the human values of the human in the post-modern era.

Himanshoo kumar sharma (2015) studied the importance of moral values in modern era. It is understood that in the technological era, value crisis is one of the burning problems. Dowry system, divorce, abortion, gang-rape, murder, child abuse, corruption, animal sacrifice, etc. Are ever growing problem. In order overcome this issues educators have an essential role to play. The study emphasizes that the teachers should have an integrated perspective to nurture the hearts and minds of learners in a balanced way so as to retain human values within oneself. Pallavi gupta (2016) explained the factors how and why the human values are consistently degraded in higher education in india. It states that higher education institutions lack to provide learning positive atmosphere, academic syllabus related to human values and extracurricular activities based on human values which leads to many societal issues in recent days. Hence to uplift human values among younger generations it delegates the responsibility to parents, teachers and society

Objectives

the main objective of this study is:

•to study the significance of the human values

•to analyze the human values in current scenario.

•to create awareness of human values and ethics among the people in the society.

Materials and methods

The study on human values confines to adolescents' who always remains as the future backbone of our nation and it becomes essential to assess and develop their build in human values so that our nation becomes more holistic nation in future. Adolescents are broadly classified into three stages -early adolescence, generally ages eleven to fourteen; middle adolescence, ages fifteen to seventeen; and late adolescence, ages eighteen to twenty-one. The study used random sampling method to collect the data. The sample size considered was 50 respondents.

•study has made an extensive use of both primary and secondary data. Tocollect primary data, questionnaire was employed. To frame the questionnaire the researcher considered schwartz's value survey and the same was used with needed changes.

•the secondary data was collected from all associated sources such as books, research journals, magazines, periodicals published and internet web sources.

Results and discussion

Findings

•values are the standards of behavior or guiding principles which i consider critical and essential in making or breaking a person's character. They are held in high esteem and believed to be vital to the success of the general public by a particular society or environment in which a human life.

•human values can also be defined as the values of life. A good action performed today remains a good action forever. So, human values are the values of human being for the human beings and by the human beings

Siginificance of human values

our values are important because they help us to grow and develop. They help us to create the future we want to experience.every individual and every organization is involved in making hundreds of decisions every day. The decisions we make are a reflection of our values and beliefs, and they are always directed towards a specific purpose. That purpose is the satisfaction of our individual or collective (organizational) needs.

•provides understanding of the attitudes, motivation and behaviours

• influences our perception of the world around us

•represents interpretation of "right and wrong"

•provides a way to understand humans and organisation.

•knowing our values helps us achieve clarity regarding why we do what you do, and accordingly stay on track and live a consistent life.

•human values are as important as competencies to achieve our goals.

Conclusion

"value is an enduring belief, a specific mode of conduct or an end state of existence, along a continuum of relative importance." We need value in our lives to guide us in the right path, to learn the importance of certainty, goodness and beauty, give positive direction to life and bring joy, preserve our culture and heritage, bring changes in behavior towards positive thoughts; promote the peace and harmony in the society and much more. To improve one's human values self interest plays a very crucial role, parents should educate human values, educational institutions, community and work place should voluntarily come forward to develop human values among future generation. As a result we can lead a happy, peaceful and satisfied life throughout.

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SUSTAINABLE DEVELOPMENT IN SEARCH OF NEW DEVELOPMENT MODEL ON RURAL CONSUMERS BEHAVIOUR AND MARKETING STRATEGIES

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Abstract:

The indian rural market has a massive demand base and offers great opportunities to marketers. Two-thirds of indian consumers reside in rural areas and almost half of the national income is comes from there. There indeed is a place for premium products, but consumers in rural market for those products are spread and hard to reach. Therefore, such products can be left to be bought from the adjacent urban centre. The appeal of rural market is in their size as mass markets. Those who plan products for such mass markets will flourish and grow up rapidly.

Key words:

Rural marketing, agricultural inputs, consumer attitude, strategies & buying and motives.

Introduction:

This research paper entitled “rural marketing– a study in jodhpur district” is mainly based on the hypothesis that, there is a huge potential of marketing of durable goods in rural areas of the country which is increasing gradually. In india about 70% population resides in the rural areas and nearly half of the national income is generated by the rural population, hence it becomes necessary to know the behaviour of the rural population, their needs, and aspirations etc to be successful in the marketing in rural areas. The general notion is that the rural markets have potential only for agricultural inputs like seeds, fertilizers and pesticides, cattle feed and agricultural machinery. More than 50% of the national income is generated in rural india and there are opportunities to market modern goods and services in rural areas and also market agricultural products in urban areas. In fact it has been estimated that the rural markets are growing at five times the rate of urban markets. About 70% of bicycles, mechanical watches and radios and about 60% of batteries, sewing machine and table fans are sold in rural india. The villagers have not only adopted the modern ways of agriculture as a business but also have accepted modern living. Apart from the food items, they are involved in buying durable products. This change in the attitude of rural consumers is extensive across the countryside. The mounting rural market is important to growth of economic development of india. Rural markets have proved to be very attractive for corporate and the size of market is increasing gradually. The increased purchasing power of the rural consumers and the improved income distribution has increased rural demand for several products. With a population by now in excess of one billion people, india has attracted multinational corporations across the globe as a place of opportunity for exploring new markets. The sales of colour television, washing machines, refrigerators, shampoos, face cream, mosquito repellent and tooth paste are very low and there is great potential for such products in rural markets while rural markets offer huge attractions to the marketers, it is not easy to enter the market and take a sizeable share of the market within a short period. This is due to low literacy, low income, seasonal demand and problems with regards to transportation, communication and distribution channel. Further there are different groups based on religion, caste, education, income and age. There is a need to understand the rural markets in terms of buyer behaviour, attitudes, beliefs and aspirations of people.

Objectives of the study:

The main objectives of the study are:

(1) to understand the situation in which the rural market operates.

(2) to find out the natural problems associated with rural market.

(3) the market strategies which can be successfully implemented to exploit the potentials of the rural market.

(4) to find out the views of the rural consumers about the consumer goods.

research methodology:

Area of the study anantapur district had been selected for the sample study because this district has comparatively better infrastructure and a wide rural area, which is very essential for the development of rural market. The markets are much near to the rural areas of the district and the markets are main place from where rural consumers use to buy the durable products. The people of these areas have greater opportunities of employment and have more disposable income than other remote rural areas; hence, there is a lot of potential of rural marketing for consumable and durable products. The selection of sample villages has done by stratified sampling methods, although, selection is random. Out of the large number of villages, 20 villages have been selected in anantapur district.

Sampling technique universe: consumer respondents in the rural areas.

sampling unit: sampling unit is limited to the anantapur district of andhra pradesh

Sample size: 200 consumer respondents from the rural areas.

Sampling design: simple random sampling is adopted on the ground of availability, convenience to access and level of participation. Almost equal no. Of respondents have been taken in the age group of 15-25, 25-35, 35-45 and above 45 years across the different income levels and education. The respondents selected were media literate people who had an exposure to the television.

data collection : since the primary objective of this study is to know the potentials of marketing of durable products in rural areas. The present study is mainly based on the primary data collected with the help of structured questionnaire and interview. The necessary data for this study had been collected through an interview schedule by directly approaching the respondents and other relevant data from some secondary sources also. All the data for the purpose of the study and deep analysis had been collected during the field work. Preliminary data had been collected for villages. During the survey in rural areas, the researcher has taken interviews on the basis of prepared standard questionnaire of about 10 persons in every village.

research tools for data collection and their analysis primary data:

The structured questionnaire was used to collect the primary data. The questionnaire has both open-end and closed-end questions. Secondary data: books, journals, magazines, newsletters and internet. It revealed that about 90% families have radio, 74% families have tape-recorders, 22% families have b&w television sets, and 33% families have colour television sets and only 26% families have refrigerators.

Consumers' attitude towards durables:

rural consumers play a significant role in this research work. We have incorporated allthe information received during the field work and personal interviews taken on the basis of already prepared questionnaire in this research work. We have taken interviews of about 200 rural consumers with the help of questionnaire for durable products respectively, and the information received is presented heredurable products include radios, tape-recorders, television, refrigerators, washing machines, room coolers and heaters, clocks and wrist watches, bi-cycles and mopeds according to rural consumers the demand of these products is growing day by day continuously. But the demand for other products similar to these standard branded products is also very high because the prices of these products are very low in the comparison of standard branded products. That is why the customers are more inclined towards these products because the difference of the cost between these products sometime is 20% to 30%, meaning thereby these products are much cheaper than the original branded products. These products do thrive in the rural market and it can ordinarily be found in village shops. Imitation products apart, these are also locally manufactured branded and unbranded products which are quite popular. These products also have sufficient demand in rural areas to sustain such manufacturers. These products are not only similar in their names, but in features and functions also, and so similar that it is very difficult to recognize it. Most of the rural consumers are of the view that if the supply of original products can be made proper and the prices and quality of these products can be made in accordance with the rural consumers then the demand of these products can be enhanced. The reason behind such a wide range of products sold in rural areas seems to be the heterogeneous nature of the rural market. The wide disparities in income level and the consequent life styles warrant such variety. Hence, there is reason enough for the manufacturers and marketing men to think in term.

Attitude of the wholesalers and dealers towards rural consumers:

We have tried to know the opinion of the wholesalers in reference to rural consumers and markets on the basis of interview of the wholesalers and authorized dealers during the field work. We have incorporated all this information in this research paper. It is very difficult for them to provide or make available their product directly in rural areas. The main reason for this is the vastness and uneven spread of rural population. In rural areas people live in very small villages and at a great distance and even in these villages demand for these products are minimal but the cost incurred on to satisfy these demands are much higher than the profit. Therefore, the wholesalers suffer losses instead of profit. Firstly, the demand of durable product is very low in rural areas and it is seasonal also which are generally demanded on some special occasions or festivals or marriages. So the demand comes down automatically once these occasions are over. That is why to meet the demand of these rural areas the wholesalers do not want to make a permanent distribution system because the cost incurred on these system are much higher. In spite of distribution system they give some incentives or discount to the retailers to encourage them to sell their products in rural areas. Thus, they get their product reached or accessed to the rural people according to their demand without higher distribution costs and wholesalers have not to do many efforts for this.

Buying motives:

Marketers have been using buying motives to handle the consumers. 'buying motive' provides the psychological justification for the acceptance of a product. This tool has proved a success with urban consumers. It is necessary for the marketer first to identify the psychological characteristics, which can act as the 'buying motives'. Though the sources of information are many, it is likely that the consumers use the information from only one or two source for decision-making. Rural consumers are influenced by information received and opinions formed from various sources in making their buying decisions. The other sources in order of importance are -- opinions of family members, advice of friends and neighbours, and shopkeepers' advice. It may be noted that advertisements have been considered as major influences in purchase decisions. In case of consumer durables, advice of friends and neighbours is found to be a major source, while family members, opinion leaders and shopkeepers are other important source influencing the buying decisions. Self experience is not a major influence, because consumer durables are not purchased repeatedly. Even in this case advertisements were an important influencing source.

Strategies

1. Breaking of bulk into small volume not possible

2. Requires more investment by consumer during purchase

3. Requires installation/after sales service

4. Higher repurchase cycle

5. Difficult to do cross promotions

6. Requires separate retailer for the products

7. Transportation problems due to bulkiness of products

8. Dependent on other factors like electricity, fuel etc

9. Banking and credit problems inadequate banking and credit facilities; 10. Problems regarding handling, storage and transportation

11. Seasonal demand

12. Stress on unbranded and cheap items.

Conclusion

The present discussion on some aspect of rural marketing should not give the impression that rural markets have not been exploited at all. Its purpose is only to highlight the growing importance of rural markets in the fast changing economic situation. Already, substantial penetration has been made by the producers of most consumer goods. Though the cost of distribution and promotion is bound to be high and producers even may sustain losses in the initial stages, this should not deter them from entering the market the potentialities of the rural market are great indeed. With the changing economic conditions in the country, and with better purchasing power, among the rural population, the newly emerging rural markets are bound to yield rich dividends. In rural marketing, the vast spectrum of courses to be followed require special care and attention with respect to the product, its quality, packaging, brand, pricing, advertisement, personal selling and channel of distribution. The strategy of rural marketing has to be appropriate appreciating fully the scattered character of rural markets, and the need for a different communication mix on account of the lower level of education and environmental differences. All this calls for concerted and co-coordinated action on the part of both the government and the industry. The government role lies primarily in developing the infrastructure, e.g. A good network of roads in the interiors of rural india, speedy arrangement for better light, water and irrigation facilities, financial and technical assistance in setting up the industries in villages, and distribution of their products. The government's role will be equally important in conducting rural market surveys and compilation of vital statistics and their publication for the benefit of business and industry. There certainly is a place for premium products, but consumers in rural market for those products are scattered and difficult to reach. Therefore, such products can be left to be bought from the nearest urban centre. The attraction of rural market is in their size as mass markets. Those who design products for such mass markets will prosper and grow rapidly.

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A STUDY ON SOCIAL RESPONSIBILITY IN INTERNATIONAL BUSINESS

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Abstract:

Foreign assignment is an overseas task set by a company to an employee. Companies that engage in international assignments are mainly multinational corporations (mncs). Mncs send employees from the home country to a different country for business operations at overseas offices.

Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress solutions often require the active collaboration of constituents across government, business, and the nonprofit world.

Keywords

1. Make a business case for foreign assignments

2. Consider the individual’s position

3. Manage expectations

4. Prepare for cultural immersion

5. Arrange mentoring schemes

6. Encourage a positive attitude

7. Offer language training

8. Keep communication focused

9. Provide support for sufferers of culture shock

10. Remember that reintegrating is just as important

Introduction

An foreign assignment is an overseas task set by a company to an employee. Companies that engage in foreign assignments are mainly multinational corporations (mncs). Mncs send employees from the home country to a different country for business operations at overseas offices or subsidiaries. These employees are called expatriates. Foreign assignments can fulfil a number of key organizational functions and are viewed as development opportunity for organizations to build a global and mature workforce.

[2] as a result of globalization and the saturation of domestic markets, foreign assignments are a strategic tool for organizations to compete successfully on the global stage and achieve specific organizational objectives. These organization missions are a key way of developing global perspectives. They can encourage diverse inputs into decision and develop shared values within the headquarters, home country and subsidiaries.

[3] foreignassignments are a component of the training and development activities of foreign human resource management. Other main activities include human resource management in the global environment, selection, performance management, compensation and repatriation.

Objectives

Employees are sent on foreign assignments for various reasons, either specific to the organization or the employee. There are three key organizational reasons for sending employees on foreign assignments. Position filling reasons concerns the transfer of technical and managerial knowledge. Expatriates can be sent on foreign assignments to transfer their own managerial knowledge and technical skills to workers in the host country. These assignments are undertaken if there is a lack of available skills in the host country.

Methodology

1.pre-move training

Preparation for expatriation is of utmost importance. This training needs to be well-researched, taking into consideration the potential challenges that employees and mobility teams might face. For example, identify:

Your potential challenges: for example, a specific country could require a specific tax set up for expatriates or business travelers. You'll have to research the requirements that apply to your expatriation.

Strategies that help you deal with these issues: some global organizations work with professional employer organizations (peo) in order to maintain compliance and work in line with cultural requirements. This is one potential solution that you might find appealing.

Areas for cultural training: cultural expectations can be radically different in one country compared to another – while this may seem like the last thing to focus on, it's worth spending time looking into cultural differences, just so no accidental faux pas are made.

The overarching goals of the assignment: an expatriation depends on all stakeholders having visibility and an understanding of the reasons for it.

Local language training: even if the host country has a good rate of use for your language, it's worth helping your employee get to grips with the basics.

2.sourcing immigration support

Immigration and the requirements therein are obviously crucial. Border controls, regulatory environments and immigration law are therefore all things to contend with. Now, these can be daunting and confusing, but it's imperative to fully prepare for them, as they're some of the first barriers to overcoming when expatriating an employee for foreign assignments.

You need to make sure that your expatriation is in line with national and international immigration policy for both your home and host country. Similarly, visas and short-term or permanent residency applications need to be sent off for. Without these, alongside a considered approach towards global immigration, your overseas assignment won't be able to continue.

3.ensure continued communication

Without communication, there's no expansion. Home and host teams need to be on top of carrying out frequent communications, so that data is acted upon and problems can be solved collaboratively.

Assignees need to be proactive in this and so too do home teams. Communication allows organizations to leverage what's being learned and respond actively to specific events. On top of that, communication needs to be structured so the learnings and updates shared are easily tracked. Monthly meetings and weekly check-ins are good places to start.

4.provide support on the ground

Alongside frequent communication, on-ground support also needs to be offered. This is a job for hr teams, who can help expats and their families (if applicable) adapt to their new surroundings. This kind of support covers:

Finding accommodation.

Creating bank accounts and setting up payroll in line with host-country regulations (this is another obligation that a peo can support you with).

Providing health insurance.

Enrolling children in school (if applicable).

Preparing accurate taxation processes.

Taxation is one thing to be aware of, as getting the process wrong can result in legal ramifications. Again, this is something a peo can help support, as they can act as local employers of record, managing and deducting taxation at source – making sure your expatriate assignment is compliant in terms of taxation.

5.undertake project alignment meetings

Once the critical information regarding the expatriate employee's assignment, residency, taxation and other requirements has been exchanged with the relevant stakeholders and/or authorities, it's time for a project alignment meeting.

This meeting should be held between the employee, a host manager or host team and home team. In it, you should identify the potential causes of friction for the assignment and work to strategize mitigation techniques. Similarly, go over mutual expectations held by the home and host team so that visibility and transparency are also captured.

Overall, you'll want to firmly pin down issues that may affect:

Timelines.

Goals.

Data collection.

Reporting strategies.

6.invest in knowledge management

Any assignment knowledge generated needs to be properly disseminated to the relevant parties, quickly and efficiently. These lessons are not only worthwhile for future expatriates, but for the wider company itself and how it approaches global marketplaces.

When we ensure that learning is absorbed and spread across the whole enterprise, we help to reduce mistakes and delays in the future.

7.provide home and host sponsorship

As we've briefly discussed, having home and host teams managing the expatriate are important, but let's cover that more in-depth.

Communication via email isn't the best way to manage a remote employee. To make sure the expat doesn't feel cut off from home office processes, create teams or 'sponsors' that oversee the experience and work of the employee.

Whether they be points of contact or mentors, these individuals (or wider teams) help to anchor an expat employee to the work in the home country, keeping them updated on any new developments. Both sides help to co-manage and resolve problems when they arise.

Sponsor individuals within the home country are best suited if they too have had experiences with expatriation, because a lot of this management is about empathy – not just looking for hitting the next performance goal. Expatriation is a difficult process, especially if the host country is a radically different place.

8.take into account domestic duties

Another tip for preparing expatriates for overseas assignments is to make sure their family is supported.

Some expatriate employees have children and spouses, which sometimes do make an overseas assignment a lot more complex. These difficulties are usually hard to spot, as many employees will be reluctant to share them with employees, due to the size of the project and the personal nature of these difficulties.

It can be the case that the people most likely to be able to help are the last to know, so this is another thing that good communication can help with. From the home country team's point-of-view, they need to inquire regularly about how the domestic side of the project is going.

It needs to be made clear that any issues in regards to this need to be made known, but also that no judgment will arise from those issues being aired. Expatriation is a tough process for a family and businesses need to be supportive. This kind of transparency will dramatically help the overseas assignment.

To discover more about overseas assignments and expansion, we've created a fantastic foundational guide that will help you when

strategizing your next moves, be they domestic or international

Discussion

1.with the growth in modern communication technologies, such as email and videoconferencing, and the declining costs of foreign travel, expatriates will become an extinct species! Comment on this statement.

2.imagine a european mnc having to staff one of its subsidiaries that acts as a regional hq for the asian market. Which staffing strategy would you choose? Explain why.

3.with regard to recruitment and selection, actual practice in mncs seems to be quite different from recommendations for good practice. Why do you think this is the case?

4.section 4 discusses alternative forms of foreign assignments. How will these types of assignee differ with regard to their role as knowledge agents between mnc units?

5.a successful foreign transfer from the perspective of the individual assignee does not necessarily imply success from the company's point of view. Find examples for this statement and discuss them in class.

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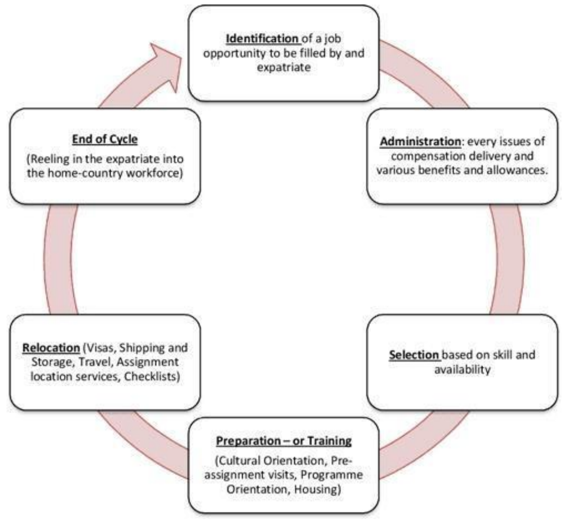

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Family concerns and the repatriation of assignees.
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Aspects of staffing in mncs, including international staff composition, international
Recruitment, talent management, cross-cultural management, and the management of foreign assignments.

Conclusion

This chapter has given an overview of various dimensions and issues related to foreign assignments. We provided an analysis of the different transfer policies, looked at the specific motives for foreign transfers, reviewed alternative forms of foreign transfers, examined the key elements of the assignment process and discussed dimensions of assignment success. We have seen that the group of what constitutes international assignees is in fact very diverse and includes different transfer directions, different assignment lengths and different levels at which the assignment is initiated. From this perspective, the various assignment forms provide mncs with a detailed toolbox to address the challenges of globalization and tailor these staffing options to their individual needs. As a result, international assignments are increasingly becoming a strategic instrument for mncs to successfully compete internationally. The key challenge for mncs will then be to link foreignassignments more directly to their organizational career paths in order to be able to capitalize upon the experiences and skills that assignees develop during their transfers in the long run. Changes in the way careers are perceived among the younger generations suggest that individuals are less willing to focus their professional lives on a single employer. Companies therefore have a lot to lose if they do not manage foreign assignments well

GREEN HRM: PRACTICES AND STRATEGIC IMPLEMENTATION IN THE ORGANIZATIONS

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Abstract

Green hrm is the emerging topic in current scenario. There is increasing require for strategic green hrm the combination of environmental management into hrm. Organizations human resource function can be important in helping a broad approach for making a culture of sustainability. The strategy engages applying changes to the different functions of hr like recruitment, induction, training and development, conducting performance appraisal, and also determining employee compensation. Green hrm scheme within hr form a wider form of corporate social responsibility. The green human resource management will participate an important role in organizations to help the environment related problems by assuming it, in management philosophy, hr policies and practices, training people and implementation of laws related to environment safety. In this paper an attempt has been made to promote the importance green hr involves two essential elements environment friendly hr practices and preservation of knowledge capital. Green hrm means using every employee interface in such a manner in order to promote and maintain sustainable business practices as well as creating awareness, which in turn, helps organizations to operate in an environmentally sustainable fashion. Hence, green hrm encompasses two major elements: environmentalfriendly hr practices and the preservation of the knowledge capital. Present study, focus on green hrm as a strategic initiative by the corporate to promote sustainable business practices.

Keywords

Green hrm, sustainability, human resource management

Introduction

Human resource department of an organization is supposed to have a means to play an important role in the design of their organization's sustainability culture. Many authors, particularly in the area of hrm, battled that the helpfulness and successful in any management innovation and strategic tools are depending on the quality and facility of their human resources. Green hrm refers to using every employee to support sustainable apply and increase employee responsiveness and commitments on the problems of sustainability. Green hrm has obtained different meaning for different people, ashok ramachandran, director hr vodafone essar ltd defines green hr as using every employee touch point to espouse sustainable practices and raise employee level of awareness, anjana nath regional head hr, fortis healthcare ltd defines green hr as environment- friendly hr initiatives leading to better efficiencies, lesser cost and heightened employee engagement levels. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of "electronic filling, car sharing, job sharing, teleconferencing, online training, flexible working hours and telecommunicating term „green hrm‟ is most regularly used to refer to the concern of people management policies and practices towards the broader corporate environmental schedule. Typical green activities contain video recruiting, or the use of online and video interviews, to minimize travel requirements. Green rewards can embrace the use of workplace and lifestyle benefits, ranging from carbon credit compensates to free bicycles, to keep people in the green program, as continuing to identify their involvement. Whereas many employees often feel it is not their responsibility to support the environment while they are at work, the new workforces of millennial are highlighting environmental realization as they prefer their employers. There is also a broader opportunity to connect the workforce given that more and more people search for significance and self-actualization in their jobs. Other simple green events embrace minimizing the amount of printed materials used in performance management, salary evaluations and so on. Although there is absolutely a important amount of „green washing" happening in reducing waste, there are many opportunities here too. However, hr is never going away to have a really important impact on a business through the improvement of hr processes singlehanded so the superior opportunity is to include to the green program of the business as a whole.

What green hrm?

Green hrm is the use of hrm policies to support the sustainable use of resources within organizations and, more usually helps the reasons of environment sustainability. The were defined as those that concentrated on environmental stewardship and social responsibility. The term sustainability, sustainability development, corporate sustainability and corporate social responsibility are often exchangeable.

Green management:

A green organization is defined as a workplace that is environmentally receptive, resource well-organized and socially responsible. In the environmental writing, the impression of green management for sustainable development has different definitions; all of which normally, look for to clarify the require for balance between organizational growth for wealth design and protection the natural environment so that the future making may succeed (daily and huang, 2001). In the past, economic performance of the organization was estimated to undertaking corporate success by organizations and its shareholders, but now it is no longer suitable; profitable and financial outcomes need to be attended by minimization of environmental footprints and improved awareness to social and environmental phases.

Research objectives

The key research objectives are as follows:

- To study the concept of green hrm in more comprehensive manner.
- To study the practices and strategic implementation of green hrm in the organizations.
- To study the outcomes after adopting the green hrm in the organizations.

Research methodology

This study is totally based on secondary data collected from different sources. The data are generated by responsible authorities of the departments and published research by various researchers provided on their site/reports. Apart from these, data has been taken different books, journals, research papers and other print media. By using the following key words: green hrm, sustainability, human resource management following these 15 articles related to the keyword search was identified. The researcher autonomously extracted data using standardized data extraction forms. The present study was undertaken to understand the practices and strategic implementation of green hrm in the organizations.

Results & discussions

Green hrm becomes a key of aggressive improvement in the organization. This happened because this problem has previously become organization‟s important issue. Being greener wants combination of environmental management into human resource management practices. The hr strategy must reproduce and motivate the goals of the hr team and other employees, supporting with the organization‟s approach, values and culture, bring sustainable returns to investors, address customer needs, identify and take action to emerging societal trends, respond to governmental and dictatorial expectations, and influence the public policy agenda. According to mandip (2012) the practice of green hr should be explained in to the hr processes, namely recruitment; performance management

Training and development; employment relations; and compensation and appraisal. Finally, by developing green environment, it would provide some benefits for organization.

Conclusion

Green hr efforts to time have mainly focused on increasing competency within processes, reducing and eliminating environmental desecrate, and restoring hr products, tools, and procedures consequential in greater efficiency and lower costs. The results included: electronic filing, teleconferencing and virtual interviews, ride sharing, job sharing, recycling, telecommuting, online training, and developing more energy efficient office spaces. With society becoming more environmentally conscious, businesses are starting to include green proposals into their everyday work environment.

Environmentally friendly hr proposals resulting in greater efficiencies, lower costs and create an atmosphere of better employee engagement, which in turn helps organizations to operate in an environmentally sustainable fashion.

The rising concept of green human resource management carries a great significance for both organizations and employees with the help of this research paper, researcher has attempted to focus on the responsiveness and implementation of green hr practices in organizations. Organizations today in organization are well versed about the green hr concept that has been put advance to help them to keep the environment green but still few organizations are not able to put it in to practices in different functional areas of human resource management. This study has also helped the researcher to identify the areas like training and development, performance appraisal system and some regular activities where non-implementation of this concept of green hrm takes place.

Reference

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A STUDY ON IMPACT OF DIGITAL SOCIAL MEDIA ON INDIAN HIGER EDUCATION: ALTERNATIVE APPROACHES OF ONLINE LEARNING DURING COVID – 19.

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Abstract

E-learning has become the mandatory component of all educational institutions like schools, colleges, and universities in and around the world due to the pandemic crisis of covid-19. This deadly situation has flipped out the offline teaching process. E-learning provides an effective teaching method that brings out the best in students. To find out the student's attitude towards e-learning, primary data has been collected from national wise through google forms which include

the student community from various schools, colleges, and universities. This research paper aims to study the e-learning process among students who are familiar with web-based technology. It also helps to find out solutions to improve the self-study skills of students. The stratified sampling method has been adopted in this study and the sample size is 206 across the world. The findings of the study reflect the impact of e-learning, students' interest in using e-learning resources, and their performance. In conclusion, this study shows that e-learning has become quite popular among the students all over the world particularly, the lockdown period due to the covid-19 pandemic.

Keywords: online learning methods, students perception, types of plat forms.

Introduction

The purpose of education is to mold a person to be perfect. Education provides the pathway to reach their destiny. Education helps in inculcating social responsibilities as well. The main core of education is to learn. Learning is a process of acquiring knowledge or skills through study, experience, or being taught. Any freak accident that happens in the world will always leave its impact on education. And so the epidemic of covid 19 has its footprints on education. The outbreak of this dangerous virus across the globe has forced educational institutions to shut down to control the spread of this virus. This happening made the teaching professionals think of alternative methods of teaching during this lockdown. And thus, it paves the way towards web-based learning or e-learning or online learning. In today's scenario learning has stepped into the digital world. In which teaching professionals and students are virtually connected. E-learning is quite simple to understand and implement. The use of a desktop, laptop, or smartphones and the internet forms a major component of this learning methodology. E-learning provides rapid growth and proved to be the best in all Sectors, especially in education during this lockdown.

Importance of the study

This study will help to find out the students' attitudes towards e-learning during covid – 19 pandemic. This study was done for the students who are studying in various colleges and universities and even schools to gain additional information regarding the contribution of e-learning during this pandemic. It can be a learning paradigm in educational institutions to enhance the student's knowledge and skills through digital technologies. Government and educational department has to provide better infrastructure for e-learning for the betterment of students.

Benefits of online learning

Online teaching was beneficial in a number of ways

1. Through online teaching, the teaching process becomes possible from home. This enables the students to save their time which they have to give while attending physical classes. Now the students can manage this saved time in other activities to enrich their personality.
2. Online teaching enables the parents to look after their children and engage themselves in the education of their children.
3. Online teaching is beneficial because it enables the students to record the lecture and attend it as many times as they want to understand the concept.
4. Online teaching, which was promoted by the government, gives the opportunity to all students of the country to get education from one of the best teachers selected by the education department.

Review of literature

Tremendous development in technology has contributed to reducing the distance that students experience in online learning and made it easy for learners to life-long learning (mcbrienet al., 2009). Extending the meaning of e-learning, at one extreme is the e-learning as a philosophy of social learning, focused on student needs, formed at the junction of psychological and pedagogical dimensions and the networks (demiray, 2010).―most of the terms (online learning, open learning, web-basedlearning, computer-mediated learning, blended learning, m-learning, for ex.)Have in common the ability to use a computer connected to a network, thatoffers the possibility to learn from anywhere, anytime, in any rhythm, with anymeans‖ (cojocariu, et al., 2014).in the recent course of time web-based learning is used as another option to facingto face education. As a matter of fact, its use increases in a direct proportion with the increase of the number of students. This has made educators exert a lot of effort to help the learners to get interactive content that is full of multimedia as it has been proven that it has a significant effect on the process of learning (el-seoud et al., 2014).the effectiveness of e-learning has increased in recent years. This is primarily due to the increased possibilities for it and learning as well as increased political and organizational attention to ‗what works' in learning (noesgaard&ørngreen,2015).innovations in technology have led to the development of effective new methods ‗emerging pedagogies' that have been identified in various researcheson e-learning trends and have been taken to all stages of education. The instances of such experiences based on mobile learning, game-based learning, moocs, the flipped classroom, and learning analytics, all of which are becoming increasingly visible (gros, 2016).in their researchbasilaia et al. (2020) have identified certain criteria the online platforms for teaching and learning must meet during this covid-19 pandemic.

A)connecting with the lecture and at least 50 other students at the same time, via video interactive conferences.

B)in the case of online lectures,lecturers may need to use discussion to make the teaching process more organic and realistic;

C)for students, that don't have access to high-speed internet connections, the streams have to be recorded and uploaded;

D)the online lectures should be accessible not only by computers but mobile phones;

E)should have the option to watch recorded lectures that they missed with the capability of rewind;

F)the ability for students to complete/hand in online homework, quizzes and tests.

The education sector has significantly responded to the demands of the covid-19 crisis. Many online learning platforms are offering free access to their services, including platforms like byju's, a bangalore-based educational technology (li &lalani, 2020).in a study anderson (2002) has expanded the theoretical base of online learning and proposed a model. The model illustrates the two major human actors: learners and teachers, and their interactions with each other and with the content. Learners can, of course, interact directly and spontaneously with any content that they find, in multiple formats and especially on the web; however, many choose to have their learning sequenced, directed, and credentialed through the assistance of a teacher in a formal education system. This interaction can take place within a community of inquiry, using a variety of net-based synchronous and asynchronous.the presentresearch accepts the interactive nature of e-learning as proposed by anderson in his study. Nevertheless, there are persistentchallenges that hinder the progress and effective implementation of e-learning in times of pandemic, and even in normal circumstances.

Objectives

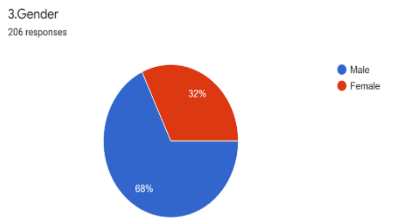
- to know the global trend of using e-learning resources among students.
- to identify the interest and attitude of students towards using e-learning resources across the world.
- to suggest prospects in using e-learning resources by students across the world.

Methodology

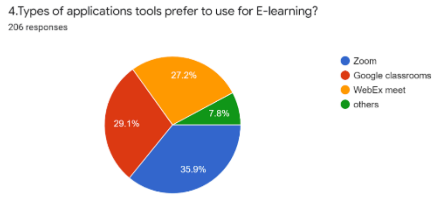
The purpose of this study is to individually and collectively analyse the influence of demographics on the level of awareness of online education among students in andhra pradesh including gender, monthly expenses. To achieve this goal, we used a quantitative approach using a questionnaire survey. The primary data for this study is 206 students from various colleges, universities in national wise.

Data analysis

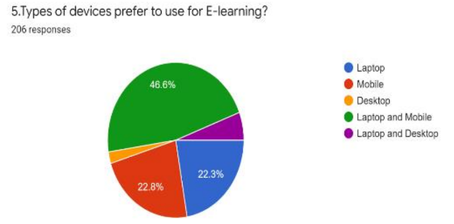
S.no	Gender	Total
1	Male	140
2	Female	66



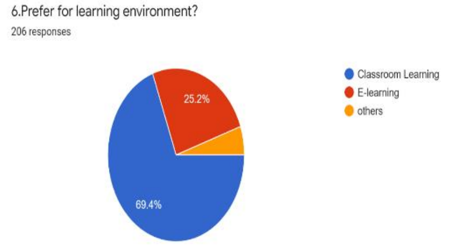
The pie chart describes about the male and female student's awareness on online learning system.68% of the male students are aware about online learning system.32% of the female students are aware about online learning system.



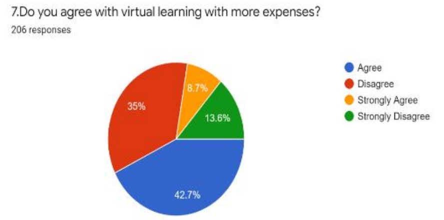
The above pie chart explains about the types of applications tools prefer to use for e-learning. 35.9% of the students prefer to use zoom app for e-learning.29.1% of the students prefer to use google classroom app for e-learning. 27.2% of the students prefer to use webex meet app for e-learning. 7.8% of the students prefer to use other apps for e-learning



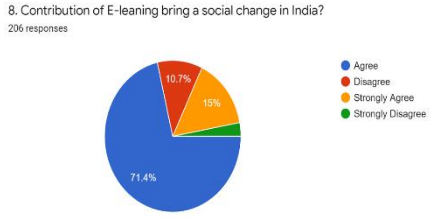
The pie chart explains about the types of devices prefer to used for e-learning. 46.6% of the students prefer to use laptop and mobile for e-learning. 22.8% of the students prefer to use mobile for e-learning. 22.3% of the students prefer to use laptop for e-learning. Remaining people use both the laptop and desktop for e-learning.



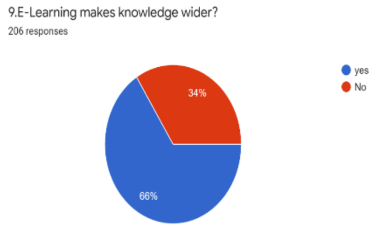
The above chart explains about which platform they prefer for learning environment. 69.4% of the students prefer classroom learning environment. 25.2% of the students prefer e-learning environment. Remaining students prefer other kind of environment.



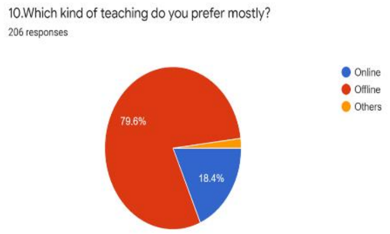
The above pie chart explaining to the students that they will agree or not with virtual learning with more expense. 42.7% of the students agree the virtual learning with more expenses. 35% of the students are disagree with the virtual learning with more expenses. 13.6% of the students are strongly disagree with the virtual learning more expenses. 8.7% of the students are strongly agree with the virtual learning more expenses.



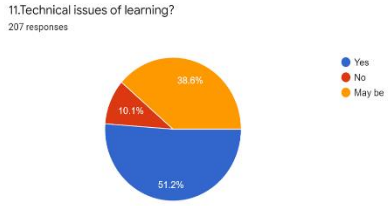
This chart explains about the contribution of e-learning bring a social change in india. 71.4% of the students agree with the contribution of e-learning bring a social change in india. 15% of the students are strongly agree with the contribution of e-learning bring a social change in india. 10.7% of the students are disagree with the contribution of e-learning bring a social change in india. Remaining of the students are strongly disagree with the contribution of e-learning bring a social change in india



The above pie chart explains about did e-learning makes knowledge wider. 66% of the students says that e-learning makes knowledge wider. 34% of the students says that e-learning didn't makes the knowledge wider.

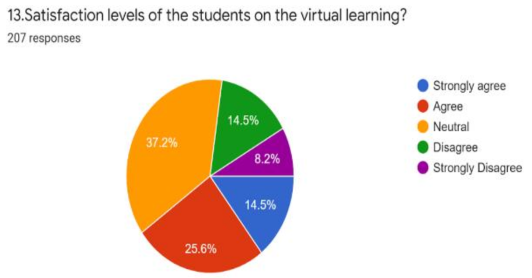


The above pie chart explains about which kind of teaching they prefer mostly. 79.6% of the students prefer offline teaching mostly. 18.4% of the students prefer online teaching mostly. Remaining of the students prefer other kind of teaching mostly

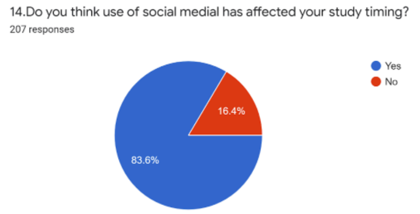


The above chart explains about the technical issues of e-learning. 51.2% of students says yes, the technical issues will happen in e-learning. 38.6% of students says maybe the technical issues will happen in e-learning. 10.1% of students says no the technical issues will not happen in e-learning

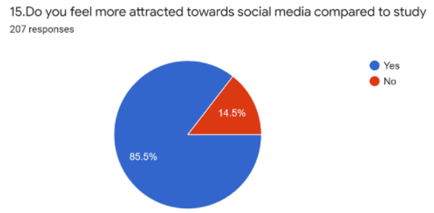
The above pie chart explains about the face to face learning is more important for practical learning. 96.6% of the students says yes the face to face learning is more important for practical learning. Remaining students says no the face to face learning is not more important for practical learning.



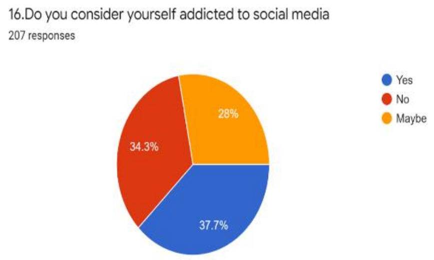
The above pie chart explains about the satisfaction levels of the students on the virtual learning. 37.2% of the students are neutral on virtual learning. 25.6% of the students are agree on virtual learning. 14.5% of the students are strongly agree on virtual learning. 14.5% of the students are disagree on virtual learning. 8.2% of the students are strongly disagree on virtual leraning.



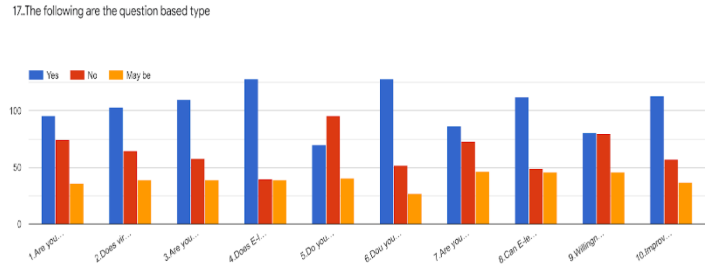
The pie chart explains about the use of social media has affected their study timing. 83.6% of the students says yes the use of social media has affected their study timing. 16.4% of the students says no the use of social media has not affected their study timing.



The above chart explains about that did they feel more attracted towards social media compared to study. 85.5% of the students says yes they feel more attracted towards social media compared to study. 14.5% of the students says no they didn't feel more attracted towards social media compared to study.



The above pie chart explains about that they consider themselves they addicted to social media 37.7% of the students says yes that they have considered themselves that they are addicted to social media. 34.3% of the students says no that they are not considered themselves that they are addicted to social media. 28% of the students says maybe that they have considered themselves that thye are addicted to social media.



The above chart describes about online learning.

- **Are you interested in e-learning?**

  98% of the students says yes they are interested in e-learning.70% of the students says no that they are not interested in e-learning. 30% of the students says maybe they are interested in e-learning.

- **Does virtual learning improves your study skills?**

  100% of the students says yes they improve their study skills on virtual learning. 55% of the students says no they can't improve their study skills on virtual learning.

45% of the students says maybe they improve their study skills on virtual learning.

❖ **Are you satisfied with google form mock test?**

105% of the students says yes they satisfied with their google form mock test. 55% of the students says no they are not satisfied with their google form mock test. 35% of the students say maybe they are satisfied with their google form mock test.

❖ **Does e-learning makes you quarantine time to useful one?**

200% of the students says yes the quarantine time is useful one for e-learning. 40% of the students says no the quarantine time is not useful for e-learning. 40% of the students says maybe the quarantine time is useful one for e-learning.

❖ **Do you believe that improving knowledge through e-learning is better than traditional learning?**

75% of the students says yes they improve knowledge through e-learning is better than traditional learning. 85% of the students says no they can't improve their knowledge through e-learning is better than traditional learning. 45% of the students says maybe they improve their knowledge through e-learning is better than traditional learning.

❖ **Do you face any issues during e-learning1?**

200% of the students says yes they face issues during e-learning. 50% of the students says no they didn't face any issues during e-learning. 25% of the student says maybe they face issues during e-learning.

❖ **Are you positive towards e-learning?**

80% of the students says yes they are positive towards e-learning. 75% of the students says no they are not positive towards e-learning. 49% of the students may be positive towards e-learning.

❖ **Can e-learning bring social change?**

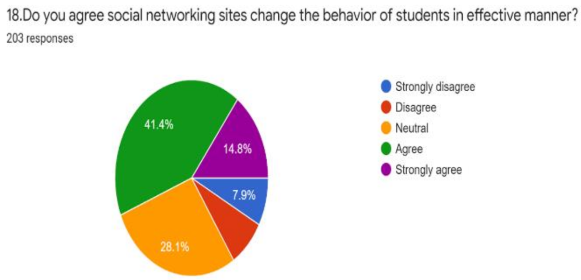
150% of the students says yes they bring social change in e-learning. 50% of the students says no they can't bring the change in e-learning. 48% of the students says maybe they bring social change in e-learning.

❖ **Willingness towards e-learning?**

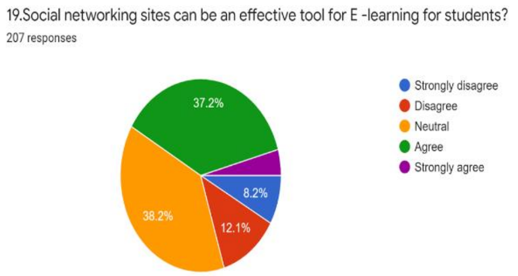
180% of the student says yes they have willingness towards e-learning. 50% of the student says no they didn't have willingness towards e-learning. 49% of the students says maybe they have willingness towards e-learning.

❖ **Improvement of students self-study skill through e-learning?**

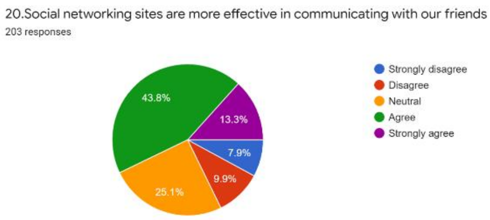
130% of the students says yes they have the improvement on self study skill through e-learning. 60% of the students says no they didn't have improvement on self study skill through e-learning. 30% of the students says maybe they have the improvent on self study skill through e-learning.



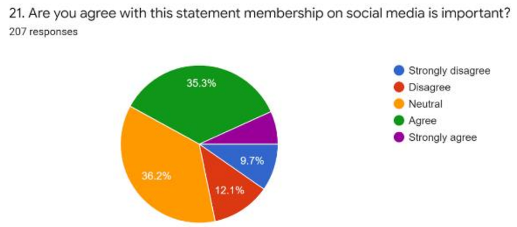
41.4% of the students agree social networking sites can change the behaviour of students in effective manner. 28.1% of the students are neutral on social networking sites don't change the behaviour of the students in effective manner. 14.8% of the students strongly agree on social networking sites change the behaviour of students in effective manner. 7.9% of the students are strongly disagree on social networking sites change the behaviour of the students in effective manner. Remaining people are neutral on social networking change the behaviour of the students in effective manner.



38.2% of the students are neutral in social networking sites can be an effective tool for e-learning. 37.2% of the students agree in social networking sites can be an effective tool for e-learning. 12.1% of the students disagree on social networking sites can be an effective tool for e-learning. 8.2% of the students strongly disagree on social networking sites can be an effective tool for e-learning. Remaining students strongly agree on social networking sites can be an effective tool for e-learning.



43.8% of the students agree that the social networking sites are more effective in communicating with their friends. 25.1% of the students are neutral that the social networking sites are more effective in communicating with their friends. 13.3% of the students are strongly agree that the social networking sites are more effective in communicating with their friends. 9.9%of the students are disagree that the social networking sites are more effective in communicating with their friends. 7.9% of the students are strongly disagree that the social networking sites are more effective in communicating with their friends.



36.2% of the students are neutral among the membership on social media is important. 35.3% of the students will agree among the membership on social media is important. 12.1% of the students are disagree among the membership on social media is important. 9.7% of the students are strongly disagree among the membership on social media is important. Remaining of the students are strongly agree among the membership on social media is important.

Findings

- The findings of this study are based on the collection of primary data which reflects its impact on e-learning.
- The findings revealed the contribution of e-learning resources or facilities for the student's performance.
- In our study, we found that there is a generally positive thought among students about e-learning. There is also a great interest and increasing use of these e-learning programmes for academics use.
- But many of them do not wish for e-learning. They only like virtual learning like face to face learning or traditional learning.
- In future this e-learning module made unavoidable options in higher education.

Suggestions

- Set clear expectations and also possible record the lesson while listening on the platform which do you use . It is better to use once again in our free time if we can't understand.

- Prioritize personal connections on social distancing has been difficult for people of all ages and backgrounds, but especially for students who relay on their friend's support.
- Have a stable, reliable internet connection while attending the classes if we are not able to set good data connection, we can't able to listen.
- Designate a study area, to do all kinds of works assigned by lectures and make sure assignments can be done virtually and then scan and send to lecturers in a mail.
- Reward yourself, and get motivated by yourself , and also look for free resources like courses and internships etc., to explore our knowledge.
- Participate in online discussions, webinars and workshops , seminars through online they also very useful to improve our knowledge.

Conclusion

E-learning seems to be the forth coming trend. It has been extending widespread. The online method of learning is best suited for every one. Depending on their availability and comfort, many people choose to learn at convenient time. This enables the learner to access updated content, whenever they want it. Due to the wide set of benefits, it gives to students. The findings of the study reflect the impact of e-learning, students' interest in using e-learning resources, and their performance. In conclusion, this study showed that e-learning has become quite popular among the students across the world particularly, the lockdown period during covid – 19 pandemics.

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A STUDY ON SUSTAINABLE RURAL CONSUMER AND MARKETING STRATEGIES

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Abstract:

The indian rural market has a massive demand base and offers great opportunities to marketers. Two-thirds of indian consumers reside in rural areas and almost half of the national income is comes from there. There indeed is a place for premium products, but consumers in rural market for those products are spread and hard to reach. Therefore, such products can be left to be bought

from the adjacent urban centre. The appeal of rural market is in their size as mass markets. Those who plan products for such mass markets will flourish and grow up rapidly. Key words: rural marketing, agricultural inputs, consumer attitude, strategies & buying and motives.

Introduction:

This research paper entitled "rural marketing– a study in jodhpur district" is mainly based on the hypothesis that, there is a huge potential of marketing of durable goods in rural areas of the country which is increasing gradually. In india about 70% population resides in the rural areas and nearly half of the national income is generated by the rural population, hence it becomes necessary to know the behaviour of the rural population, their needs, and aspirations etc to be successful in the marketing in rural areas. The general notion is that the rural markets have potential only for agricultural inputs like seeds, fertilizers and pesticides, cattle feed and agricultural machinery. More than 50% of the national income is generated in rural india and there are opportunities to market modern goods and services in rural areas and also market agricultural products in urban areas. In fact it has been estimated that the rural markets are growing at five times the rate of urban markets. About 70% of bicycles, mechanical watches and radios and about 60% of batteries, sewing machine and table fans are sold in rural india. The villagers have not only adopted the modern ways of agriculture as a business but also have accepted modern living. Apart from the food items, they are involved in buying durable products. This change in the attitude of rural consumers is extensive across the countryside. The mounting rural market is important to growth of economic development of india. Rural markets have proved to be very attractive for corporate and the size of market is increasing gradually. The increased purchasing power of the rural consumers and the improved income distribution has increased rural demand for several products. With a population by now in excess of one billion people, india has attracted multinational corporations across the globe as a place of opportunity for exploring new markets. The sales of colour television, washing machines, refrigerators, shampoos, face cream, mosquito repellent and tooth paste are very low and there is great potential for such products in rural markets while rural markets offer huge attractions to the marketers, it is not easy to enter the market and take a sizeable share of the market within a short period. This is due to low literacy, low income, seasonal demand and problems with regards to transportation, communication and distribution channel. Further there are different groups based on religion, caste, education, income and age. There is a need to understand the rural markets in terms of buyer behaviour, attitudes, beliefs and aspirations of people.

Objectives of the study:

The main objectives of the study are:
(1) to understand the situation in which the rural market operates.
(2) to find out the natural problems associated with rural market.
(3) the market strategies which can be successfully implemented to exploit the potentials of the rural market.
(4) to find out the views of the rural consumers about the consumer goods.

Research methodology:

area of the study jodhpur district had been selected for the sample study because this district has comparatively better infrastructure and a wide rural area, which is very essential for the development of rural market. The markets are much near to the rural areas of the district and the markets are main place from where rural consumers use to buy the durable products. The people of these areas have greater opportunities of employment and have more disposable income than other remote rural areas; hence, there is a lot of potential of rural marketing for consumable

and durable products. The selection of sample villages has done by stratified sampling methods, although, selection is random. Out of the large number of villages, 20 villages have been selected in jodhpur district.
Sampling technique universe: consumer respondents in the rural areas.
sampling unit: sampling unit is limited to the jodhpur district of rajasthan
Sample size: 200 consumer respondents from the rural areas.
Sampling design: simple random sampling is adopted on the ground of availability, convenience to access and level of participation. Almost equal no. Of respondents has been taken in the age group of 15-25, 25-35, 35-45 and above 45 years across the different income levels and education. The respondents selected were media literate people who had an exposure to the television.
data collection: since the primary objective of this study is to know the potentials of marketing of durable products in rural areas. The present study is mainly based on the primary data collected with the help of structured questionnaire and interview. The necessary data for this study had been collected through an interview schedule by directly approaching the respondents and other relevant data from some secondary sources also. All the data for the purpose of the study and deep analysis had been collected during the field work. Preliminary data had been collected for villages. During the survey in rural areas, the researcher has taken interviews on the basis of prepared standard questionnaire of about 10 persons in every village.
research tools for data collection and their analysis primary data:
the structured questionnaire was used to collect the primary data. The questionnaire has both open-end and closed-end questions. Secondary data: books, journals, magazines, newsletters and internet. It revealed that about 90% families have radio, 74% families have tape-recorders, 22% families have b&w television sets, and 33% families have colour television sets and only 26% families have refrigerators.

Consumers’ attitude towards durables:

Rural consumers play a significant role in this research work. We have incorporated allthe information received during the field work and personal interviews taken on the basis of already prepared questionnaire in this research work. We have taken interviews of about 200 rural consumers with the help of questionnaire for durable products respectively, and the information received is presented heredurable products include radios, tape-recorders, television, refrigerators, washing machines, room coolers and heaters, clocks and wrist watches, bi-cycles and mopeds according to rural consumers the demand of these products is growing day by day continuously. But the demand for other products similar to these standard branded products is also very high because the prices of these products are very low in the comparison of standard branded products. That is why the customers are more inclined towards these products because the difference of the cost between these products sometime is 20% to 30%, meaning thereby these products are much cheaper than the original branded products. These products do thrive in the rural market and it can ordinarily be found in village shops. Imitation products apart, these are also locally manufactured branded and unbranded products which are quite popular. These products also have sufficient demand in rural areas to sustain such manufacturers. These products are not only similar in their names, but in features and functions also, and so similar that it is very difficult to recognize it. Most of the rural consumers are of the view that if the supply of original products can be made proper and the prices and quality of these products can be made in accordance with the rural consumers then the demand of these products can be enhanced. The reason behind such a wide range of products sold in rural areas seems to be the heterogeneous nature of the rural market. The wide disparities in income level and the consequent life styles warrant such variety. Hence, there is reason enough for the manufacturers and marketing men to think in term.

Attitude of the wholesalers and dealers towards rural consumers:

We have tried to know the opinion of the wholesalers in reference to rural consumers and markets on the basis of interview of the wholesalers and authorized dealers during the field work. We have incorporated all this information in this research paper. It is very difficult for them to provide or make available their product directly in rural areas. The main reason for this is the vastness and uneven spread of rural population. In rural areas people live in very small villages and at a great distance and even in these villages demand for these products are minimal but the cost incurred on to satisfy these demands are much higher than the profit. Therefore, the wholesalers suffer losses instead of profit. Firstly, the demand of durable product is very low in rural areas and it is seasonal also which are generally demanded on some special occasions or festivals or marriages. So, the demand comes down automatically once these occasions are over. That is why to meet the demand of these rural areas the wholesalers do not want to make a permanent distribution system because the cost incurred on these systems are much higher. In spite of distribution system, they give some incentives or discount to the retailers to encourage them to sell their products in rural areas. Thus, they get their product reached or accessed to the rural people according to their demand without higher distribution costs and wholesalers have not to do many efforts for this.

Buying motives:

Marketers have been using buying motives to handle the consumers. 'buying motive' provides the psychological justification for the acceptance of a product. This tool has proved a success with urban consumers. It is necessary for the marketer first to identify the psychological characteristics, which can act as the 'buying motives'. Though the sources of information are many, it is likely that the consumers use the information from only one or two source for decision-making. Rural consumers are influenced by information received and opinions formed from various sources in making their buying decisions. The other sources in order of importance are -- opinions of family members, advice of friends and neighbours, and shopkeepers' advice. It may be noted that advertisements have been considered as major influences in purchase decisions. In case of consumer durables, advice of friends and neighbours is found to be a major source, while family members, opinion leaders and shopkeepers are other important source influencing the buying decisions. Self experience is not a major influence, because consumer durables are not purchased repeatedly. Even in this case advertisements were an important influencing source.

Strategies:

1. Breaking of bulk into small volume not possible
2. Requires more investment by consumer during purchase
3. Requires installation/after sales service
4. Higher repurchase cycle
5. Difficult to do cross promotions
6. Requires separate retailer for the products
7. Transportation problems due to bulkiness of products
8. Dependent on other factors like electricity, fuel etc
9. Banking and credit problems inadequate banking and credit facilities; 10. Problems regarding handling, storage and transportation
11. Seasonal demand
12. Stress on unbranded and cheap items.

Conclusion:

The present discussion on some aspect of rural marketing should not give the impression that rural markets have not been exploited at all. Its purpose is only to highlight the growing importance of rural markets in the fast-changing economic situation. Already, substantial penetration has been made by the producers of most consumer goods. Though the cost of distribution and promotion is bound to be high and producers even may sustain losses in the initial stages, this should not deter them from entering the market the potentialities of the rural market are great indeed. With the changing economic conditions in the country, and with better purchasing power, among the rural population, the newly emerging rural markets are bound to yield rich dividends.

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IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY

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Abstract

Human values reflect the sense of right and wrong in a person. They also refer to appropriate courses of action, values define what 'ought' to be in society. Trust and affection are seen as foundational and complete values in a society.human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.basic human values refer to those values which are at the core of being human. The values which are considered basic inherent values in humans include truth, honesty, loyalty, love, peace, etc. Because they bring out the fundamental goodness of human beings and society at large. They are essential for positive human behavior. Human values are usually formed out of one's own interest, wish, urge and liking.

Keywords:

Human values in current scenario, trust and affection, fundamental

Introduction

Human values are things that have an intrinsic worth in usefulness or importance to the possessor, or principles, standards, or qualities considered worthwhile or desirable. Human values constitute an important aspect of self-concept and serve as guiding principles for an individual. In order to develop inter-personal relations, it is important to be good listeners, understanding others and respecting a difference in opinions and beliefs. This quality helps children to develop an attitude of humility towards others and display a level of interest in people's problems and professions.it teaches them the best way to live that can be beneficial to individuals as well as the people around them. Value education also helps the students to become more and more responsible and sensible. It helps them to understand the perspective of life in a better way and lead a successful life as a responsible citizen.value education means teaching and learning of ideals. The aim is for students to understand moral values and show their good behavior and attitude towards society.value education enables us to understand our needs and visualize our goals correctly and also indicate the direction for their fulfilment. It also helps remove our confusions and contradictions and enables us to rightly utilize the technological innovations.

Review of literature

The importance of moral values in modern era. It is understood that in thetechnological era, value crisis is one of the burning problems. Dowry system, divorce, abortion, gang-rape, murder, child abuse, corruption, animal sacrifice, etc. Are ever growing problem. In order overcome this issues educator have an essential role to play. The study emphasizes that the teachers should have an integrated perspective to nurture the hearts and minds oflearners in a balanced way so as to retain human values within oneself.

the human-computer interaction handbook, 1267-1292, 2007. Human values and ethical considerations no longer stand apart from the human-computer interaction (hci) communityperhaps in some separate field called "computer ethics"—but are fundamentally part of our practice.

Article presents a theory of potentially, universal aspects in the content of human values. Ten types of values are distinguished by their motivational goals. The theory also postulates a structure of relations among the value types, based on the conflicts and compatibilities experienced when pursuing them. This structure permits one to relate systems of value priorities, as an integrated whole to other variables.

Stated the importance of human values in the private institutes of rajpur. Study considers human values are the basis of human being. It also mentions that home is the first school of the child and school and college is the second for learning human values. Value education is education in values and education towards the inculcation of values should an initiative of all private institutions. It is a universal phenomenon intrinsic to all learning and education, whether at home or in an institution.

Objectives

•to study the current state of human values in education.
• to analysis the important of human values in education.
• to suggest measure to impact human values in education.

Ways to impact human value in education

•the prime concern of education is to evolve the good, the true and the divine in man so as to establish a moral life in the world.
•imparting value education and reforming the society were the only aims and objectives of the teachers of ancient age.
• to overcome the problems of the present era, inculcation of values among individuals and promotion of values in educational system, as well as society, is highly essential.
• result shows that the value education had taught basic qualities of life like honesty, hard work, respect for others, cooperation, compassion, and forgiveness. It has brought the positive change in personal behaviour of students.
• students need to have moral awareness regarding different issues happening in the society and hence they should be allowed to face the progress in the society, science and technology by taking the welfare of mankind into their mind.
• re-discovery of common and shared values has to be done in order to unite human beings with the declining traditional values.
• teachers or educators pass values to their students both intentionally and unknowingly through their words, actions and behaviour, both in and out of the classroom or institution. Hence, there is a need for proper and careful planning for designing a value education program as it is an important way to establish a formal learning.
• students sometimes face with situations where they are required to take complicated and quick decisions and they may involve the use of good values to achieve a good result. Hence, in

such cases, value education is helpful to make good and moral choices in important situations.

- increase in crime by juveniles is seen commonly in these days, and this is hindering their process of personal growth. In such situations, value education is really helpful.
- value education increases a students' inquisitiveness, overall development, good attitudes and values, and also the capacity to think and judge about his/ her own self.
- value education helps in encouraging social and natural integration; and helps in differentiation between the right and wrong. Aims and objectives of value education value education should aim at the development of the following value

Suggestions for the improvement in the current scenario of value education

- values need to be imbibed among children by parents in terms of respecting fellow human beings/environment/plants and animals etc.
- children should be taught about the dignity of labour and make them self-dependent.
- they need to be trained to own the responsibility for doing good or bad work.
- value education should be embedded with school curriculum.
- materialistic based behaviour pattern should be curbed/discouraged from school days and core discipline of behaviour needs to be encouraged.
- school teachers need to play a key role in shaping the behaviour of children by imparting good values as children get influenced by teachers at a tender age than at teenage or adulthood.
- all round performance of the students needs to be considered for promoting to higher education rather than considering only academic performance.
- students need to be exposed to poverty, illiteracy, human degradation/humiliation etc. From school education as a part of nss activities, so that they will develop empathy towards fellow human beings.
- the curriculum should focus on gender equality, empowerment of human beings despite caste, creed, race and religion, patriotism, scientific approach towards problem solving, awareness about protecting environment for future generations, social justice, protecting human rights, etc.
- education should be practical oriented than theory based curriculum.
- a holistic approach needs to be adopted in imparting value education to the students.

Significance of human values

Human values are necessity in today's society and business world. Human values are the features that guide people to take into account the human element when one interacts with other human. They have many positive characters that create bonds of humanity between people and thus have value for all human being.human values are as important as competencies to achieve our goals.
It provides a way to understand humans and organisation.
It provides understanding of the human attitude and behaviour.
Human values are important because they help us to grow and develop.they help us to create the future we want to experience.

Conclusion

Human values play a very leading role in the present scenario. We need value in our lives to guide us in the right path. Human values take precedence over social values. Human values are now withering very fast for which we humans are most responsible. Value based education should be emphasized ranging from school to university level of education. Human value is generally known to be a moral standard of human behaviour.to improve one's human values self interest plays a very crucial
Role, parents should educate human values, educational institutions, community and work place should voluntarily come forward to develop

human values among future generation. Value education is an important aspect of curriculum affecting the students and society. Many educators tend to give less importance to the overall development and growth of students. Negligence will be detrimental to the well-being of our society on the whole. For adequate inculcation of values, educational institutions need to give support as well. As values are caught more than taught, the students need to grow up in an atmosphere to learn empathy, sharing, rationality, spirituality, technological competency; communication skills etc. And internalize them at every stage and sphere of life in this globalized world

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SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT

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Abstract

E-learning has become the mandatory component of all educational institutions like schools, colleges, and universities in and around the world due to the pandemic crisis of covid-19. E-learning provides an effective teaching method that brings out the best in students. To find out the student's attitude towards e-learning, primary data has been collected from national wise through google forms which include the student community from various schools, colleges, and universities. This research paper aims to study the e-learning process among students who are familiar with web-based technology. It also helps to find out solutions to improve the self-study skills of students. The stratified sampling method has been adopted in this study and the sample size is 206 across the world. The findings of the study reflect the impact of e-learning, students' interest in using e-learning resources, and their performance. In conclusion, this study shows that e-learning has become quite popular among the students all over the world particularly, the lockdown period due to the covid-19 pandemic.

Keywords:

Elearning, online teaching, learning challenges, student perspective.

Introduction

The purpose of education is to mold a person to be perfect. Education provides the pathway to reach their destiny. Education helps in inculcating social responsibilities as well. The main core of education is to learn. Learning is a process of acquiring knowledge or skills through study, experience, or being taught. Any freak accident that happens in the world will always leave its impact on education. And so the epidemic of covid 19 has its footprints on education. The outbreak of this dangerous virus across the globe has forced educational institutions to shut down to control the spread of this virus. This happening made the teaching professionals think of alternative methods of teaching during this lockdown. And thus it paves the way towards web-based learning or e-learning or online learning. In today's scenario learning has stepped into the digital world. In which teaching professionals and students are virtually connected. E-learning is quite simple to understand and implement. The use of a desktop, laptop, or smartphones and the internet forms a major component of this learning methodology. E-learning provides rapid growth and proved to be the best in all
Sectors, especially in education during this lockdown.

Importance of the study

This study will help to find out the students' attitudes towards e-learning during covid – 19 pandemic. This study was done for the students who are studying in various colleges and universities and even schools to gain additional information regarding the contribution of e-learning during this pandemic. It can be a learning paradigm in educational institutions to enhance the student's knowledge and skills through digital technologies. Government and educational department has to provide better infrastructure for e-learning for the betterment of students.

Benefits of online learning
Online teaching was beneficial in a number of ways

1. Through online teaching, the teaching process becomes possible from home. This enables the students to save their time which they have to give while attending physical classes. Now the students can manage this saved time in other activities to enrich their personality.
2. Online teaching enables the parents to look after their children and engage themselves in the education of their children.
3. Online teaching is beneficial because it enables the students to record the lecture and attend it as many times as they want to understand the concept.
4. Online teaching, which was promoted by the government, gives the opportunity to all students of the country to get education from one of the best teachers selected by the education department.

Review of literature

Shu-sheng liaw, in the research study on effectiveness of e-learning investigates the reason for dissatisfaction of some of the e-learning students. The research surveys 424 university students for their feedback on effectiveness of e-learning for them. The findings of the report suggest that the intention and study focus are the main factors that influence the objectives and usefulness of e-learning. Personal efficiency for the coursework is also determining factors for the outcomes (shu-sheng liaw, 2008). The examination of e-learning is useful for not just the students but also for the trainers as it helps them in refining their methods of teaching. Regular testing of the outcomes of e-learning and efficiency of knowledge transfer guide the teachers to employ techniques that can be more effective in transferring the education.

Objectives

- to know the global trend of using e-learning resources among students.
- to identify the interest and attitude of students towards using e-learning resources across the world.
- to suggest prospects in using e-learning resources by students across the world.

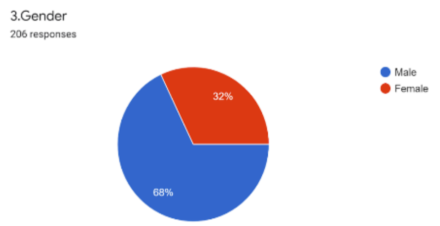
Methodology

The purpose of this study is to individually and collectively analyse the influence of demographics on the level of awareness of online education among students in andhra pradesh including gender, monthly expenses. To achieve this goal, we used a quantitative approach using a questionnaire survey. The primary data for this study is 206 students from various colleges, universities in national wise.

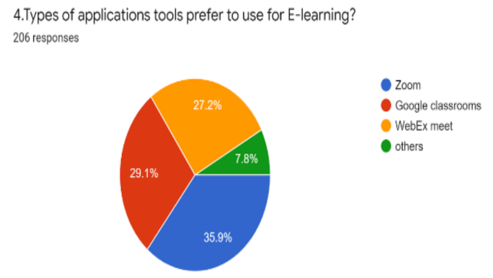
Data analysis

Table showing the gender of the respondents

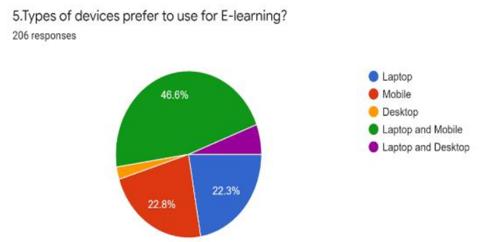
S.no	Gender	Total
1	Male	140
2	Female	66



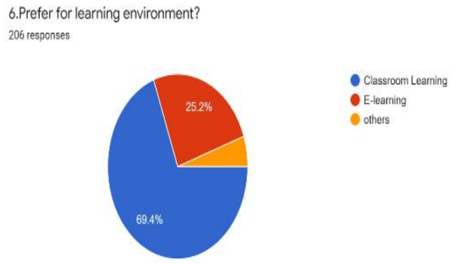
The pie chart describes that 68% of the responded are male students are 32% are female.



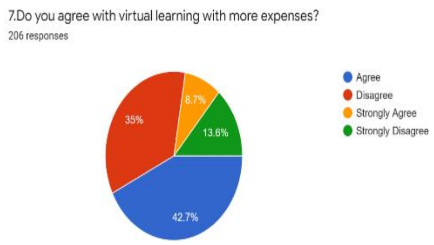
The above pie chart explains about the types of applications tools preferred by the respondents for e-learning.35.9% of the students prefer to use zoom app for e-learning.29.1% of the students prefer to use google classroom app for e-learning.27.2% of the students prefer to use webex meet app for e-learning.7.8% of the students prefer to use other apps for e-learning.



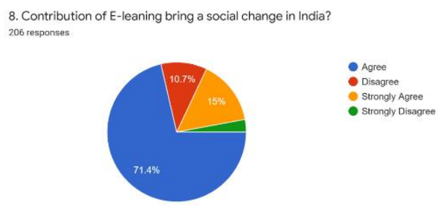
The pie chart explains about the types of devices prefer to used for e-learning.46.6% of the students prefer to use laptop and mobile for e-learning.22.8% of the students prefer to use mobile for e-learning.22.3% of the students prefer to use laptop for e-learning.remaining people prefer to use both the laptop and desktop for e-learning.



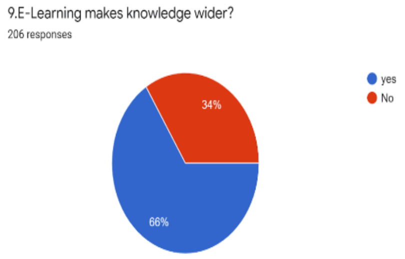
The above chart explains about which platform they prefer for learning environment.69.4% of the students prefer classroom learning environment.25.2% of the students prefer e-learning environment.remaining students prefer other kind of environment.



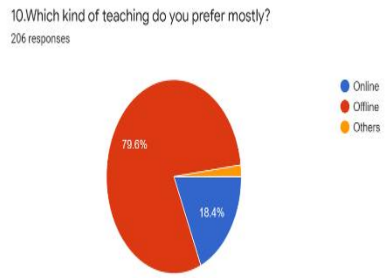
The above pie chart explains the opinion of students on virtual learning being expensive or not.42.7% of the students agree that virtual learning is expensive.35% of the students disagree that virtual learning is expensive.13.6% of the students are strongly disagree with the virtual learning being more expensive.8.7% of the students are strongly agree with the virtual learning is expensive.



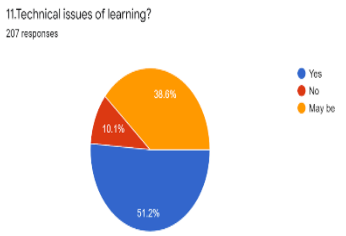
This chart explains about the contribution of e-learning bringing a social change in india.71.4% of the students agree with the contribution of e-learning bring a social change in india.15% of the students are strongly agree with the contribution of e-learning bring a social change in india.10.7% of the students are disagree with the contribution of e-learning bring a social change in india.remaining of the students are strongly disagree with the contribution of e-learning bring a social change in india.



The above pie chart explains about did e-learning makes knowledge wider. 66% of the students says that e-learning makes knowledge wider.34% of the students says that e-learning didn't makes the knowledgewider.

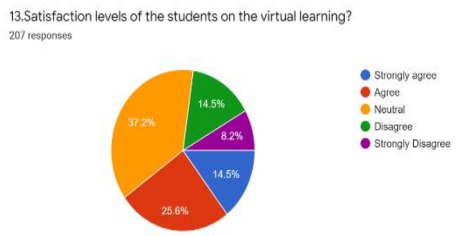


The above pie chart explains about which kind of teaching they prefer mostly.79.6% of the students prefer offline teaching mostly.18.4% of the students prefer online teaching mostly.remaining of the students prefer other kind of teaching mostly.

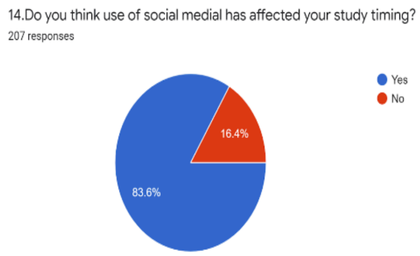


The above chart explain about the technical issues of e-learning.51.2% of students says yes the technical issues will happen in e learning.38.6% of students says maybe the technical issues will happen in e-learning.10.1% of students says no the technical issues will not happen in e-learning.

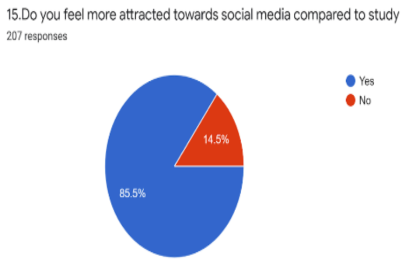
The above pie chart explains about the face to face learning is more important for practical learning.96.6% of the students says yes the face to face learning is more important for practical learning.remaining students says no the face to face learning is not more important for practical learning.



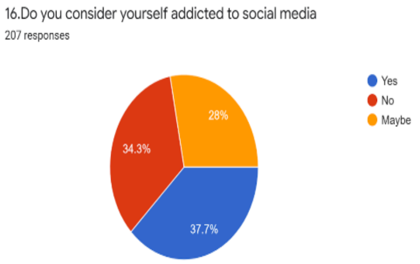
The above pie chart explains about the satisfaction levels of the students on the virtual learning.37.2% of the students are neutral on virtual learning.25.6% of the students are agree on virtual learning.14.5% of the students are strongly agree on virtual learning.14.5% of the students are disagree on virtual learning.8.2% of the students are strongly disagree on virtual leraning.



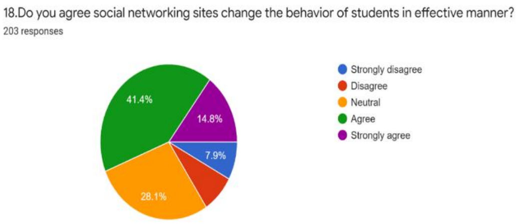
The pie chart explains about the use of social media has affected their study timing.83.6% of the students says yes the use of social media has affected their study timing.16.4% of the students says no the use of social media has not affected their study timing.

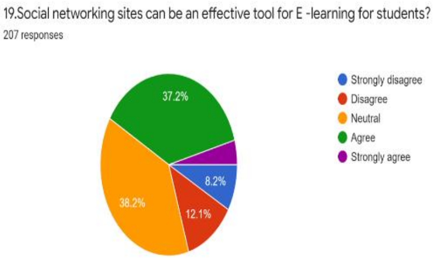


The above chart explains about that did they feel more attracted towards social media compared to study.85.5% of the students says yes they feel more attracted towards social media compared to study.14.5% of the students says no they didn't feel more attracted towards social media compared to study.



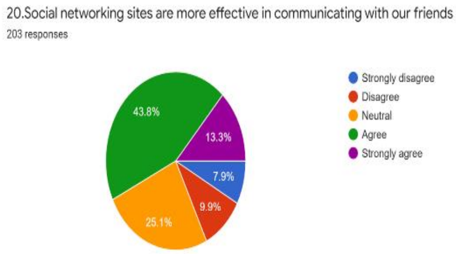
The above pie chart explains about that they consider themselves they addicted to social media.37.7% of the students says yes that they have considered themselves that they are addicted to social media.34.3% of the students says no that they are not considered themselves that they are addicted to social media.28% of the students says maybe that they have considered themselves that thye are addicted to social media.60% of the students says no they didn't have improvement on self study skill through e-learning.30% of the students says maybe they have the improvent on self study skill through e-learning.





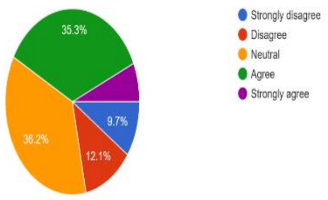
41.4% of the students agree social networking sites can change the behaviour of students in effective manner.28.1% of the students are neutral on social networking sites don't change the behaviour of the students in effective manner.14.8% of the students strongly agree on social networking sites change the behaviour of students in effective manner.7.9% of the students are strongly disagree on social networking sites change the behaviour of the students in effective manner.remaining people are neutral on social networking change the behaviour of the students in effective manner.

38.2% of the students are neutral in social networking sites can be an effective tool for e-learning.37.2% of the students agree in social networking sites can be an effective tool for e-learning.12.1% of the students disagree on social networking sites can be an effective tool for e-learning.8.2% of the students strongly disagree on social networking sites can be an effective tool for e-learning.remaining students strongly agree on social networking sites can be an effective tool for e-learning.



43.8% of the students agree that the social networking sites are more effective in communicating with their friends.25.1% of the students are neutral that the social networking sites are more effective in communicating with their friends.13.3% of the students are strongly agree that the social networking sites are more effective in communicating with their friends.9.9%of the students are disagree that the social networking sites are more effective in communicating with their friends.7.9% of the students are strongly disagree that the social networking sites are more effective in communicating with their friends.

21. Are you agree with this statement membership on social media is important?
207 responses



36.2% of the students are neutral among the membership on social media is important.35.3% of the students will agree among the membership on social media is important.12.1% of the students are disagree among the membership on social media is important.9.7% of the students are strongly disagree among the membership on social media is important. Remaining of the students are strongly agree among the membership on social media is important.

Findings

- The findings of this study are based on the collection of primary data which reflects its impact on e-learning.
- The findings revealed the contribution of e-learning resources or facilities for the students performance.
- In our study, we found that there is a generally positive thought among students about e-learning. There is also a great interest and increasing use of these e-learning programmes for academics use.
- But many of them do not wish for e-learning. They only like virtual learning like face to face learning or traditional learning.
- In future this e-learning module made unavoidable options in higher education.

Suggestions

- Set clear expectations and also possible record the lesson while listening on the platform which do you use . It is better to use once again in our free time if we can't understand.
- Prioritize personal connections on social distancing has been difficult for people of all ages and backgrounds, but especially for students who relay on their friends support.
- Have a stable, reliable internet connection while attending the classes if we are not able to set good data connection we can't able to listen.
- Designate a study area, to do all kinds of works assigned by lectures and make sure assignments can be done virtually and then scan and send to lecturers in a mail.
- Reward yourself , and get motivated by yourself , and also look for free resources like courses and internships etc., to explore our knowledge.
- Participate in online discussions, webinars and workshops , seminars through online they also very useful to improve our knowledge.

Conclusion

E-learning seems to be the forth coming trend. It has been extending widespread. The online method of learning is bet suited for every one. Depending on their availability and comfort, many people choose to learn at convenient time. This enables the learner to access updated content, whenever they want it. Due to the wide set of benefits, it gives to students. The findings of the study reflect the impact of e-learning, students interest in using e-learning resources, and their performance. In conclusion, this study showed that e-learning has become quite popular among the students across the world particularly, the lockdown period during covid – 19 pandemic.

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SUSTAINABLE PRODUCTS AND SERVICES-NEED FOR CREATING CONSUMER AWARENESS

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Abstract

The concept of sustainable product-service systems has emerged recently, and is distinct from the ideas of cleaner production. Eco-design for the environment. The concept goes beyond the environmental optimization of products and processes and requires radical and creative thinking to reduce environment impacts by a factor of between four and 20times while maintaining an acceptable quality of service. Sustainable product-services consider alternative socio technical system that can provide the essential end-use function. Sustainable product-services system attempt to create designs that are sustainable in terms of environmental burden and resource use.

Keywords:

Sustainability, product development, products services

Introduction

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. Sustainability is not just environmentalism. There are three pillars of sustainability (1) economic sustainability (2) environmental sustainability (3) social sustainability. Economic sustainability which aims to reduce extreme poverty and guarantee fair paid employment for all. Environmental sustainability which aims to protect the natural balances from the planet. Social sustainability aims to provide basic resources for all. The increasing demand for sustainable products hasprompted multiple researchers to enhance the sustainability of products and services. Sustainable products and services are those products that provide environmental, social and economic benefits while protecting public health and environment over their whole life cycle, from the extraction of raw materials until the final disposal. Product is usually considered sustainable if itdoesn't deplete natural, nonrenewable resources. A sustainable product is made from renewable resources; in other words, resources that can't be fully depleted. For us, sustainable products and services are those that generate measurable social or environmental benefits alongside financial returns, creating long-term value for shareholders and society at large. Sustainability is important for many reasons includingenvironmental quality – in order to have healthy communities, we need clean air, natural resources, and a nontoxic environment. The aim of sustainable product-service systems is

•to find sustainable use of natural resources.

•to analyze securing economic development social equity and justice and environmental protection is the goal of sustainable development

•to aim of sustainable products and services is to balance our economic environmental and social needs.

•to save natural resources by choosing products and services that use recycled materials or waste as raw materials or resources.

•to reduce our carbon emissions, by using renewable energy or buying energy efficient products to reduce your energy use.

Objectives

•to study various sustainable products and services

•to analyse the need for creating consumer awareness on sustainable products and services

•to suggest ways to create awareness on sustainable products and services

Research methodology

this data is collected through both primary and secondary sources. Primary data from questionnaire, observations and personal contact with people. Secondary data frominternet searches or libraries, newspapers magazines, journals and company websites

•our analysis looked at products on pack communication about their sustainability

•we also reviewed which categories had the largest share of the sustainability-marked products.

•toilet tissue, facial tissue, milk, yogurt, coffee, salty snacks, and bottled juices were among those with the highest share in their category (more than 18%), while laundry care, floor cleaner, and chocolate candy had less than a5% share. To a certain degree, products that need to have a higher degree of efficiency such as laundry care and sanitary napkins were more likely to have a lower share of sustainability-marketed products, perhaps because consumers are concerned about performance trade-offs.that said,some of those categories saw high growth in sustainability-marketed productssanitary napkins and laundry care were among the highest at 150%.so it appears that some categories that are making up for lost time.some of the necessary transformation can be accomplished by reinventing legacy products,as unilever has shown with its" sustainable living"brands,now delivering 70% of its turnover growth rate.these brands speak to consumers interest in aligning their shopping with their preserve natural resources use appropriate pricing regulatory and strategic policies to managenon renewable resources sustainably. Encourage all sectors to embrace "green technology" in production and process and develop a comprehensive energy policy. Increase focus on down stream high value added production and services develop a comprehensive energy policy.meet international commitments reduce corbon foot print in line with government commitments.enforce clean air and water standards in utilizing natural resources,i.e pollution mitigation. Sustainable food production, good health and well being, affordable and clean energy, industries and innovation, climate change,life on land, sustainable cities and communities responsible consumption and production, industry and innovation, sustainable use of underwater biodiversity, sustainable use of land biodiversity, clean water and sanitation, preservation of soil degradation,new sources of decent work and sustainable of economic growth etc are the some of the objectives for this sustainable products and services.

Data analysis

It is clear that many radical ideas are emerging in response to the enormous challenge posed by the likely need to reduce environmental burden and resource use in the industrialized world to between 25% and 5% of current levels for each unit of service rendered. That is, between factor four and factor twenty, the improvements in eco-efficiency will be required to move towards an development of the environmentally sustainable world with a doubled the population, if dramatic reductions in living standards in the industrialized countries and continued poverty and low living standards in the developing world are to be avoided. These sustainability ideas have developed from 'clear and greener' improvements to process and products to socio technical system changes and new product services mixes. Some of these systems such as public libraries and bus services, are similar to what exists now. But can be greatly improved, especially through the use of advanced information and communication technologies. Other concepts, such as car sharing or heat supply services are sustainable ways of providing good and services from the developing world to the industrialized north. Such as the use of rickshaws and shared taxis for local transport. All these ideas for more sustainable goods and services pose major marketing sharing products may save the resources, that is not necessarily acceptable to users. Questions were prepared based on the sustainable products and services on google forms and send to some of the selected people. The following are the questions and people's response.

1) what is sustainable development?

- to meet their needs
- conserve natural resources
- reducing pollution
- all of the above

For this question 18.18% peoples answer is to meet their needs.0.00% for conserve natural resources,0.0% for reducing pollution, and 81.82 people's answer is all of the above

2) what are the 3r's of environment?

- reduce, remove,and recycle
- reduce, rewash,and return
- reduce,reuse,and recycle

For this question 0.00% response for reduce, remove, recycle,and 18.18% people's answer for reduce, rewash,and return,81.82% people's answered reduce,reuse,and recycle.

3)do you recycle the products?

- always
- sometimes
- never

For this question 9.90% people answered always,63.64% people answered for sometimes,27.27% people answered for never.

4) which of these is a non-renewable resources?

- sun
- moon
- coal

For this question 27.27% people answered for sun,0.00% response for moon 72.73% people answered for coal.

5)how many times will you use the sustainable products?

- only once
- twice
- thrice

For this question 63.64% people's answered for only once,9.09% people's answered for twice,0.00% response for thrice.

By knowing all these responses from the people some people are aware of sustainable products and services and only few are unaware of this. Also knowing the sustainability of products and services most of the people are not using thisproducts because it contains much cost. Most of the people's response from the above question is most people use the sustainability of products and services only once and few people use twice and no one use the sustainable products and services thrice. Only less people are recycling the products and using the products and services. So many people are not recycling the products.reduce, reuse, recyclethese three all useful terms to explore reducing the impact of technology on people and the environment.this rule is the part of the waste hierarchy which is a process used to protect the environment and conserve resources through a priority approach.the main aim is to get the most practical benefits from products and to generate the minimum amount of the wastage.

Recommendations

People are starting to come around to the idea that we need to become more sustainable to protect the earth for future generations.everything you do in your day-to-day life has an impact on the planet,from the food you eat to the car you drive.that doesn't mean you should only eat vegetables and start riding a bike everywhere.although,you could try consuming less meat and only driving when necessary. It's small changes like these which could help you to lessen your environmental. Sustainable living involves reducing the amount of earth's resources that you use to help protect.

There are number of ways you can do this, including limiting the amount of energy you use, using eco-friendly products and changing your diet etc. In a nutshell, to live a sustainable lifestyle you should try to have as little of an impact on the earth as possible, while also trying to replace the resources you do use.

- sustainability living is important at the movement, we are producing resources, using energy and creating waste at a rate which isn't sustainable.
- this led to environmental issues, such as pollution and climate change, which harm to environment, wildlife and humans. If you want to live more sustainable lifestyle following are some tips.
- save energy: by using less energy you can help to reduce carbon emission
- eat less meat: by eating less of it you can help to reduce the impact the meat industry has on the earth.
- use reusablealternatives: single- use products, particularly plastic ones tend to end up in landfill and ocean, causing harm to environment. Instead use reusable and eco-friendly products.
- go paperless: to avoid using paper choose to receive letters over mails and necessary.

Conclusion

Sustainable development is largely about people, their well-being, and equity in their relationships with each other, in a context where nature-society imbalances can threatens economic and social and environmental stability. Because climate change, it's drivers, its impacts and its policy responses will interact with economic production and services,human settlements and human societies. Climate changes is likely to be significant factor in the sustainability development of many areas. Simply stated, climate change has the potential to affect many aspects of human development, positively or negatively, depending on the geographic location, the economic sector,and the level of economic and social development already.

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STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING

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Abstract

Financial transactions are intimately bound with social interactions and woven into everyday economic lives. In this paper we focus on paytm, a digital wallet, and a specific set of users of paytm, street vendors in urban india. Through an ethnographic investigation we offer to unpack two questions: 1. Can digital forms of money create financial inclusion by opening up access to the marginalized 2. Can digital platforms amplify socio-economic capacities of low literate users enhancing financial literacy? We argue that digital and financial literacy are an immersive component of digital wallet use acquiring 'everyday life' in specific socio-economic ecosystems. Our study captures daily practices of digital money staking a claim in advancing the understanding of financial inclusion as a lived process accumulating habits, practices and stakes to expand socio-economic capabilities.

Keywords:

Digital payment methods, students perception, digital wallets

Introduction:

Digital banking is the use of the internet, mobile phones, and other electronic mediums as a delivery channel for banking services, which includes all traditional services such as balance enquiry, printing statement, fund transfer to other accounts, bills payment and new banking services such as electronic bill presentment and payment (frust, lang, &nolle, 2000) without necessarily visiting a bank

- Money deposits, withdrawals, and transfers
- Checking/saving account management
- Applying for financial products
- Loan management
- Bill pay
- Account services

Definition

The digital banking definition is banking done through the digital platform, doing away with all the paperwork like cheques, pay-in slips, demand drafts, and so on. It means availability of all banking activities online.

Functioninig of digital banking

Digital banking involves high levels of process automation and web-based services and may include apis enabling cross-institutional service composition to deliver banking products and provide transactions. It provides the ability for users to access financial data through desktop, mobile and atm services. Oddly enough, atms were the first popular form of digital banking. Atms are “an inherently physical device — part physical, part digital,” it states on the website of the atm industry association, known as atmia. Online banks are safe. As long as an online bank is insured by the fdic, it will offer the same coverage as the fdic-insured bank down the street. Use the fdic's bank find tool to confirm the online bank is insured. This tool allows you to search a bank by its name or web address. Through digital banking, individuals can now easily make transactions, check their account balance or even make transfers just with a single click of a button on their smartphone, desk top or any other digital device. No more requesting or looking over paper statements or withdrawal slips, any longer.

Digital payment methods

There are various types and modes of digital payments. Some of these include the use of debit/credit cards, internet banking, mobile wallets, digital payment apps, unified payments interface (upi) service, unstructured supplementary service data (ussd), bank prepaid cards, mobile banking, etc.

E-wallet

An e-wallet is a form of electronic device that is used to make face-to-face transactions or online payments through a digital device. Also referred to as a digital wallet, e-wallets are connected to the customer's bank account and can be used for payments around the world.digital wallets can be used for paying utility bills, dth plans, and mobile bills or to recharge a prepaid connection. Purchases can also be made on e-commerce sites through digital wallets.

Paytm

Paytm wallet is a secure and rbi-approved digital/mobile wallet that you can use for multiple purposes. It is like digital cash that you can utilize for any kind of consumer payment. You can add money to the paytm wallet through upi, internet banking, or credit/debit cards. Also, you can send money from a paytm wallet to a bank account or another person’s paytm wallet. Minimum kyc is required for using wallet. Without minimum kyc it is still possible for you to use paytm for upi money transfer and make purchases using credit/debit cards and net-banking. In order to complete minimum kyc, you need to provide your name and unique identification number of any of passport, voter id, driving license or nrega job card. Minimum kyc allows you partial access to benefits of paytm wallet.paytm wallet number is the unique identity of your paytm's wallet. Generally the paytm wallet id is the registered mobile number of the user. Your mpin is a 4 or 6 digit passcode, stored securely with npci (national payments corporation of india). Your account details and mpin is safe with npci and is authenticated with secure servers whenever money is deducted from your account using paytm upi.if you don't have or use a debit card you can still transfer money to your paytm wallet through paytm mobile app as well as paytm.com. You can use your credit card, net banking or upi id to add money in paytm without a debit card.money transfers through wallet payments or upi payments using paytm guarantee safety. They are not only safe but also quick, convenient, and free of cost. All you need is to download the app and register yourself on paytm for using the wallet.the senders can send money from their paytm wallets to yours. They can send even from their bank accounts to your wallet in case your bank is not linked with upi. You may not receive the amount in case your wallet exceeds the monthly limit. We are proud to bring you paytm payments bank – india's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card.

Features

Paytm is by far the largest online payment platform in india that allows users to transfer money to anyone using the paytm wallet at zero cost. It also helps in the payment of utility bills, book movies/tickets, or avail various services from partner applications. Here is what you must know

- Paytm wallet is safe, secure, and approved by the reserve bank of india
- The money in your paytm wallet is like ready-to-use cash that you can access at any time and any place
- You can add money to your paytm wallet using a credit card, debit card, net banking, or upi
- Add up to inr 10,000 in a month after completion of minimum kyc which is an easy process. You can do minimum kyc with voter id, passport, driving license, or even nrega card to activate the paytm wallet after completing full kyc verification which you can do either via video kyc at the comfort of being at home or by visiting the nearest kyc center, you can upgrade the monthly limit to inr 1 lakh

Benefits of paytm

There are many advantages of using a paytm wallet. It not only makes online payments easier and faster but also safer. It gives an overall better experience to the user. What you need to know is that

- Paytm wallet helps in cashless and digital payments. It is safer as you do not pay through the bank directly
- Payments are quick and convenient for the users
- You get various cashback, offers, scratch cards, rewards, and discounts on making payments
- Get easy refunds from partner applications in case of cancellation or return of orders or any other issue at the partner stores if the payment has been made using paytm
- You can avail of the paytm postpaid facility if you have a good credit history with paytm

Linking your paytm account with your fastag account makes it further easier for you to travel through toll plazas across the country. You can recharge the fastag that you buy either from paytm or any provider

Objectives of the study:

1. To study features digital marketing payment platforms

2. To study the demographical profile of customer using digital banking

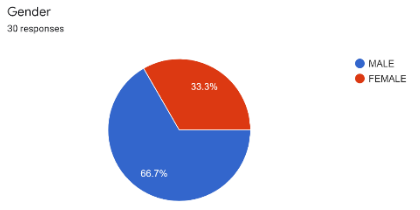
3. To find the level of customer satisfaction on digital banking

Research methodology

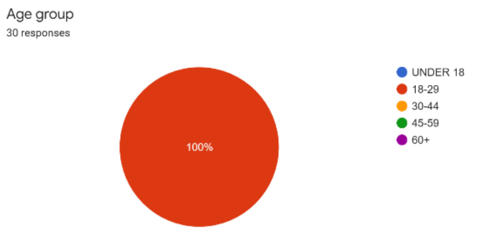
Present research is descriptive in nature and primary and secondary sources of data collection has been used for this research.

Data analysis & interpretation

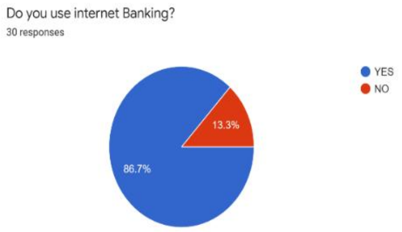
Digital banking channels improve customers' access, facilitate the offerings of more services, attract new customers, provide services offered by competitors and reduce customer attrition. So digital banking is most need for banking services in the business world. Hence developing the technology in banking sector is very essential to attract the customers therefore enhancing the technology in customer point of view is also very essential.



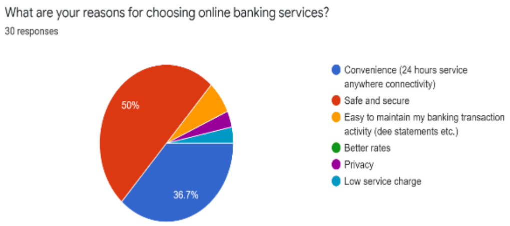
- ➢ 66.7% males are using digital banking
- ➢ 33.3% female are using digital banking



- ➢ All the sample are of age group 18-29 years and students



- ➢ 86.7% students are using internet banking
- ➢ 13.3% students didn't use.



- ➢ 50% of students trust digital banking as safe and secure
- ➢ 36% of students are convenient to use 24 hr service
- ➢ 6.7% of students use easy to maintain digital banking transactions
- ➢ 3.3% of students trust digital banking and are sure of privacy maintenance
- ➢ 3.3% of students feel that the maintenance charges are low

Findings

- ➢ 66.7% males are using digital banking
- ➢ 33.3% female are using digital banking
- ➢ Sample are of the age group 18-29 years and all are students
- ➢ 86.7% students are using internet banking
- ➢ 13.3% students didn't use.
- ➢ 50% of students trust digital banking as safe and secure
- ➢ 36% of students are convenient to use 24 hr service
- ➢ 6.7% of students use easy to maintain digital banking transactions
- ➢ 3.3% of students trust digital banking and are sure of privacy maintenance
- ➢ 3.3% of students feel that the maintenance charges are low

Conclusion

Digital banking is one of the advanced technologies which is used by the customers for many reasons. It satisfies the customers in many ways. The customers are using digital banking for convenient, safety, time constraint, mode of payment, 24 hours usage and speed. The customers are get satisfied with the above factors. Among the all factors the customers are more satisfied with convenient usage and mode of payment. In order to attract more customer banks, need to secure digital banking customers.

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BLOCK CHAIN AND CRYPTO CURRENCY

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Abstract

This work provides a systematic literature review of blockchain-based applications across multiple domains. The aim is to investigate the current state of blockchain technology and its applications and to highlight how specific characteristics of this disruptive technology can revolutionise "business-as-usual" practices. To this end, the theoretical underpinnings of numerous research papers published in high ranked scientific journals during the last decade, along with several reports from grey literature as a means of streamlining our assessment and capturing the continuously expanding blockchain domain, are included in this review. Based on a structured, systematic review and thematic content analysis of the discovered literature, we present a comprehensive classification of blockchain-enabled applications across diverse sectors such as supply chain, business, healthcare, iot, privacy, and data management, and we establish key themes, trends and emerging areas for research. We also point to the shortcomings identified in the relevant literature, particularly limitations the blockchain technology presents and how these limitations spawn across different sectors and industries. Building on these findings, we identify various research gaps and future exploratory directions that are anticipated to be of significant value both for academics and practitioners.

Keywords:

Blockchain, classification, applications

Introduction

Since, after the creation of the bitcoin in 2009, various private cryptocurrency is introduced but bitcoin is by far the first successful one. Bitcoin was invented by an unknown person or group of people under the name "satoshi nakamoto". Bitcoin has been getting a lot of attention and its total market cap 1 trillion usd on 7 dec 2017. The most important point is that a number of central banks started recently to explore the adoption of cryptocurrency and blockchain technologies for retail and large-value payments. For example, the people's bank of china aims to develop a nationwide digital currency based on blockchain technology. Making a digital payment or currency transfer requires a bank or credit card provider as a middleman to complete the transaction. The transaction system is centralized by, and all data and information are controlled and managed by a third-party organization rather than two people involved in transaction.to solve this issue blockchain technology is developed. The goal of blockchain technology is to create a decentralized environment where no third party is in control of the transactions and data. However, even though blockchain seems to be a suitable solution for conducting transactions by using cryptocurrencies. But it has still some technical challenges and limitations that need to be studied and addressed.

Objectives

- To study the applications of block chain and uses of crypto currency
- To study the pros and cons of block chain

Block chain and its applications

Cryptographer david chaum first proposed a blockchain-like protocol in his 1982 dissertation "computer systems established, maintained, and trusted by mutually suspicious groups." further work on a cryptographically secured chain of blocks was described in 1991 by stuart haber and w. Scott stornetta.they wanted to implement a system wherein document timestamps could not be tampered with. In 1992, haber, stornetta, and dave bayer incorporated merkle trees into the design, which improved its efficiency by allowing several document certificates to be collected into one block. Under their company surety, their document certificate hashes have been published in the new york times every week since 1995.

Benefits of block chain

Enhanced security

Your data is sensitive and crucial, and blockchain can significantly change how your critical information is viewed. By creating a record that can't be altered and is encrypted end-to-end, blockchain helps prevent fraud and unauthorized activity. Privacy issues can also be addressed on blockchain by anonymizing personal data and using permissions to prevent access. Information is stored across a network of computers rather than a single server, making it difficult for hackers to view data.

Increased efficiency and speed

Traditional paper-heavy processes are time-consuming, prone to human error, and often requires third-party mediation. By streamlining these processes with blockchain, transactions can be completed faster and more efficiently. Documentation can be stored on the blockchain along with transaction details, eliminating the need to exchange paper. There's no need to reconcile multiple ledgers, so clearing and settlement can be much faster.

Disadvantages of blockchain

- Some of the reasons that there is some hesitation towards **blockchain**, as **blockchains** use excessive energy. Another is that it is not a hugely distributed computing system.
- There is also the fact that mining does not offer network security, and **blockchain** entries are not forever lasting and are not immutable.
- One of the notable weaknesses of **blockchain** is scalability, while **blockchain** is not indestructible.
- The anonymous and open nature of **blockchains** is not an asset, and proof of work is overkill.
- Lastly, **blockchain** can lead to complexity, and it can also be horribly inefficient.

Types of blockchain

There are mainly four types of blockchain: -

1. Public: blockchain, where anyone can read and after reading, can submit the transactions to the blockchain.

2. Permissioned: blockchain where the set of trusted parties carry out verification and the verifiers can only be added with an agreement of central authority authority or current members.

3. Private: as a term "private" defines that in this the permission of reading and submitting transaction is restricted to a user within in a particular organisation or group of organisation.

4. Permission less: in this, a permission of reading and submitting the transaction is not required. I.e., no prior user authorization is required. Anyone can participate in the new transaction verification.

How the blockchain technology works

Understanding the below points which will help to understand how blockchain blocks: -

1. To send or receive bitcoin, a bitcoin user must do a transaction and the user broadcasts it to every part of the bitcoin network.

2. For a successful transaction, the user must be added to the public digital ledger i.e., blockchain. The network of nodes validates the transaction.

3. Transaction data is collected and verified by the use of "miners" against the existing blockchain ledger and it solves a cryptographic puzzle that allows them to add a recent transaction block to the blockchain.

4. It helps to ensure each sequential block of the public ledger is accurate because of the fact that

so many users have the same records and they are many to confirm the same transactions.
5. A new block which is created is added to the existing blockchain as mentioned earlier. Once a block is added to the blockchain it is there forever and becomes a public record.

Crypto currency

A cryptocurrency is an encrypted data string that denotes a unit of currency. It is monitored and organized by a peer-to-peer network called a blockchain, which also serves as a secure ledger of transactions, e.g., buying, selling, and transferring. Unlike physical money, cryptocurrencies are decentralized, which means they are not issued by governments or other financial institutions.

Cryptocurrencies are created (and secured) through cryptographic algorithms that are maintained and confirmed in a process called mining, where a network of computers or specialized hardware such as application-specific integrated circuits (asics) process and validate the transactions. The process incentivizes the miners who run the network with the cryptocurrency.

Bitcoin, ether, litecoin, and monero are popular cryptocurrencies.

Timestamping

Timestamping schemes are used by cryptocurrencies to avoid a need a third party to timestamp the transaction.

Proof of work schemes: - proof of work was the first-time stamping scheme invented. Most widely proof of work she, is used are based on script and sha-256. Other hashing algorithms that are used for proof of work are crypto night, blake, x11, and sha-3.

proof of stake scheme and combined schemes: - some of the cryptocurrency use a combined proof of stake or proof of work schemes. The proof of stake scheme is a method of keeping a cryptocurrency network secure and achieving consensus by requesting the user to show ownership of a finite amount of currency. It is totally different from the other scheme i.e., proof of work scheme that runs hashing algorithm which is difficult to validate electronic transactions.

Economics: -as on january 2018, there were over more than 1383 and growing digital currencies in existence.

cryptocurrency transaction fees: - transaction fees of the cryptocurrency mainly depends on the two components i.e., demand and supply. It depends on the demand from the currency holder for fastest transaction and supply of network capacity at a time.

Darknet market: - cryptocurrency is also used in the controversial things in the form of online black market, like silk road. Silk road was shut down in the month of october in the 2013 year. These markets are still present growing challenges in legality. Bitcoin and the other form of cryptocurrency used in darknet markets are not legally classified in almost all parts of the world. In the united states, bitcoins are known as “virtual assets”. Since most dark markets run through a tour, they can be found at public ease. It means that their addresses can be found easily. Customer review and open sforums related to the drugs being sold on the market, without blaming any form for the user. This type of lack of understanding enables users on both sides of darkness markets to get free from the reaches of law enforcement.

Conclusion

Bitcoin and blockchain technology are an important development in this economy. Few people fully understand the blockchain within the bank. Now what to do is to take a fresh look at the blockchain technology, and the bank is to think how to adopt it. The blockchain is a heart of a bitcoin or it is a bitcoin backbone`s technology. The ledger functionality is coupled with the blockchain security which makes it a very attractive technology which helps to solve a current financial and non-financial problems.

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EMPHASIS ON HUMAN VALUES IN CURRENT SCENARIO FOR SUSTAINABLE DEVELOPMENT

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Abstract

In ethics and social sciences, value denotes the degree of importance of something or action, with the aim of determining what actions are best to do or what way is best to live, or to describe the significance of different actions. Human values are the basic fundamentals to bring a developed civilization. Human beings are born with a special power called as sixth sense which makes them different from all other creatures on the earth. This power needs to be used in a right way, for that every born child needs to be guided in the right path to be a good civilised human. To make the child walk in the right path the parents of the child have a major role in inculcating human values. Human values are not related to some of the godly prophecy’s but they are the teachings from sanathana dharma. When the child enters into the society he will learn many things by observing the society where in here the society also plays a major role in guiding the child towards the right path. Education is what every human needs and the education must teach some moral values to the children. Only then a child will have the potential to understand and act accordingly which will present him to the world as a humane.

Keywords:

Humanity, morals, value education

Introduction

Human values are the virtues that guide us to take into account the human element when we interact with other human beings.human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.it is with those human values that one becomes truly able to put into practice his/her ethical values, such as justice, integrity, refusal of violence and ban to kill – even in a crisis situation.human values convey a positive and affective surge, which reinforces the rationale of moral values. They are the values that permit us to live together in harmony, and personally contribute to peace.human values are a tool to manage human relations and a tool for peace when the tension is high.

Objectives

- To study the present situation on human values.
- To create awareness, conviction & commitment to values for improving the quality of life through education, and for advancing social and human well-being.

Need of human values

Value education is always essential to shape one's life and to give one an opportunity of performing on the global stage. The need for value education among the parents, children, teachers etc, is constantly increasing as we continue to witness increasing violent activities, behavioural disorders and lack of unity in the society etc. Value education enables us to understand our needs and visualize our goals correctly and also indicate the direction for their fulfilment. It also helps remove our confusions and contradictions and enables us to rightly utilize the technological innovations.

There are different views that call urgent need to inculcate human values in indian society. Numerous traditional values which have been inherited from past remain valid and true to be adapted by future citizens but many fresh values to match confronting problems in emerging indian culture. Presently, negative human values are in upper side. It may be because of neglect of value education which created vagueness and indiscipline in the mind of people.

Role of family and society in teaching values

Bulk of literature have shown that the family and society play a significant role in shaping moral values of child. There is a strong bonding between the parents and children, which determines the personality of child. Family is the basis on which values are built.

Moral values such as truthfulness, happiness, peace, justice is inculcated in children's thoughts, feelings and actions and they function as ideals and standards that govern their actions in their life. The value system practised in the family becomes automatic to the young family members if they are taught moral values thoroughly. The family has a great responsibility to pass on to the children many truths and values, and competencies to accomplish their place in life, whatever the society, whatever the culture or times. The eternal values of truth, right conduct, peace, love and harmlessness (non-violence) are transmitted on first through the family. Mothers are the first teachers. Mother is foundational, central, life-bringer and life-shaper. From their mothers, children acquire self-knowledge, self-confidence, learn self-satisfaction, self-worth, the capacity for self-sacrifice.

The family, forms the child's viewpoint towards people and society, and helps in mental development in the child and supports his desires and values. Delightful and joyful atmosphere in the family will develop the love, affection, tolerance, and generosity. A child learns his behaviour by demonstrating what he sees around him. Family also contributes significantly in helping a child socialize and has great influence and bearing on the progress of the child. In joint family system, the presence of elders in the family plays an effective role in social and moral development of the children. It will also aid young generation of the family to develop human values and eliminate their negative mental tendencies when they are among elders.

Children recognize themselves with their parents, other family elders and espouse them as their personal models for emulation and imitation. The behavioural problems are set correct only by the involvement of family in the child's life as they spend most of their time in adolescence with the parents. Family is the first social organisation that provides the immediate closeness from which the child can learn his behaviour.

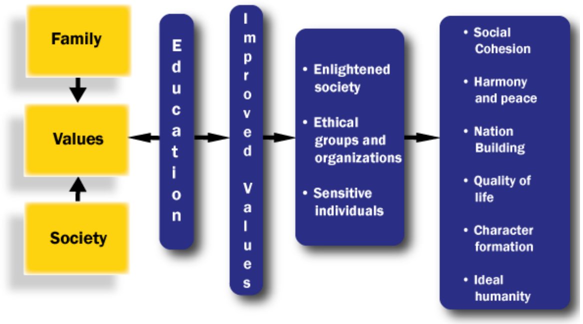
Social standards and customs demarcated by a family provide the emotional and physical basis for a child. Values developed by a family are the groundwork for how children learn, grow and function in the world. These principles, transmits the way of life a child lives and changes into an individual in a culture. These values and morals guide the individual every time in his actions. Children turn out to be a good person because of the value taught and given by his family members. Philosophies passed down from generation to generation make up a family value. Customs and traditions followed and taught by the family leads a disciplined and organized life.

Families' values help the child to stand strong on his views regardless of others efforts to break through with opposing views. A child has a strong sense of what is right and wrong and are less likely to become sufferers of deviant influences.

Role of educational institutions in inculcating values

Value education is important to help everyone in improving the value system that he/she holds and puts it to use. Once, one has understood his/ her values in life he/she can examine and control the various choices he/she makes in his/ her life. Many reports signify that the aim of educational institutions should not only be to teach education alone but should also be to inculcate values and improving skills of children and teens.

Education as important driver to enhance value



Source: https://www.civilserviceindia.com

In school, children are affiliates of a small society that exerts a great influence on their moral development. Teachers serve as role model to students in school. They play a major role in inculcating their ethical behaviour (satya pal ruhela, 1996).peers at school diffuse confidence about cheating, lying, stealing, and consideration for others. Though there are rules and regulations, the educational institutions pervade the value education to the children in an informal way. They play a key role in developing ethical behaviour in children.

General steps are as under

Accountability: the children should be exhilarated to be accountable for their own actions and should learn to respect and treat others kindly.

Role model: the teachers are the first role model to the children outside their family. When the children see the model showing concern for others, motivating them for their good deeds and cooperating and helpful with their academic issues, the children learn them by observing and imitate it with fellow peers. Helping: the children are taught basic morals and values in school. They should be taught by emphasizing the idea through many activities, stories and tales, which will encourage them to engage in more helping behaviours.

Appreciation: the teacher should appreciate the children for developing pro-social behaviour, especially for any specific action they have done to help others. It is appraised that human values enhances person's life but in present scenario, these values are deteriorated in several countries. This trend of weakening in human values does not only pose serious threat to the future course of development of the nation but even for its survival, respect and authority itself. However, change in social/human values in younger group is unavoidable with time but the decline in indian youth group is at disturbing rate as compared to other country around the globe. It devolves on the parents, teachers and society to imbibe the desired human values in young age group (gandhi k. K., 1993).

Difference between education and value education

Education speaks about the basic needs of being a literate, like, reading, writing, speaking and understanding. The primary objective of any education to make someone do the above said basic needs. Education is the way you promote things to the next level. Someone who is educated means, the capacity to read, write and understand.

Value education is something that helps the people, irrespective of their standard and age, where in, we teach them the value-based education like, culture, tradition, behaviour, attitude, sympathy and empathy. Value education enhances the bonding of the relationships and strengths the values of a particular person. The purpose of the value education is promoting the truth, reality, responsibility and care towards their society and family.

When education is manifested with value-based education, then that particular society and education system would be considered as a benchmarked one.

Research methodology

Researchwas conducted among the students of age group 18-22, whether they prefer value-based education or formal education. This age group range has been selected for the sample study because students of this age group can think broadly and take decisions accordingly. The students are from different educational backgrounds and from various institutions.

Sampling unit: sampling unit is limited to the students of age group 18-22.

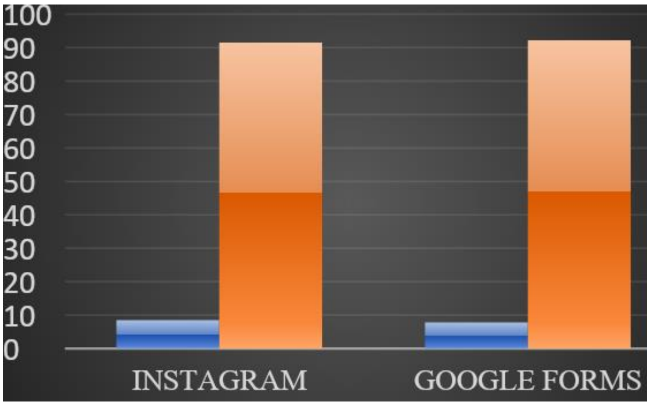
Sample size:160 student respondents from various institutions.

Sampling design: simple sampling was adopted through polling on instagram and asking questions through google forms. There was almost active participation from the students. The respondents are from different places such as puttaparthi, anantapur, hindupur, uravakonda, penukonda. The respondents selected were active social media users who had an exposure to various concerns of today's generation.

Data collection: since the primary objective of this study is know whether the students prefer formal education or value-based education. The present study is mainly based on the primary data collected with the help of instagram polling and the data collected through google forms. The necessary data for this study has been collected through instagram polling by sharing on the poll and asking questions through google forms.

Data analysis

Out of 70 students who responded through instagram polling91.5% of them preferred value-based education where as 8.5% of them preferred formal education. Similarly, out of 90 students who responded through google forms 92.2% of them preferred value-based education and 7.8%of them preferred formal education. The graph below represents students' preferences on value-based education and formal education.



Findings

- Value education has more importance than formal education
- Value education transforms a person as more civilised person
- Formal education can only teach what is there in the text books whereas value-based education will teach morals.

Suggestions

- ➢ Parents and teachers should focus on inculcating moral values into the students rather than pushing them on studies.
- ➢ They must be able to create a positive environment for the students.
- ➢ Educational institutions should teach the preaching's from the holy books such as ramayana, mahabharata, bhagavad gita, quran, and bible.
- ➢ Students must be taught
    - Anger management
    - Decision making
    - Positive thinking
    - Handling stress
    - Controlling desires
    - Loyalty
    - Building trust
    - Righteousness

Conclusion

To summarize, values are bridge between individual and social. Individual holds value but others influence the formation of those values (kenneth fleischmann, 2013). In philosophical frameworks, values are those standards or code for conduct conditioned by one's cultural doctrines and guided by conscience, according to which human being is supposed to conduct himself and shape his life patterns by integrating his beliefs, ideas and attitudes to realize cherished ideas and aims of life. Families, groups and societies tend to share common values. Family has been regarded as cornerstone of society. It forms a basic unit of social organisation.

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ALLEVIATION OF POVERTY IN INDIA-ADDRESSING SUSTAINABLE DEVELOPMENT GOAL

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Abstract

In the year of 2011-12 269.3 million of people are poor in india of which 216 million in rural and52.8 million in urban area (planning commission, 2013) the major challenge of poverty eradication is a prime concern for improvement of life quality in india. In this context paper is address population shared by poverty and comparative study of poverty level at statelevel in indiana for both rural and urban. The objectiveare identified (1) to study the population shared by bellow poverty line in india (2) to study the comparative study of monthly per capita in rural, in india and (3) to study the comparative of monthly per capita at state level in urban, india to digest the poverty scenario in india. Research methodology was adopted based on secondary data that available to the public domain.

Key words

Population, rural and urban, poverty, urban poverty

Introduction

We can define poverty as condition where the basic needs of family like food, shelter, clothing and education are not fulfilled. It can lead to other problems like poor literacy, unemployment, malnutrition etc. A poor person is not able to get education due to lack of money and therefore remains unemployed. Poverty is a state or condition in which a person or community lacks the financial resource and essential for minimum standard of living. Poverty means that the income level from employment is so low that basic human needs can't be met.

Poverty in rural areas in india

About 74 per cent of india's population lives in villages. The incidence poverty is much higher in villages—roughly 39 per cent of the rural populationon. Agriculture is a source of livelihood for 70 per cent of the population but agriculture accounts for less than 40 per cent of the national income.

Poverty in urban areas in lndia

Urban poverty in india is **over 25 percent**; some 81 million people live in urban areas on incomes that are below the poverty line. At the national level, rural poverty remains higher than urban poverty, but the gap is closing. By 2030, urbanisation in india is projected to reach 50 percent.10-sept-2009 empower

Objectives

1.to study the poverty in india

2.to analyze various factors responsible for poverty

3.to suggest measures for poverty alleviation

Analysis

Following causes were identified after careful

examination of the literature.

1. **Increase rate of rising population:** in the last 45 years, the population has increased at the whopping rate of 2.2% per annum. An average of approx. 17 million people are added every year to the population which raises the demand for consumption goods considerably.
2. **Less productivity in agriculture:** in agriculture, the productivity level is very low due to subdivided and fragmented holdings, lack of capital, use of traditional methods of cultivation, illiteracy etc. The very reason for poverty in the country is this factor only.
3. **Less utilization of resources:** under employment and veiled unemployment of human resources and less utilization of resources have resulted in low production in the agricultural sector. This brought a downfall in their standard of living.
4. **A short rate of economic development:** in india, the rate of economic development is very low what is required for a good level. Therefore, there persists a gap between the level of availability and requirements of goods and services. The net result is poverty.
5. **Increasing price rise:** poor is becoming poorer because of continuous and steep price rise. It has benefited a few people in the society and the persons in lower income group find it difficult to get their minimum needs.
6. **Unemployment**: one of the main causes of poverty is the continuous expanding army of unemployed in our country. The job seeker is increasing in number at a higher rate than the expansion in employment opportunities.
7. **Shortage of capital and able entrepreneurship:** the much-required capital and sustainable entrepreneurship play a very important role in accelerating the growth. But these are in short supply making it difficult to increase production significantly.
8. **Social factors:** our country's social set up is very much backward with the rest of the world and not at all beneficial for faster development. The caste system, inheritance law, rigid traditions and customs are putting hindrances in the way of faster development and have aggravated the problem of poverty.
9. **Political factors:** we all know that the east india company started lopsided development in india and had reduced our economy to a colonial state. They exploited the natural resources to suit their interests and weaken the industrial base of indian economy. The development plans have been guided by political interests from the very beginning of our independence.
10. **Unequal distribution of income:** if you simply increase the production or do a checking on population cannot help poverty in our country. We need to understand that inequality in the distribution of income and concentration of wealth should be checked. The government can reduce inequality of income and check the concentration of wealth by pursuing suitable monetary and price policies.

Measures to reduce poverty

1.quality education: which provides children with the knowledge and life skills they need to realize their full potential. It's also essential to creating change in a child's life. Plan international helpsby training teachers, building new schools and breaking down barriers that prevent many children – and girls in particular – from attending school and staying in school.

2. Access tohealth care: access to health is essential. Plan international helps communities build health clinics, train health care workers and invest in equipment and medicine, so children can grow up healthy and strong.

3.water sanitation: water and sanitation are also essential for every child's survival. Each year, plan international helps communities build school latrines, community water points and helps to establish organizations to ensure the continued management and maintenance of water points.

4. Economic security: economic security means people have the skills and resilience they need to withstand hard economic times and grow their incomes. Plan international works to overcome poverty by helping communities around the world gain the economic security they need to thrive, this includes training people living in poverty to acquire the skills and knowledge they need to secure a livelihood, and support their families

5.develop and implement rapid and sustained economic growth policies and programs: in areas such as health, education, nutrition and sanitation, allowing the poor to participate and contribute to the growth. Studies show that a 10 percent increase in a country's average income reduces poverty by as much as 20-30 percent.

6.invest in and implement agricultural programs: china has helped 800 million people out of poverty since 1978. As a part of its strategy to eradicate poverty by 2020, the agricultural bank of china will lend more than $400 billion to help develop rural areas, fund education, infrastructure, and crop production

7.encourage countries to engage in trade as a path out of poverty: trade is the key to growth and prosperity. Some of the world's poorest countries including indonesia, botswana and brazil have traded their way out of poverty.

8.empower people living in poverty: by involving people in the development and implementation of plans and programs to reduce and eradicate poverty. Their involvement ensures that programs reflect those things that are important to them

9.remove barriers: providing equal access to resources and services

10.provide access to technology and innovation: including internet access and affordable energy. In bangladesh, only 40 percent of the rural poor have access to grid electricity. Those that do have access endure frequent power outages. The second rural electrification and renewable energy development project plans to increase access to electricity in rural areas via renewable energy sources.

Poverty and social impact analysis (psia)

Coupled together shows that india is very backward compared to the other western and far east countries. Psia is a versatile analytical approach to assess the distributional and social impacts of policy reforms on different groups, with emphasis on the poor and vulnerable. It aims to inform the design of policies and programs in four main ways:

- Providing evidence on the poverty, social, and distributional effects of reforms;
- Proposing changes and course corrections to a policy or program, and measuresto mitigate any adverse impacts;
- Identifying alternative options to enhance poverty reduction and possibleoutcomes; an
- Creating space for public dialogue around reforms through engaging stakeholders.

Conclusion

All the poverty indicators show that india is in a difficult situation. In fact, the entire south asian region has to improve a lot. The reduction in poverty, especially in bangladesh and india, from the data analysed under the who's poverty line is very slow. Unless strong and immediate measures are taken in large and small scale, the poverty in india will become unrestrained. So, the government has to bring about valuable changes in its policy structures and itmembers.

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SOCIAL AND DIGITAL MEDIA MARKETINGFOR SUSTAINABLE DEVELOPMENT

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Abstract

social media is an amalgamation of web based software applications web 2.0 allows to create and share content on the web. Social networks are gaining a lot of importance in marketing of the company’s products and services. Social media is one of the best ways to connect with people, share your content, manage your feedback and reviews and create long term brand loyalty. Mnc’s have bigger budgets for marketing and advertising on offline and online marketing. When it comes to small businesses, they have a very restricted budget for the advertisement. Small and medium enterprises (sme’s) are said to be the major contributor of the indian economy. The indian government’s is coming up with initiative like ‘make in india’ and ‘digital india’ are aimed at facilitating the growth of small-scale industry in the country. Social media will play a crucial role in overall growth of small and medium enterprises. This research paper provides insight into social media literature and online consumer behavior with respect to the use of social media in small businesses. Also, the paper tries to identify and analyze the reasons or actions that prompt consumers to follow or unfollow a particular brand on social media.

Key words:

Social media, small and medium enterprises, online consumer behavior

Introduction

A social media is a virtual social structure made up of a combination of social entities involving individuals and organizations. It this personal defines dyadic ties between these entities. The social network platform provides multiple methods for analyzing and studying the structure of all social actors. Social media websites allow organizations and individuals to communicate with each other and build relationships. When a company have a presence on these social media platforms, consumers can directly interact with them regarding a specific question or a problem. This interaction can be more personal to users than already existing traditional methods of offline promotions and marketing,

Communication can instill a loyalty feeling into potential consumers and followers. Also, by selecting an option of whom to follow on social media sites, services or products can reach to a dedicated focused target base and at the same time reach to follower’s multiple a social media is a virtual social structure made up of a combination of social entities involving individuals and organizations. It this personal defines dyadic ties between these entities. The social network platform provides multiple methods for analyzing and studying the structure of all social actors. Social media websites allow organizations and individuals to communicate with each other and build relationships. When a company have a presence on these social media platforms, consumers can directly interact with them regarding a specific question or a problem. This interaction can be more personal to users than already existing traditional methods of offline promotions and marketing. Connections. Due to rapid changed in marketing strategies, social media marketing is becoming an important aspect of promoting businesses through online media. Research has shown that potential web users are indecisive and doubtful to use social media marketing for long term purpose. Therefore, there is a need to identify some of the reasons that consumers follow/ unfollow certain brand on social media. As internet penetration is increasing globally, the use of social networks has also increased in a rapid manner. Due to cheaper data rate, urban and rural population is becoming part of social networks. Major social media platform includes facebook, twitter, linkedin, instagram and so on. Marketers have to focus on promoting their brands and products through some tools on social media. These tools include sharing photo gallery, wall postings, blogs, tweets, videos etc.

There are fascinating tools on social network marketing as follows:

1. Sharing of information
2. Discussion forums
3. Weblogs
4. Podcasts
5. Instant messaging
6. Sharing of video or image
7. Wall –posting
8. Wikis
9. E-mailing
10. Voice over internet protocol –voip

Multi-national companies have already adopted the model of promoting their products/ services through social networks. Small businesses are yet to start considering marketing through social networks in a larger perspective. They still are doubtful about the feasibility of using social networks, the expenditure that businesses are going to incur, the returns that they are going to get after use of social media marketing. These are some of the research questions that a normal researcher will have. The ardent of web 2.0 technologies has opened up so many methods and tools of connecting, communicating and marketing online through use of social network sites. Social media marketing has influenced to lower operational costs of small businesses, increase in efficient in by breaking geographical workforce nd improvement in number of units produced. It has also improved quality and support function of the organization boundaries for organizations and consumers.

Objective of the research

The study of social media marketing is important because the outcome will help small businesses to formulate their marketing strategies to improve their operations and sales inturn at present and in the future. To understand and study reasons for usage of social network marketing, this paper tries to address the following research problem and research question:

Research problem:

What factors/ reasons contribute to creating a brand image for smaller businesses using social media platforms.

Research objective:

What factors determine the user’s willingness to follow and unfollow the company’s social media page? To solve this question, the research objectives to be investigated.

Are as follows:

1. To check the feasibility of the use of social media marketing
2. To study various factors contributing to consumers’ purchases on the social media platform.

3. To explore and study various reasons for unfollowing a particular brand on social network platform.
4. Will the cost incurred for promoting and branding their products & services on social network marketing be recovered?

Some of the major used social media platforms are as follows:

1.facebook:companies have to create their own facebook page. They can post on their walls on a regular basis. They can share product/ service photographs and reviews on facebook wall page to keep in touch with their regular followers

2. Twitter: twitter helps to create and share small piece of information called tweets with company's regular followers. 3. Linkedin: linkedin is basically for corporate use where most of the corporate people are interconnected for a business purpose and not for personal sharing purpose. Companies are using it for talent acquisition at top level.

4. Instagram: after facebook, instagram has largest follower on its platform. Companies can create their instagram profile and post updates about their product or service. Instagram is also popular for sharing photos.

5. Google+: due to google product, google+ has given preferences in google searches and finding. So, companies need to create google+ page.

6. Youtube: youtube is world's largest video repository. It has got billions of users who create, share videos online. Youtube is also called as the 'second tv of reality'. There is a heavy advertisement while a person is playing a video. Sidebars on youtube page also display advertisements. So, companies need to create their youtube channel. Besides these platforms like whatsapp, snapchat, wechat are also widely used for marketing purposes due to increasing subscribers.

Major social media tools used:

when using a social media platform, different tools are provided by these platforms for users to make maximum use and create sustainable content on social platform. This content is shared with users on social media to influence customers and to advertise it to maximum people. Widely used tools on social media are given below.

A. Photo gallery
b. Wall postings
c. Video's d. Blogs
e. Pop-ups, social bookmarking, etc.

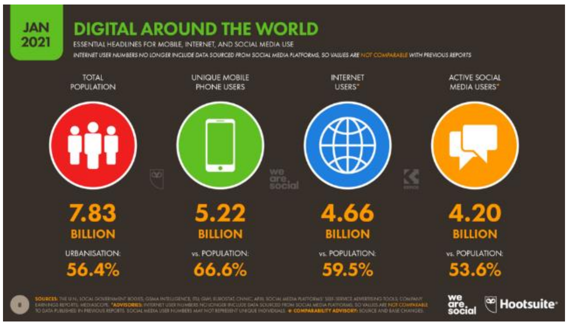

Figure: statistics showing active internet and social media users

Looking at the statistics above, it can be stated that social media has a wider reach and is increasing every passing day in an exponential manner. 52.6% of the world population now is connected to the internet of which 80% are active social media users. This indicates that social media is a large platform for all companies big or small to cater to a wider consumer base at a much lesser cost.

Advice for smaller businesses:

Subscriber to any of the services of social media expert like hubspot to keep track of up to date happening on the social media. They provide required social media analytics for better marketing decisions. They provide details like click through rate, conversion rate, retention rate and so on. Even company can download software applications like facebook page manager, ad manager on twitter and instagram on their mobile phone to keep themselves updated. Facebook ad management program allots a facebook representative for 30 days at a nominal budget of rs.500 on a daily basis. Company will understand customers visiting and shopping pattern.

Recommendations

▪ with the growing trend of women business entrepreneurs, governments need to promote their businesses by giving subsidies and creating awareness about digital technology. Government to focus on providing training to women entrepreneurs on social media trends involving analytics and big data

. ▪ most small business owners consider investment in digitization including presence on social media is large. But they need to be convinced that it requires a lesser cost on having a presence on social media with larger benefits in the long run

▪ irrespective of a smaller or bigger business, companies need to promote wider use of social networks among their employees. Though it can be misused by employees, a quality check through computer networking devices like firewalls can be implemented to avoid its misuse

. ▪ companies need to have a proper balance between costs on traditional marketing and social network marketing. So they need to combine the usage of online and offline marketing for long term strategic use.

▪ business enterprises can highlight some of the prominent features on digital platforms which include information about their products and services, customers' feedback and testimonials, product pricing and facilities to provide online purchasing. Various secure payment options including debit cards, credit cards, digital wallets, imps, and upi can be allowed to customers using digital cryptography.

▪ most business owners are not aware of various features offered by facebook, linkedin, whatsapp, instagram, and youtube. These companies offer paid services to manage businesses online. It may include digital manager, digital account tracker, digital virtual consultant or advisor to manage digital profile.

Conclusion

In rapid advances in marketing strategies, social media marketing is becoming an important aspect of promoting businesses. Social network provides wider customer reach at a lesser cost. Hence companies will have to search for tools to cater and satisfy customer needs in whichever platform they operate in. Also, businesses need to be careful of the content displayed on social media without getting preachy which might lead to customer frustration.

Social media analytics can be adopted by businesses to see the quantitative specifications of customers. Accordingly, companies can design their product promotion strategies to acquire new customers and maintain a relationship with existing customers. In the end, it can be concluded that smaller business enterprises will have to accept and adapt to new technologies coming into the market for their survival.

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ENHANCING QUALITY OF SCHOOL EDUCATION FOR SUSTAINABLE DEVELOPMENT

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Abstract

Education is recognized as a human right since the adoption of universal declaration of human rights in 1948 besides health and shelter. Education for all goals was established where more than 150 governments have adopted world declaration on education for all policy to support the universal right for education. The ultimate goal of many countries is to guarantee the range of indicators, including government spending on education, student/teacher ratios, teacher qualifications, test scores, and the length of time students spend in school. Every investment must be measured against how it can serve such aspects to ensure the ultimate quality of education for all programs. Investing in education reinforces a society s wealth and growth, where individuals can easily improve their own personal efficacy, productivity, and incomes. A major challenge lies in defining the ideal education indicators and circumstances among countries; especially poorly developed countries that strive to establish a quality evaluation theme. Therefore, there is need of multifaceted standpoint and reasoning framework to realize educational policy evaluations that can truly contribute to the improvement of educational situation in developing countries.

Keywords:

Education, physical education, discovery education

Introduction

Education enables upward socioeconomic mobility and is a key to escaping poverty. Over the past decade, major progress was made towards increasing access to education and school enrolment rates at all levels, particularly for girls. Nevertheless, about 260 million children were still out of school in 2018 — nearly one fifth of the global population in that age group. And more than half of all children and adolescents worldwide are not meeting minimum proficiency standards in reading and mathematics.

In 2020, as the covid-19 pandemic spread across the globe, a majority of countries announced the temporary closure of schools, impacting more than 91 per cent of students worldwide. By april 2020, close to 1.6 billion children and youth were out of school. And nearly 369 million children who rely on school meals needed to look to other sources for daily nutrition. Never before have so many children been out of school at the same time, disrupting learning and upending lives, especially the most vulnerable and marginalised. The global pandemic has far-reaching consequences that may jeopardize hard won gains made in improving global education.

Quality education – meaning

A quality education is one that focuses on the whole child—the social, emotional, mental, physical, and cognitive development of each student regardless of gender, race, ethnicity, socioeconomic status, or geographic location. It prepares the child for life, not just for testing.

Scope

Quality education can be achieved in a good school with characteristics like effective management and monitoring, good infrastructure, availability of qualified teachers, punctual students, healthy and secure environment with safety measures, maintenance of cleanliness, availability of safe drinking water and sanitized.

Significance

Education allows people to break the cycle of poverty; it helps to reduce inequalities and reaches gender equality; it enables people to lead a healthier and more sustainable life and it is essential quality to foster tolerance and peaceful societies.

Negative impacts

people who lack education have trouble getting ahead in life, have worse health and are poorer than the well-educated. Major effects of lack of education include: poor health, lack of a voice, shorter lifespan, unemployment, exploitation and gender inequality.

Objectives

1.to find out to what extent students are satisfied with the education system

2. To study the reasons of lack of quality of education in rural segments

3. To examine various challenges faced by students about educational quality

Importance ofquality education in rural segments

In india, education in the rural segments is not only important to eradicate poverty and illiteracy, but also for a variety of other social, economic as well as cultural and political reasons.after the independence of india in 1947, the policy makers realized that education is the most compelling means to initiate social alterations and improve community development in india. The role of education, both urban and rural, is huge in growth of the country's economy. Although education in the urban areas have progressed rapidly during the last few decades, there are still some villages where education is not given sufficient priority. There are several reasons as to why rural education india should be enforced efficiently, even in the most remote regions. Here are the reasons:

Reasons **—** due to the existence of the panchayat raj, various political parties and universal adult franchise in the political system of rural india, it is important for rural people to have adequate education so that they can better understand the programs and principles of the ruling bodies and elect worthy representatives. In the modern times, members of the rural public political also participate actively in the elections of panchayat and political parties. To work as a competent member of any political association, it is necessary for any individual to possess certain qualifications.

Economic causes — in contemporary india, villages play an important role as segments of the national economy by producing agrarian, industrial and other goods, for national as well as international markets. But ultimately, it is the international price movement of different goods which regulates the required quantity of the commodities and their price. As such, it is quintessential to have an accurate understanding of the intricate structure of global economy and for that the rural masses need to be educated.

Cultural reasons — today's culture is advancing fast, with the introduction and availability of different kinds of modern gadgets, both in the urban and rural sectors of india. To handle and utilize the benefits of these advanced gadgets, education is a prerequisite. For example, a rural farmer who has access to modern agricultural tools like fertilizers, tractors, threshers and harvesters must be educated enough to understand the advantages of those tools. The progress of culture also necessitates liberty of individuals and social co-ordination. Education can affect the intellectual life of people and help them to contribute towards the advancement of the society.

Social reasons — the indian constitution provides for several rights and principles of citizens, of which the right to education is a major aspect. To understand the significance and functioning of these rights, modern education is a must.

Rural education is important not only for the enhancement of life quality of the rural community, but also for the overall progress and development of the country.

Methods to improve quality of education

1.the teacher and teaching methods

The teacher is perhaps the most important factor in the quality of education. Is he/she a trained teacher? Personally suited? Does he/she use teaching methods that permit the pupils to participate actively? Do the teaching methods even out the different starting points of the students including gender?

2.educatonal content

Are the curriculum and the teaching material relevant? Are basic literacy and numeracy skills sufficiently emphasized? Does the curriculum also highlight basic skills such as hygiene nutrition, knowledge about hiv/aids, conflict work, gender equality or other important national and international issues.

3.funding and organization

A school that is not granted adequate funding and has no clear guideline will not be able to ensure quality. However, each individual school must administer its own resources and organize the work in the best possible way on its own terms.

4.school management

Is the school well run? Does it adhere to national guidelines? Is the school day well organized? Is the administration of the school transparent so that everyone can see hoe funding and other resources are deployed?

Suggestions

- Properly maintenance of the infrastructure like clean, spacious school building having basic facilities
- Quality of teaching and teachers - teachers are key in ensuring that students get the requisite lessons that keep their minds ignited for seeking knowledge.
- Extra-curricular activities needs to be incorporated along with the curriculum

Conclusion

Through quality education, an individual can seek better job opportunities, progress with sustainable livelihoods, and have a healthy lifestyle. Best delivered education spurs innovative minds. Well-educated masses can tolerate the resilience of the communities and become a part of a peaceful democratic society.

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A STUDY ON CHALLENGES OF RURAL FINANCE &PROSPECTS OF SUSTAINABLE RURAL FINANCE

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Abstract

The inability of farmers households and enterprises to access capital on competitive terms to undertake profitable investments, or take advantage of market opportunities, means that incomes and growth are lower than they need be. Without market instruments to insure against risk, farmers households and enterprises may even retreat from profitable projects for which they have adequate liquidity.

Main objective of this study is to identify unique features of the agricultural sector and the rural economy that present challenges formal of rural finance; to look at how these affect the provision of sustainable rural financial services and, thus, determine the key elements of a strategy for successful and sustainable rural and agricultural finance

Key words:

Rural finance; micro financing; agricultural lending; sustainability.

Introduction

In today's economic situation the main priorities in rural development are the establishment of a competitive agricultural sector, conservation and environmental protection, promoting employment and improving the quality of life in rural areas. The most important engine of the rural economy is agriculture, and the diversification of economic activities through the creation of small enterprises, the development of alternative agricultural activities are the main prerequisites for promoting employment, increasing income, reducing poverty, and improving the infrastructure.

The development of rural financial markets significantly contributes to achieving economic growth of businesses, increasing the income of the population and reducing poverty in rural areas. The effective provision of financial services allows for the flourishing of entrepreneurship, innovation and production in rural areas. The improvement of the access to finance facilitates the introduction of modern agricultural technologies and production models to improve the possibility of agriculture to produce more goods and to avoid environmental degradation.

The main purpose of this article is by identifying certain characteristics of the agricultural sector and rural economy and the current challenges facing rural finance, to find out what are the impacts that will ensure the sustainability of rural finances and financial services, and to determine key elements of the strategy for successful development of sustainable agricultural and rural finance. Other objectives of the study are: to overcome the existing structural barriers and problems in the financial markets to ensure the efficiency of agricultural credit and use to the same degree of technology specific to financial markets; to offer views on the state policy in achieving effective and sustainable rural finance and agricultural financial sector.

Objectives:

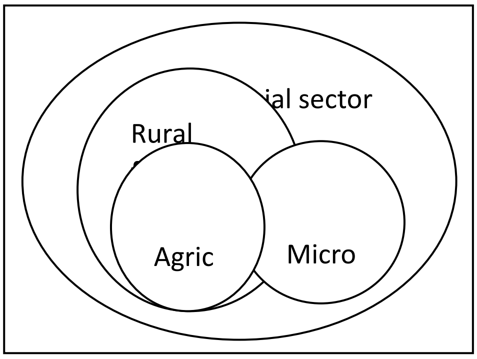
The objectives composed by the government in the sixth five-year plan for rural development are:

- To improve productivity and wages of rural people
- To guarantee increased and quick employment possibilities
- To demolish unemployment and bring a notable decline in underemployment
- To guarantee an increase in the standard of living of the underprivileged population

- To provide the basic needs: elementary education, healthcare, clean drinking water, rural roads, etc.

Characteristics of rural finance and challenges to its development.

Rural finance includes the full range of financial services offered and used by people in rural areas, at all income levels. They are the specific element of the countries' financial sector. These include agricultural finance, aimed at providing funds for financing agriculture-related activities in manufacturing, supply, distribution, trade and marketing of agricultural produce. Another key element is the micro-financing, the provision of related financial services to people in rural areas, including lending, savings and insurance services, etc. The modern concept of microfinance comprises also economic and social aspects. It is seen as a tool to combat poverty and unemployment in rural areas, a means of financing young entrepreneurs, a means to develop alternative activities and to build sustainable enterprises in rural areas. Figure 1 is an attempt to illustrate the relationships involved in the different concepts.



Relationship between different terms

Currently in many countries, including bulgaria, it is very difficult to differentiate a clearly defined and functioning financial market in rural areas. Higher transaction costs, uneven distribution of the population, underdeveloped market and social infrastructure, risk factors inherent in agrarian development hamper the provision of financial services in rural areas. Often financial services are provided to households and industry in rural areas without taking into account their needs, capacities and capabilities.

The difficult access of households and businesses in rural areas to capital at competitive terms and the lower return on investment does not allow them to undertake profitable investments or to take maximum advantage of market opportunities, leading to a reduction of revenue and growth opportunitiesin this sense, the expansion of the provision of financial services to rural households and businesses can be a good opportunity for promoting growth and reducing poverty in rural areas. Taking into account the fact that the rural population is poor, the growing inequality between urban and rural communities and their market opportunities, the deteriorating rural infrastructure, and the greater vulnerability of the population of the villages, it can be concluded that it is worth talking a more profound look at their problems, in order to stimulate development and solve financial problems.

Common problems in rural finance development.

The effective functioning of rural finances requires clarification of their characteristics and the related problems. Rural financial markets do not always function efficiently because of the high production and price risk, the existence of asymmetric information between subjects and the high level of transaction costs. Offering some tools, such as subsidizing part of the interest on agricultural loans and the lack of proper understanding on the part of financial intermediaries of the characteristics of rural financial markets, restrict the access of small and medium-sized companies and make them undesired customers.

One of the primary reasons for the poor functioning of rural credit markets is the combination of high levels of production and price risks and limited opportunities for mitigation. For example, by assuming financial obligations farmers and small entrepreneurs become subject to constant change, which can lead to unintentional non-compliance in relation to loans. In the lack of adequate tools to reduce risk (eg through guarantees, insurance, futures, etc.) Financial intermediaries are forced to withdraw from rural areas or to develop a mechanism to solve their problems by other means (eg by contracts allowing sharing of responsibilities or by providing loans to groups of farmers or entrepreneurs). However, this may increase the cost of loan financing.

Another important reason for the underdevelopment of rural financial markets is the asymmetric information. Asymmetric information occurs when the two contracting parties do not have the same quality and quantity of information. The high cost of information as a resource in some cases does not allow farmers and entrepreneurs to acquire it, and this is reflected in the valuation and risk management. At the same time, very often in rural areas there is no background information of economic entities receiving loans, which complicates the assessment of their loan capacity.

To some extent these common problems of rural finance indicate that financial intermediaries are not so willing to be present in rural areas. This explains also the fact that even in a highly competitive financial market, small farmers and entrepreneurs are less undesired as clients compared to those with high incomes, large-scale activity, credit history, providing traditional collateral.

Specific issues in the development of rural finance.

The study of the development of rural finance allows to identify several problems with a specific character, namely: there is limited access to short-term loans, there is market segmentation and lack of competition, there is limited supply of medium and long term loans, a relatively limited range of financial services is available.

The limited access to short-term loans can be explained by several factors, namely: low profitability of many farming and other entrepreneurial activities carried out in rural areas; the fact that land is not accepted as collateral in case of insufficient liquid assets; less developed and often costly formal mechanisms for implementing agreements and commitments; lack of awareness of businesses, etc. Rural businesses that do not generate sufficient reserves to cover their financial obligations are of little interest to credit institutions. Low prices for agricultural products, along with deteriorating infrastructure, low level of technical equipment and technology and higher marketing costs limit the profit margin. The lower competitiveness of production (especially in agriculture) in international markets and the insufficient subsidies to local farmers reduce the profitability of economic activity and slow down the turnover of capital. Last but not least, the high costs of financial intermediaries to gather information and credit history is a serious constraint affecting mostly small farmers and small entrepreneurs.

The segmentation of the rural financial market includes most often a model whereby the major financial institutions (banks, insurance and leasing companies) tend to serve well equipped customers with a high degree of credibility, while intermediaries relying on informal connections (some finance houses, credit cooperatives, etc.) Target customers with lower incomes and fewer opportunities for providing collateral. The lack of sufficient competition and the manifestation of less interest on the part of a specific group of intermediaries, especially as regards micro-loans, can lead to the exercise of monopoly power, which can render the provided financial services significantly more expensive.

The limited supply of medium and long term loans is slowing the economic development of businesses in rural areas, particularly farmers.

The cultivation of perennial crops, livestock, construction of irrigation facilities and the purchase of technical equipment requires substantial investment, long payback period, which increases the risk of credit institutions, especially in the absence of appropriate tools for its management. This naturally leads to a decrease in the desire for medium and long term lending. This fact is reinforced in times of economic crises and macroeconomic instability associated with rising inflation and interest rates in the economy. Medium and large producers and processors in rural areas have greater flexibility with regard to medium and long-term credit financing, but most do not have opportunities to benefit from joint funding or bonding. At the same time making long-term investments by small farmers and entrepreneurs is significantly narrower, which prevents the introduction of new technologies, modernization of equipment and provision of greater opportunities for profit. Thus the growth of the most popular forms of businesses in rural areas is inhibited, which are expected to be a major generator of employment. It should be noted that micro financing can have a lower technological capabilities to solve the problem of offering long-term loans mainly because of the lower fixed-term savings base. However, a consistent state policy on agriculture and rural areas may to some extent overcome the problem of lower demand for long-term financing. The implementation of plans for rural development and the investment of significant resources from the cohesion funds of the european union in recent years has shown that access to long-term financing is expanding for a wide range of economic entities operating in rural areas. Banks get greater collateral. Farmers and entrepreneurs have the opportunity apart from developing their economic activities also to implement projects for the diversification of their activities, for the environment preservation, for improvement of the quality of life, etc.

In rural areas there **is limited supply of other financial** services, including deposit operations, insurance, leasing and other activities which hinders the ability of economic agents operating in them to effectively manage risk and liquidity. Often customers from the villages are forced to use loans as an expensive substitute for missing opportunities to use insurance or liquid savings. This results in reduced welfare and restrictions in business development. The reasons for the insufficient development of this type of financial instruments in rural areas can be found in the absence of legal, institutional and economic conditions. Recent innovations in financial services are credit cards, loans against pledge of securities, development of the lease system. Offering this innovative range of financial services in rural areas, however, is limited because of the high costs associated with their sale.

Prospects for development and sustainable rural finance

In order to improve the functioning of rural finance may recommend activities in three main groups:

- Implementation of policies aimed at creating a more conducive environment for rural financial intermediation, including
- Maintenance of prudent fiscal, monetary and trade policy reduces the macroeconomic and sectoral risk for financial intermediaries and clients;
- Improving the profitability of rural activities through implementation of appropriate sectoral policies, promote investment in rural infrastructure, improving social services
- Limiting the legal impediments to the financial activity and performance of contract
- Improving the quality and quantity of information and awareness of the rural population through the expansion of

information network and market information.

- Increasing the retail capacities of financial intermediaries in rural areas by.
- Expansion of financial intermediation including pore participants – private commercial banks, credit unions and cooperatives, insurance companies, government agencies and others.
- Strengthening the links between financial intermediaries.
- Promoting the establishment and offering more financial services and innovation other than credit, and improving the financial literacy of client, including:
    1. Development of the deposit instruments and services
    2. Encouragement and development of trade credit between enterprises
    3. Development of insurance and hedging instruments and increase the insurance culture of the population and businesses in rural areas;
    4. Encouragement and development of the leasing services;
    5. Improvement of electronic customer services in rural areas.
    6. Measures to achieve sustainability or rural finance, the place of their occurrence:public conditions and prerequisites for development of rural finance ,including.
    7. Confidence of macroeconomic and social level.
    8. Make a reasonable production initiatives, and behavior of economic agents aim to achieve sustainable performance over the long term the desire to take advantage of certain subsidies to a point.
    9. Development of competitiveness of financial markets.
    10. Achievement confidence and trust in contracts and legal incentives about it.
    11. Ii. Rural preconditions for sustainable rural finance.
    12. Achievement of profitability of production – sufficiency of the companies that operate in rural areas
    13. Development of integration processes, including partnership, cooperation, integration and more – to reduce costs for farmers and entrepreneurs and to improve their access to credit
    14. Achieve and maintain efficiency in resource and carrying costs.
    15. Implementation of adequate logistics system to manage stocks and transport links.
    16. Presence of sustained market demand.financial preconditions for sustainability of rural finance.
    17. Improving the geographical and spatial access to credit institutions.
    18. Expanding the information base for the risk
    19. Adequacy and quality of activities related to the leasing.
    20. Better structuring of loans
    21. Financial support to all economic agents that are connected by supply chain or network.

Development of rural finance

the majority of people in rural india have no access to demand-oriented banking services which might help them to improve their economic situation. This is especially true of poorer households, smallholder farmers and women. Cooperative banks and other regionally active banks, as well as credit cooperatives and self-help groups would be able to provide financial services for these population groups. However, such institutions generally have only low operative and innovative capacities. For this reason, the government of india has charged the national bank for agriculture and rural development (nabard) with the implementation of programme to promote rural finance and financial inclusion.

Types of loan finance:

- Uncommitted facilities
- Committed facilities
- Bilateral/syndicated/club bilateral
- Term/revolver
- Availability
- Loan documentation
- Fees
- Currency

Inclusive financial rural development:

Inclusive financial systems are critical in such transformations because they offer the capital needed to generate widely based and equitable growth. In transitioning countries, rapid economic growth often coexists with an extraordinary inequality in the distribution of economic gains. Rural financial inclusion is production and processing of commodities, encouraging more intensive use of productive inputs (such as improved seeds and breeding stock), promoting investment in modern technologies and providing financial opportunities to marginalized groups.

Conclusion:

The conclusion operates a return on the objective of this work, which was to provide elements of understanding on the dynamics of rural and peri-urban territories, combining regional science and works more explicitly dedicated to rural development and the policy relating thereto. The need to take fully into account the territorial dimension i.e. A fine knowledge of identity, governance, organizational aspects and local resources, etc. Is emphasized as a central element for understanding the diversity of trajectories and patterns of rural and peri-urban areas, and implement appropriate public policies. But think future patterns of development rural areas also means paying attention to adaptation and resilience processes, energy transition and climate change issues, and new initiatives often marked by technology and collaborative dimensions that bloom everywhere on the planet. The development and implementation of experimental, interdisciplinary and participatory research devices is in this context a crucial need.

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AN EMPIRICAL STUDY ON THE ANALYSIS OF THE IMPACT OF MICROFINANCE IN EMPOWERING OF RURAL WOMEN AND IMPROVING THE STANDARD OF LIVING IN KARNATAKA

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Abstract:

This study reviews annual reports of nabard - "status of microfinance in india" on microfinance significance through savings by rural poor, financial inclusion, bank linkage and women entrepreneurship through shgs for the upliftment of the standard of living of the rural poor of karnataka state over the period from 2016-17 to 2020-21. In conducting this study five moderating variables are identified which are independent in nature and facilitates the act of poverty alleviation through microfinance. The data is being collected from secondary sources and analysed to know how shgs and bank linkage of rural poor contributing for the women entrepreneurship for the upliftment of the standard of living of rural poor of karnataka state by increasing savings among the members of shgs. This study reviews the amount of credit allocated for different aspects of microfinance to achieve the objectives set at the core

Key words:

Self help groups (shgs), savings, bank linkage, financial inclusion, women entrepreneurship, standard of living, poverty alleviation.

Introduction

The life of of rural women has been transformed by bringing them to the main stream through self helf groups. It made all shg members to take part in nation building process. Many studies have indicated that the microfinance is an emerging and fast-growing sector with a capital gearing ratio of 40% in next five years.

The agencies like banks, financial institutions and other agencies like nrlm have contributed incredit linkage of women is brightly visible. This would contribute in women entrepreneurship and in decreasing regional imbalance. But stil 50 percent of shgs are yet to credit linked. It is very much visible that, in the recent years not only the number of accounts increased but also the average loan size is also increased. Southern states have 36 percent of total bank linkage, north and north-eastern regions have 5.6 percent. Due to higher trade-off between poverty and volnerabilty in these areas, the shgs movement has a greater importance and significance in these areas.

By assigning higher weights to incremental priority sector credit to the districts of lower credit flow as per the guidelines on the priority sector issued by rbi in september 2020, the regional imbalance can be minimized. Banks need to rework on strategies to be followed to extend credit flow and maintain lower npas which supports at the time of pandemic through savings. Savings and financial inclusion are the important aspects for successful entrepreneurship, which in turn catalytic for the economic growth. Along with the financial literacy. In doing this, nabard is actively participating to supporting shgs and jlgs under medp and ledp. These programs helps in developing employability skills among rural india.

Meaning of microfinance:

"micro finance is a micro credit and is a small loan granted to low income people"

Micro credit is the means of microloans to the rural poor with low income

Micro finance industry:

Microfinance business is a class of monetary administrations for people and private companies that don't approach customary banking and related administrations. Microfinance incorporates micro credits which give little advances to helpless clients; savings and current records; micro protection; and instalment framework. Microfinance administrations are intended to arrive at clients who are excluded, generally the less fortunate pieces of the populace who might be minimized or somewhat separated, and help them take care of themselves.

Microfinance at first had a restricted definition - the arrangement of microcredit to helpless business people and private companies without admittance to credit. The two fundamental components for offering monetary types of assistance to these customers are:

• banking connections for sole traders and independent ventures.

• a bunch model in which a few business visionaries accumulate to apply for advances and different administrations collectively.

After some time, microfinance has become a significant development pointed toward "making an existence where everybody, particularly poor people and underestimated, and families, approach an assortment of moderate, top notch monetary items and administrations and administrations, including credits "yet additionally investment funds, protection, instalment and move administrations.

Supporters of microfinance regularly contend that such access will assist the poor with getting destitution, incorporating the individuals who take part in the microcredit highest point crusade. For some individuals, microfinance is pay to support financial development and work by supporting micro and little endeavour. For other people, this is a path for deplorable individuals to all the more likely deal with their investment funds and accept advantage of financial open doors when the association is in danger. Critics frequently bring up certain shortcomings in microcredit that can cause obligation. Given the changed settings in which microfinance and different microfinance administrations work, it is absurd or sensible to get a general image of the effect f microfinance. Numerous investigations have attempted to survey its effect.

Different sorts of microfinance establishments in india

The microfinance model was created to address monetary difficulties in a monetarily feeble territory. Different sorts of microfinance organizations work in india.

• self-help groups (shgs)

These are formal or relaxed up bundles including little business visionaries with the same monetary foundation. These people were unexpectedly aggregated and outlined a joint store to meet the speedy requirements of their association. These get-togethers are by and large non-advantage affiliations. This social event is liable for paying commitments. The potential gain of this microcredit system is that no assurance is required. Financing costs are typically in like manner low and are set unequivocally for women (chowdhury, 2013; business standards, 2017). Moreover, various relationship with shg banks have been made to achieve better cash related thought in commonplace zones (jayadev and rao, 2012).

Women entrepreneurship:

It can be defined as a process of organizing and operating a business entreprise by a women. Here the women entrepreneur ia a confident, innovative and creative person who creates employment for others.

Features of micro-finance:

- Self-help groups are commonly used for delivery (shgs).
- It is a tool for poor people's empowerment.
- It is primarily used for promoting independent work and is most often used for direct pay
- Reorganization of wealth as well as debts to enable the family to engage for prospective freedoms, as well as consumer moderation.
- Microcredit is an instrument for community engagement, particularly for women, as well as a financing structure. Because microcredit is focused at the needy.
- Microfinance loaning innovation must imitate the casual moneylenders rather than the proper area loaning.

✓ It must account for irregularities.
✓ Allow for reimbursement flexibility.
✓ Placed a roof on credit limits.

Products of micro-finance

Micro-loans:

A customer receives a small amount of cash from a bank or other financial organisation. Micro lending can be given to a person or a group of people on a regular basis without the need for collateral. Funds for micro-investments: there are benefits from stores that allow you to set aside a certain amount of money for later use. These bank accounts enable families to prepare for unexpected expenses and plan for future costs, even if they do not meet the minimum balance requirements.

Micro insurance:

It's a mechanism in which individuals, organizations, and other groups pool their resources to share risk. Introduction of insurance allows business visionaries to focus more on growing their businesses while reducing the risk of different risks impacting property, wealth, or the ability to operate. Settlements are the transfers of property from one person to another, commonly through loved ones, from one location to another. In contrast to many other sources of wealth that fluctuates based on the political or financial environment, settlements are a generally stable resource of assets.

Micro savings:

A way to save money without having to open a bank account. Allows consumers to retain cash on hand for long periods of time or for unforeseen expenses. Shg members save small amounts of cash in a social occasion account, as low as two or three rupees per month. People can benefit from the social gathering, with the exception of a financial arrangement there are a variety of reasons for this, ranging from family emergencies to class fees. Since shgs have shown their ability to effectively manage their capital, they will be able to obtain funds from a nearby bank to invest in private ventures or farm operations. For every rupee in the social event shop, banks routinely advance up to four rupees.

Micro leasing:

Business visionaries or independent ventures who cannot afford to purchase equipment, rustic equipment, or vehicles outright may lease them instead. Typically, there are no obstructions of the leased object's most basic expense.

Money transfer:

A service that assists in the transfer of funds, usually from one country to another, to family or friends. Different business banks use overall money move mechanisms like western union, money gram, and anelik to make money transfers without opening current records. On the surface, they may appear to be minor financial transactions, but when one considers the magnitude of the situation, it becomes clear when such transactions occur in a large number of locations around the world on a regular basis, the numbers start to add up. The world bank estimates that the annual total demand for repayments – cash sent home by traveller staff – is about 167 billion us dollars. If unauthorized trades are included, the estimated amount is around 230 billion dollars. Settlements are also a vital resource of revenue for a few emerging nations, such as india, china, as well as mexico, that each obtain more than $20 billion in settlements annually.

Literature review:

1.ms. Ashta a & de selva r (2009)

Has investigated a link between financing and the religion, as well as providing future research directions in this area. Despite the fact that strict organisations performance a critical part in the growth of microfinance systems, researchers had paid little attention to the links between microfinance and religion. The effect of the global irish famine on irish credit reserves, is more among charities for constantly sick haitian women, and the influence of culture having examples of jordanian microbusiness visionaries are just a few of the topics included in this paper's articles.

2. Chintamani prasad patnaik (march 2012)

As determined, micro-finance appears to also have sparked hope also that microfinance development may solve the challenges of provincial monetary market development. Although the growth of microfinance is unquestionably essential for expanding availability of cash for the poor as well as low-wage families and their companies, there is a lack of information on how to address challenges related to the development of a country's monetary market. This technique is predicted to depend largely on self-improvement meetings. However, in order to suit the needs of modern business, there is a requirement for underlying direction of the gatherings. Microcredit growth under the shg plan must be considered in the long term, emphasising the need for a methodical approach suggestion for confirmation in terms of innovation back-up, product in market place, as well as development programs.

3. R.prabhavathy (2012): according to studies, the family, markets, state and local areas, as well as economic, social culture and political areas, are all necessary for alleviating poverty and women's empowerment. Among the various benefits of micro money in terms of women's empowerment and poverty alleviation, there are a few questions. To begin with, these are subject to the delegates' automated and administrative procedures; second, there are cut-off points for how often micro-credit intercessions alone might attain the extremely poor; thirdly, that degree of favourable outcomes differs by family authority; finally, cash advance progressions can only go so far in reaching the extremely poor on their own. Standing and faith, and fourth, both public and private sector lpg policy recommendations to promote the benefits of social professional co-opetaives.

Research design:

The paper uses a quantitative and exploratory research technique based on data is collected on the bais of numbers, literature from different journals, research reports, news papers, and avious magazines covering a wide-range of academic literature on microfinance.

Limitations:

1. This empherical study is purely basedon the secondary data collected from nabard annual reports.
2. Due to the impact of covid-19. The data for the year 2020-21 is being taken on the basis of weighted average of past four years preceded by 2019-20 to 2016-17.
3. Only identified variables are being considered for the study among various variables to have completeness of the study and to have proper data.

Variables identified:

The following are the variables identified on the basis of the literature review on different articles and various thesis submitted which are mediating variables for the study. They are,

1. Shgs
2. Bank linkage
3. Women entrepreneurship
4. Standard of living

All the above variables are the source of information to prove the concept of **poverty alleviation** among the rural lives.

Mediating Variables
SHGs
Bank Linkage and financial inclusion
Women Entrepreneurship
Standard of Living
Poverty Alleviation

Objectives;

1. To study the relationship between microfinance and poverty alleviation through bank linkage, financial inclusion of poor and women entrepreneurship.
2. To analyse the impact of shgs on the savings of the rural poor.
3.to contemplate the effect of saving through contribution by each member of shg on the bank linkage and financial inclusion of rural poor by micro finance.
4.to establish a relationship between bank linkage, financial inclusion through savings and

women entrepreneurship as a means of improving standard of living of rural poor.

5.to understand and establish the relationship between shgs, bank linkage, financial inclusion and women entrepreneurship on the standard of living and poverty alleviation of rural lives.

Hypothesis for the study:

Hypothesis for the study is being stated for each objective keeping in mind the variables identified and to establish the relationship between them and are as follows.

Objective: 2: to analyse the impact of shgs on the savings of rural poor.

Hypothesis:

H01: the shgs have a significant impact on the savings by the rural poor

Ha1: the shgs have no impact on the savings by the rural poor.

Objective: 3: to contemplate the effect of saving through contribution by each member of shg on the bank linkage and financial inclusion of rural poor by micro finance.

Hypothesis:

H02: the saving through contribution by each member of shg is the cause for the bank linkage and financial inclusion of members of shgs who are rural poor.

Ha2: the saving through contribution by each member of shg is not a cause for the bank linkage and financial inclusion of members of shgs who are rural poor.

Objective:4: to establish a relationship between bank linkage, financial inclusion through savings and women entrepreneurship as a means of improving standard of living of rural poor.

Hypothesis:

H03: bank linkage, financial inclusion are highly correlated with women entrepreneurship among rural poor.

Ha3: bank linkage, financial inclusion are not correlated with women entrepreneurship among rural poor.

.data collection:

The required data is collected from the nabard annual report on the status of microfinance in india for five years 2016-17 to 2021-22.

Statistical tolls used for testing:

Following are the statistical tools used for testing the data, viz…

1. Simple averages, mean median and mode.
2. Correlation test

Correlation test values are being calculated through **ms excel operations.**

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}$$

3. Chi-square test of association / independence is being calculated by using the following formulae.

$$X^2 = \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

$$\boxed{X^2 = \sum (Oi - Ei)^2 / Ei}$$

$$Ei = \frac{\text{Total of rows} * \text{Total of Column}}{\text{Grand total}}$$

Degree of freedom = (c - 1) x (r - 1)

Data analysis and hypothesis testing.

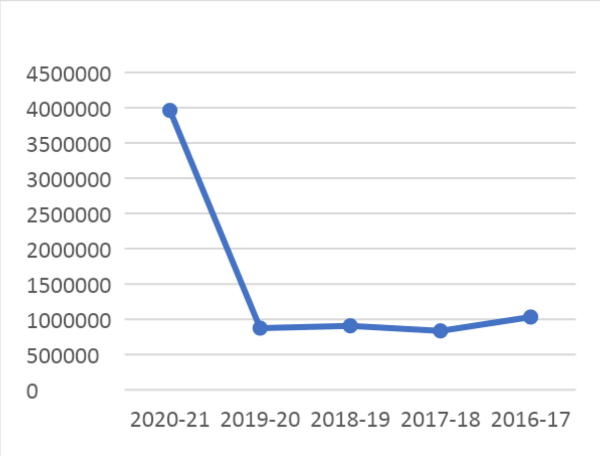
Table-1: number of shgs with banks- region -wise- karnataka - as a means of financial inclusion .

Table-2: savings of shgs with banks- region -wise- karnataka - amount of saving through contribution by each member (rs. In lakhs).

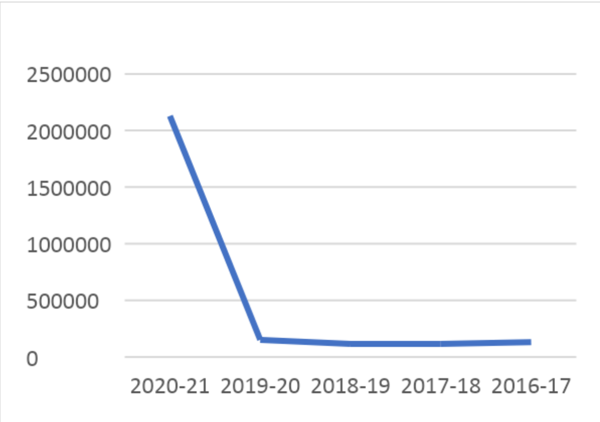
Table-3: shgs saving linked with banks - region - wise - karnataka- as part of bank linkage of the rural poor.

Table-4: loan disbursed under nrlm/sgsy scheme - as a measure to support women entrepreneurship for the poverty alleviation.

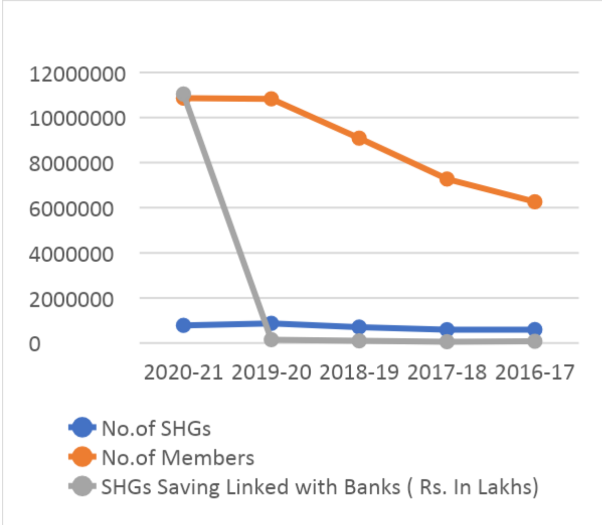
Graph-1: graph showing number of shgs with banks- region -wise- karnataka - as a means of financial inclusion.



Graph-2:graph showing savings of shgs with banks- region -wise- karnataka - amount of saving through contribution by each member (rs. In lakhs).



Graph-3: graph showing shgs saving linked with banks - region -wise - karnataka- as part of bank linkage of the rural poor.



Graph-4: grapg showing loan disbursed under nrlm/sgsy scheme - as a measure to support women entrepreneurship for the poverty alleviation.

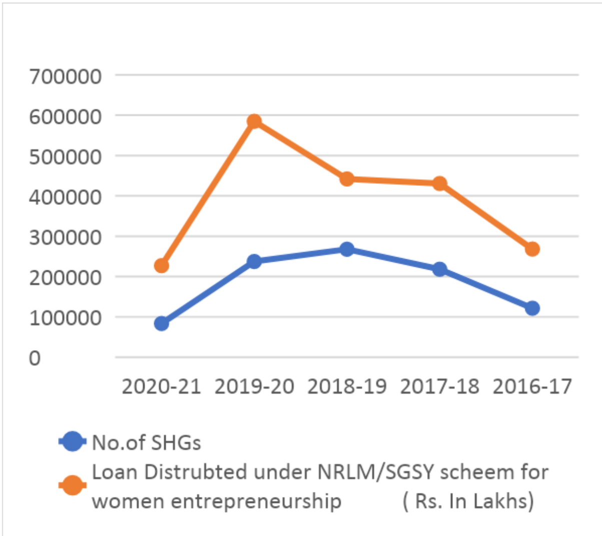


Table-1:

Year	2020-21	2019-20	2018-19	2017-18	2016-17
Number of SHGs	3961703	874536	907391	835643	1031733

Table-2:

Year	2020-21	2019-20	2018-19	2017-18	2016-17
Amount of Saving through contribution by each member (Rs. In Lakhs)	2129485	151437	115494	114701	131181

Table-3:

Year	2020-21	2019-20	2018-19	2017-18	2016-17
No.of SHGs	784815	874536	708794	592894	597850
No.of Members	10862154	10828872	9084873	7274430	6264292
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	151437	99208	61104	79152

table-4:

Year	2020-21	2019-20	2018-19	2017-18	2016-17
No.of SHGs	83461	237210	267677	218070	121416
Loan Disbursed under NRLM/SGSY scheme for women entrepreneurship (Rs. In Lakhs)	226890	584777	441888	430575	268076

Source: source: nabard, the status of microfinance in indian report: 2016-17 to 2020-21

Hypothesis testing:
For the purpose of hypothesis testing correlation and chi-square test are being used to test the degree of relatedness of variables and to assess the association or independence of the variables. Let us assume the first test to know on the acceptance or reject of hypothesis.

1. Test of correlation coefficient bewtween varibles:
Test correlation is being used to know the relation between variables to assess the level of coordination between them. Here if the values of two variables moves in the same direction, then, they are positively correlated. If not, they are negatively correlated. So, it is a statistical measure of coordination between two variables.
Decision rule:
A) if the co-rrelation coefficient value is positive and equal to 1, then there exists a positive correlation between variables and highly correlated
B)if the correlation coefficient value is negative and equal to -1, then there exists a negative correlation between variables and highly negative correlation.
C)if the correlation coefficient value is equal to 0, then there exists no correlation between variables.
1. Correlation between shgs and amount of saving through contribution by each
members.

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Correlation	
						Number of SHGs	Amount o Saving (Rs. In Lak
Number of SHGs	3961703	874536	907391	835643	1031733	1	
Amount of Saving through contribution by each members (Rs. In Lakhs)	2129485	151437	115494	114701	131181	0.998531	1

2.correlation between amount of saving through contribution by each members and bank linkage of poor.

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Correlation	
						Amount of Saving through contribution by each members	SHGs Sav Linked with Bar
Amount of Saving through contribution by each members (Rs. In Lakhs)	2129485	151437	115494	114701	131181	1	
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	151437	99208	61104	79152	0.999932	1

3. Correlation between shgs saving linked with banks and loan disbursed under nrlm/sgsy scheme for women entrepreneurship.

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Correlation	
						SHGs Saving Linked with Banks	Loan Disbursed unde NRLM/SGSY scheme women entrepreneursh
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	151437	99208	61104	79152	1	
Loan Disbursed under NRLM/SGSY scheme for women entrepreneurship (Rs. In Lakhs)	730972	584777	441888	430575	268076	0.770160	

Hypothesis test-1 : decision

Decision: since the correlation coefficient between the variable is positive and almost equal to 1, there exists a highly positive correlation between the variables.

Hence we fail to reject null hypothesis h01

Therefore, the shgs have a significant impact on the savings by the rural poor

Hypothesis test-2 : decision

Decision: since the correlation coefficient between the variable is positive and almost equal to 1, there exists a highly positive correlation between the variables

Hence, null hypothesis h02 can`t be rejected

Therefore, the saving through contribution by each member of shg is the cause for the bank linkage and financial inclusion of members of shgs who are rural poor.

Hypothesis test-3 : decision

Decision: since the correlation coefficient between the variable is positive but not equal to 1, therefore, there exists a positive correlation between the variables

Hence, we are not rejecting the null hypothesis h03.

Therefore, bank linkage, financial inclusion are highly correlated with women entrepreneurship among rural poor

2.test of association or independence

For the current study, we assume two or more independent varibles to compare the distribution of response with the out come variable among other independent variables..

Test of association or independence between the variable to prove the sequence among the independent variables and to establish the impact of all variables on each other which are contributing for the women entrepreneurship in improve the standard of living of the rural poor of karnataka.

Hence, we adopted the test of chi-square to know the association between the variables identified for the study by accepting or by rejecting the null hypothesis being framed.

Where, oi is the observed frequency value , ei is the expected frequency of the response categories in each table, r is the number of rows in the given two-way table and c is the the number of columns in the given two-way table. We use the following formula to find expected frequesncy of the given data.

the degree of freedom is calculated using the = (c-1) x (r-1)

Decision rule:

A) if the chi-square test calculated value is less than the critical value/ table value corresponding to the degree of freedom, then we fail to reject the null hypothesis.

B)also, if the calculated value of chi-square test is greater than the critical value/ table value corresponding to the degree of freedom, then we fail to accept the null hypothesis

1. Test of association between numbers of shgs with banks- region -wise- karnataka - as a means of financial inclusion

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Total
Number of SHGs	3961703	874536	907391	835643	1031733	7611006
Amount of Saving through contribution by each members	2129485	151437	115494	114702	131181	2642300
Total	6091188	1025973	1022885	950345	1162914	**1025330**

Year	2020-21		2019-20		2018-19		2017-18		2016-17		Total
	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	
Number of SHGs	3961703	4521475	874536	761577	907391	759285	835643	705438	1031733	863228.	7611006
Amount of Saving through contribution by each members (Rs. In Lakhs)	2129485	1569713	151437	264396	115494	263600	114702	244906	131181	299686	2642300
Total	6091188		1025973		1022885		950345		1162914		**10253306**

Number of SHGs	69301	24032	28889	24032	32892
Amount of Saving through contribution by each members (Rs. In Lakhs)	199619	48259	83214	69223	94745

Calculated value of chi-square test =674208.15 or 6.74

Degree of freedom= (r-1) x (c-1)

= (2-1) x (5-1) = 4

table value of chi-square vale corresponding to degree of freedom at 5% value 4 is = 9.49 since the chi-square calculated value is 6.74 which is less than the critical value = 9.49.

We fail to reject null hypothesis.

This means, the shgs have a significant impact on the savings by the rural poor.

2. Test of association between amount of saving through contribution by each member and bank linkage of poor.

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Total
Amount of Saving through contribution by each members (Rs. In Lakhs)	212948	151437	115494	114701	131181	2642300
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	151437	99208	61104	79152	11433549
Total	13172132	302874	214702	175806	210333	14075849

Year	2020-21		2019-20		2018-19		2017-18		2016-17		Total
	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	
Amount of Saving through contribution by each members (Rs. In Lakhs)	2129485	2472655	151437	93615	115494	67196	114702	55508	131181	66886	5398160
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042641	8947648	151437	119726	99208	169951	61105	139402	79152	167285	20977561
Total	13172132		302874		214703		175807		210334		**26375722**

Amount of Saving through contribution by each members (Rs. In Lakhs)	47627	35715	34715	63124	61805
SHGs Saving Linked with Banks (Rs. In Lakhs)	490522	8399	29447	43977	46432

Calculated value of chi-square test = 861763.71 or 8.61

Degree of freedom= (r-1) x (c-1)
= (2-1) x (5-1)= 4

Table value of chi-square vale corresponding to degree of freedom at 5% value 4 is = 9.49.

We fail to reject null hypothesis.

This means, the saving through contribution by each member of shg is the cause for the bank linkage and financial inclusion of members of shgs who are rural poor

3. **Test of association between shgs saving linked with banks and loan disbursed under nrlm/sgsy scheme for women entrepreneurship**

Year	2020-21	2019-20	2018-19	2017-18	2016-17	Total
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	151437	99208	61105	79152	11433549
Loan Disbursed under NRLM/SGSY scheme for women entrepreneurship (Rs. In Lakhs)	730972	584778	441888	430575	268077	2456290
Total	11773620	736215	541097	491680	347229	**13889840**

Year	2020-21		2019-20		2018-19		2017-18		2016-17		Total
	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	Oi	Ei	
SHGs Saving Linked with Banks (Rs. In Lakhs)	11042647	9691563	151437	659529	99208	486268	61105	442838	79152	313343	23027090
Loan Disbursed under NRLM/SGSY scheme for women entrepreneurship (Rs. In Lakhs)	730972	1134834	584778	99324	441888	74740	430575	69097	268077	49564	3883849
Total	11773620		736215		541097		491680		347229		**26910940**

SHGs Saving Linked with Banks (Rs. In Lakhs)	188352	391427	308092	329060	17.
Loan Disbursed under NRLM/SGSY scheme for women entrepreneurship (Rs. In Lakhs)	143725	2372695	1803558	1891057	96.

Calculated value of chi-square test = 8566354.4 or 8.57

The degree of freedom= (r-1) x (c-1)
= (2-1) x (5-1) = 4

Table value of chi-square vale corresponding to degree of freedom at 5% value 4 is = 9.49

Since the chi-square cclculated value is 8.57 which is less than the critical value 9.49.

We fail to reject null hypothesis.

This means, there is a significant association between shgs saving linked with banks and loan disbursed under nrlm/sgsy scheme for women entrepreneurship.

Hence we can conclude from the data analysis and the hypothesis testing using analytical tools like correlation and the chi-square test that, microfinance through the means of shgs, bank linkage, financial inclusion and women entrepreneurship is the reason for upliftment of standard of living and poverty alleviation among the rural poor in karnataka.

Conclusion:

Women have historically been marginalised. Women represent a substantial share of the world's poorest people. Micro-finance programmes might be able to help people step-out of poverty. Microfinance may be able to assist them in expanding their horizons while also giving social validation and support. Various customary and informal credit arrangements that existed at the time before micro money became popular. The suitability of a micro account should be assessed from a much broader perspective, taking into consideration all of its pointed aspects.

Micro accounts, as a core component of poverty reduction programmes, can contribute to addressing issues of insufficient housing and local administrations, according to the findings. This evaluation consists of determining a degree of flexibility in the credit assessment and allows it to meet the different credit criteria of the low-income customer without placing an unreasonable large cost on the banks of monitoring its ultimate use. Giving multifunction solitary or composite acknowledgment for money age, lodging improvement, and utilisation assistance is a promising arrangement. It has been established that utilisation credit is particularly essential throughout the development phase between starting another financial transaction and implying favourable pay.

India is the country with the most advanced cooperative model amongst banks, ngos, mfis, and women's organisations. As a result, it's a great place to start looking for what we've learned already about "recommended practice" in microfinance for women's empowerment and how various organizations might collaborate.

To demonstrate how programmes might effectively help in gender equality and women empowerment, gender based microfinance programmes must go beyond enhancing women access to the savings and credit and forming shg organisations. However, society has enabled women to have a stronger influence due to the ability to combine helpful and conceptal employment in microfinance activities, as they will enhance the personal enjoyment of the women micro - enterprise visionary as well as househod.

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SUSTAINABLE GREEN HRM-EMERGING TRENDS

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Abstract

Many organizations, particularly those who are in poor countries, are unaware of the concept of green human resource management (ghrm). Implementation of a green hrm policy requires a lot of effort. Many business organizations have already started implementing this concept. The main functions of hrm include recruitment and selection, training and development, performance appraisal, reward, and organizational culture management. This highlights how hrm is crucial in assisting businesses in being more environmentally conscious and sustainable. This article builds on that foundation by utilizing secondary data sources such as journals, books, and magazines to better understand green hrm as an emerging trend for guaranteeing an organization's long-term viability.

Keywords:

Ghrm, green policy, emerging trend, sustainability.

Introduction

As a result of greater environmental awareness, businesses must develop official environmental procedures (peattie,1992). The incorporation of sustainability into human resource management is known as green hrm (dutta, 2012; margaretha and saragih, 2013). Green hrm has benefited from the assistance and awareness of a lot of researchers' extant research. (muster and schrader,2011). The researchers have underlined the need of implementing environmental and sustainable green hrm practices in firms in this study (jackson et al., 2011). In other words, green management is the process through which companies develop long-term competitive strategies to manage both the environment and their businesses. Through its operations, services, and products, every company has an impact on the environment. Green hrm techniques are becoming increasingly prominent in this era of environmental sustainability. Green hr has a wide range of meanings and definitions, and it has varied implications for different people. According to green hrm mandates every employee be informed about green hr practices and urges to follow them. Environmental management must be approached in a proactive manner. Many companies throughout the world have started to use green hr strategies. It helps to reduce carbon emissions by using video conferencing, reducing paper printing, and conducting interviews, among other things. Many hr specialists are aiding firms in implementing green policies by sharing data online, providing online training or learning materials, encouraging staff to turn off monitors when not in use, utilizing minimal lighting, and more. Green hr not only benefits the environment but also benefits the health and well-being of employees.

Environmentally friendly hr activities and the preservation of knowledge capital are two major pillars of green hrm. Green hrm is being studied as a strategic corporate initiative to encourage sustainable business practices in the current study. The adoption of green initiatives has been identified as a fundamental goal of organizational functioning in the literature, making it crucial to identify with the help of human resource management strategies. This review article looks at in one study, attempt has been made to see how firms are using human resource strategies to promote environmentally friendly operations in today's world (jacob cherian1 & jolly jacob, 2012). Better employee morale was found to be the major advantage of implementing green hr practices in india, whereas the most significant barrier was the cost of adoption. The biggest driver for introducing green hr practices was a desire to make a positive contribution to society, followed by environmental concerns. Encouraging employees to operate in a more environmentally responsible manner is one of the most effective green initiatives (saba jafri, 2012). Green management is becoming increasingly crucial in forward-thinking companies all around the world. In order to carry out green management activities, employees and employers must be motivated, empowered, and ecologically conscious. Employees with strong technical and management skills were required for corporate green management, as the company will launch innovative environmental initiatives and programs with significant managerial implications (sheopur,2015). Employees must be motivated, empowered, and environmentally conscious in order to be effective in implementing green management. Organizations require a high degree of technical and managerial competencies to properly implement green management activities and produce environmental innovations (callenbach et. Al., 1993).

Objective

To study how green hrm can contribute towards the sustainability of an organization.

literature review

There is a need for environmental and human resource management to be linked, according to ongoing studies. Green policies should be implemented that have a direct impact on the environment, human resources, and human work-life. Hrm helps to improve quality and environmental performance (renwick et al., 2013). Various green hrm practices can significantly develop employees' willingness, motivation, and commitment to contribute their efforts and thoughts to their company's greening.

Why green hrm

The systematic, deliberate integration of standard human resource management practices with the firm's environmental goals is referred to as green hrm (jabbour, 2013). To put it another way, the ghrm is focused on encouraging environmentally friendly hr practices and knowledge capital preservation.

Current green hrm trend in nations

Environmental management has become a popular issue in today's corporate world, as it is essential for a company's long-term viability. Some companies have accepted and implemented the ghrm concept in their hr objectives to achieve this. Green hrm is a new concept in hrm, and relatively little effort has been done to attain sustainability in both developed and developing countries (rani and mishra ,2014). However, compared to businesses in wealthy nations, only a small number of developing-country businesses have implemented ghrm initiatives.

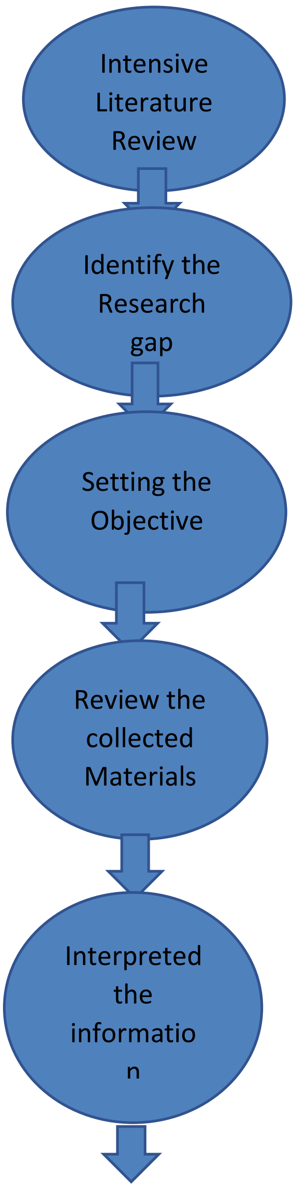
Expected trend in future

Many firms, both in developing and developed countries, are increasingly emphasizing the concept of sustainability in their operations. With more individuals becoming aware of ghrm, it's clear that hr departments will develop and execute ghrm policies that "push" workers to "become green" and finally attain sustainability (lawler, & boudreau, 2015; pandey, viswanathan, & kamboj, 2016).

Research methodology:

The researchers performed intensive literature reviews to know how green hrm may contribute to organizational sustainability in this study. The study relies on secondary data from journals, books, and periodicals, among other sources. The research is of a qualitative character.

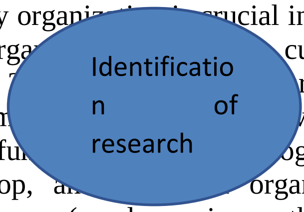
Research steps adopted: the following research steps have been adopted for this stud



Source: compiled by author

Green hrm and organisational sustainability:

The need for environmental practices to be adopted as the primary goal of achieving organizational function has been recognized in the literature. It then established a link between these environmental results and human resource management techniques, meaning that the two must be linked in the delivery of a long-term economic entity. The human resource department of any organi rucial in the formation of the orga culture (harry, and zink, 2 rces management system vities, procedures, and fu ogether to attract, develop, a organization's human resources (pandey, viswanathan, & kamboj, 2016). For example, human resource functions comprise policies, procedures, and strategies that, when properly designed and implemented, are ideal for achieving a company's goals and objectives (pandey, viswanathan, & kamboj, 2016).



green recruitment and selection

Selection is the process of selecting the best qualified and suitable individuals from a pool of job applicants who meet the requisite criteria, whereas recruitment is the process of encouraging various possible qualified people to apply for a specific vacant position in the firm. These processes have traditionally focused solely on a potential candidate's skill-set traits in order to achieve success. The concept has been re-coined to refer to a systematic hiring procedure that emphasizes the role of the environment in making it a core feature within the organization in the present ghrm context (ahmad, 2015; deepika & karpagam, 2016).

Green management of organizational culture

Increasing awareness and implementing ghrm principles aren't always sufficient to obtain the best green outcomes. On the contrary, a company's efforts and policies must be evaluated on a regular basis in order to become part of its organizational culture. Organizational green culture and organizational commitment, according to asmui, mokhtar, musa, and hussin (2016), are two critical skills that different organizations must learn in order to remain sustainable. This will also aid such businesses in selecting the best tactics to adopt in order to maintain a green culture in which employees are devoted to green efforts and focused on the company's green goals.

Spreading awareness among existing workforce

Training and development are crucial drivers when it comes to providing new skills and information to employees. Current employees are already accustomed to the current corporate culture and are likely to resist any changes. One thing to keep in mind is that companies should communicate their goals and objectives to their staff on a frequent basis, especially if there are any upcoming changes (opatha & arulrajah, 2014).

Corporate green policy enhancement plan

An organization will be required to follow the following criteria in order to assure the sustainability and enhancement strategy for the corporate green policy. An effective strategic plan must develop at first for implementing green hrm. Furthermore, the organization will be required to raise the necessary financial and other resources in order to offset and maintain the long-term term change strategy. Nonetheless, the concept of sustainability must be integrated into all organizational operations. The organization should also oversee the establishment of suitable communication and outreach to ensure that information about the corporate green policy's progress is properly shared. There is also a requirement to involve all stakeholders. Furthermore, the particular firm should establish an evaluation team to ensure continuous monitoring of the corporate green policy's execution.

Implementation of corporate green policies steps

Source: compiled by author

Future direction of research

Ghrm is a new subject in hrm, there hasn't been much research done in this area. This means that there is a scarcity of knowledge about the ghrm. With this in mind, it is clear that few organizations have adopted the concept, despite significant disparities between rich and underdeveloped countries. The data in this study was gathered through desk research, which means it was obtained from secondary sources. As a result, it lays the groundwork for future research that will be used to generate additional green human resource management business models for implementing corporate green policies into action. The next stage of the research might be an in-depth examination of ghrm influencing elements and their implications for developed and developing countries. Some enterprises have already invested in and established meaning the green hrm and green industrial policy, and so should act as a useful sample group in terms of providing vital information on the strategy's achievements as well as its weaknesses.

Conclusions

This study undertakes a full investigation into the various consequences related to the adoption of the ghrm in developing countries. Some of the countries, as well as the firms that implemented green hrm, have yet to reach their economic goals, with some of them struggling to meet their performance targets. Despite the fact that the research was conducted using a desk research approach, it was able to identify important elements that have an impact on the effective implementation of the ghrm, and which stakeholders have an impact. The research assessed how these may be managed in a "green" manner and made recommendations for the best methods for efficient ghrm adoption in various businesses. People are also unaware of the benefits and practices of green human resource management. It is reasonable to conclude that people are unfamiliar with current hr concepts. From the study we can conclude that many developing countries are unfamiliar with green hr's philosophy, policies, and products. Employees and employers, according to the study's findings, have a positive relationship that promotes productivity and involves behaviours like empowerment, involvement, and engagement.

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SOCIAL ACCOUNTING: A FRAMEWORK METHODOLOGY OF ASSESSING THE IMPACT ENTERPRISE DEVELOPMENT ACTIVITIES

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Abstract:

Social accounting is a way of demonstrating the extent to which an organisation is meeting its stated social or ethical goals. “*social accounting is “a systematic analysis of the effects of an organisation on its community interest or stakeholders, with stakeholder input as part of the*

data that are analysed from accounting statement" (quarter, mook and richmond). Social accounting differs from conventional accounting in its focus on community impact, on stakeholders, and on its wider scope than on financial items alone. Therefore, whilst the discipline of a methodology for stakeholder engagement and regular reporting will spur the organisation on to improve, the social audit process will not of itself provide beneficiary level impact assessment information, as some expect. Rather, the hard work of developing good quality monitoring and evaluation systems remains crucial and the need for periodic impact assessment studies will remain.

Introduction:

Social accounting as an approach began developing in the united kingdom in the early 1970s, when the public interest research group established social audit limited. This organisation carried out, and publicised, investigations into the operation's large companies, without necessarily gaining their permission or co-operation. Whilst lending support to consumer pressure, there is an argument that this had a negative effect on accountability, as organisations sought to ensure that sensitive information was hidden from such investigation. Globalisation has brought with it a wide realisation that companies do not operate in isolation, but have marked impacts on the environment and people at local, national and global levels. This has led to an increasing awareness of corporate social responsibility. Traidcraft plc and the new economic foundation (nef) poineered a form of social accounting in the early 1990s that is voluntary in nature and rooted in engagement with stakeholders. This can assist organisations, both commercial and ngos, in understanding and improving their social impact.

Meaning:

Social accounting is a way of demonstrating the extent to which an organisation is meeting its stated social or ethical goals. "*social accounting is "a systematic analysis of the effects of an organisation on its community interest or stakeholders, with stakeholder input as part of the data that are analysed from accounting statement"* (quarter, mook and richmond). Social accounting differs from conventional accounting in its focus on community impact, on stakeholders, and on its wider scope than on financial items alone.

Applying social accounting in practice in enterprise development:

To date the greatest interest in putting social accounting techniques into practice has come from large corporations *like*, shell; bp; amoco; bt; body shop etc. (they are well known as implementers of social accounting). For these organisations, the increase in trust that it may be possible to generate through improved accountability and transparency is more likely to outweigh the consideration cost of carrying out the exercise. John pearce, of community enterprise consultancy and research in scotland, has pioneered work on social accounting in the community enterprise sector, producing a workbook, for small organisations undertaking a social audit. A recent pilot study into "social audit with voluntary organisations" (savo project) in the uk, found that small voluntary organisation can benefit from social accounting, though clearly cost and time commitment become significant issues.

The resonance between "social and ethical accounting, auditing and reporting" (seaar) and participatory methods of impact assessment in enterprise development suggests that the approach may have much to offer to this field. As more organisations involved in enterprise development attempt to use the accountability 1000 (aa1000) standard methodology in evaluating their impact, so case material is beginning to emerge. The short case studies below consider how social accounting methodology has been employed in practice by a range of organisations in the enterprise development context:

Traidcraft plc, uk.

It was the first public limited company in the uk to produce audited social accounts in 1993. Working together with the new economics foundation (nef) a methodology was developed primarily to enable account of performance to be reported which extended beyond the information it was possible to present within the structures of the financial statements. In 1996, sister charity traidcarft exchange began producing social accounts and since that time traidcarft has been considering the relationship of social accounting to small enterprise development. Since 2000, the social accounts of the two organisations have been combined and also published on the internet.

One of the struggles traidcarft has had is that its methodology for enterprise development has involved the development of local service providers and facilitators – (they have their own governance structure and mission). Thus ongoing monitoring and evaluation of data has been dependent on the systems of partners, who are at varying stages of organisational development. This has lead to the realisation that clear indicators to be reported against need to be established and agreed with best practice in project design. The cost of information gathering and dissemination can easily escalate or provide a distraction from the core objective of the organisation, thus the procedures developed need to be in proportion to the scale of operation.

International resources for fairer trade (irft), india

Irft is a business support ngo working with community based fair trading enterprises in four states within western india. Established in 1995, irft aims to enhance the participation of these enterprises in national and international trade, thus impacting positively on the livelihood of the people involved with them. The "ethical business promotion" division within irft offers services that aim to promote, encourage and monitor social and ethical aspects of business.

Irft has experience of assisting three local organisations to carry out social accounts :

Agrocel industries ltd. – a marine chemcial business based in gujarat, providing services to farmers from the kutch region.

Shrujan – an ngo working to preserve the art and heritage of kutch embroidery.

Excel industries ltd. – the second largest agro and industrial chemicals business in india.

These organisations reported numerous difficulties while preparing social accounts, but repetition of the exercise would suggest value being felt from its implementation. Ifrt has plans to work with chamber of commerce within india on the seaar concept.

Ift firmly believes that it is important to have clear reasons for introducing social accounting in to an organisation. Two benefits, which they suggest apply in all cases, are:

- The process will confront aspects of accountability positively, innovatively and in a way that wi, kll enhance the company's reputation for living its values;
- It will provide a comprehensive feedback, focusing management's attention on outcomes and particularly the clients' view of the organisation.

Other key points noted by irft are that this is a voluntary process, that the involvement of stakeholders in determining the appropriate indicators is important and that thought should be given to how the results of the process will be disseminated to all relevant stakeholders.

Social accounting and impact assessment

As more organisations involved in the field of enterprise development experiment with social and ethical accounting, auditing and reporting, the question is raised as to how this relates to our traditional understanding of impact assessment.

Social accounting is not impact assessment:

Social accounting, through the aa1000 process standards, provides a comprehensive and systematic framework for accounting, auditing and reporting against an organisation's social objectives. The discipline of social accounting encourages any organisation to take impact assessment more seriously. It encourages management information systems to be developed and embedded in the organisation to provide ongoing monitoring and learning from programme activities. It encourages the integration of social objectives into strategic planning. The reporting of the social accounts, especially if done annually, focuses the mind on what level of impact assessment has been carried out during the year. However, "doing a social audit" is not the magic bullet for achieving good impact assessment of enterprise development activities. A social audit is the framework into which impact assessment information can be placed. Just as financial accounts are the "shop-window" for what should be happening regularly and systematically in the organisation (*i.e., management accounting, risk management, internal control, basic cash handling system etc.)*, so social accounts are the place where impact studies, stakeholder dialogue etc. Can be reported.

Social accounting uses participatory methods:

It provides an ideal way to combine participatory methods of indicator setting with ongoing qualitative data collection. The emphasis on identifying and engaging with key stakeholders lends itself well to the use of impact assessment methodologies such as participatory learning and action (pla) etc. If a seaar methodology is to be employed as a framework for impact assessment, then it becomes incumbent on those designing an intervention to do so in the light of stakeholder dialogue, so that the criteria for assessment are set through stakeholder consultation, rather than being donor-driven.

Scope of engagement

It is important to note that social accounting has an organisational, rather than project level scope. Thus stakeholders judge an organisation on their overall perceptions rather than a narrow view of project success or failure. However, one of the issues of social accounting, as with impact assessment, is the level at which stakeholder dialogue can be carried out by the organisation. Enterprise development activities typically involve chains of inter-related interventions. It is unreasonable to expect parties that do not have a direct relationship with the organisation to be involved in making a regular assessment of how it has performed against social indicators. Thus, it will not necessarily fall within the scope of a social audit for an organisation to have dialogue with the end beneficiaries of an enterprise development intervention (unless there is a direct relationship). Impact assessment studies need to go deeper than this and assess impact at the beneficiary level and at the household level. The results of such studies should form a key part of management information systems and so when carried out, should be reported on within the social audit.

Transparency

Fundamental to social accounting is the concept of accountability, aided through increased transparency. Few of the established methods of evaluating project or programme success include transparency of results as a primary concern. Social accounting adds a level of accountability to what are sometimes perceived as unaccountable ngos. There are those who now suggest that social accounting offers an interesting way of bringing wider accountability to donor funded or ngo-led projects in the enterprise sector and beyond.

Compliance or improvement

One of the most positive features of social accounting is that it encourages change within the organisation. Earlier concepts of social audit involved an external organisation making an assessment of social performance and providing a report on the company. This method did not tend to change the way businesses operated in the way that self directed assessment does. Social accounting tends to foster an improvement rather than a compliance based mentality to impact assessment and so should lead to ownership and ongoing improvement in the organisation.

Conclusions:

In the corporate world, genuine social accounting has been one of the first major stepping stones in improvements in corporate social responsibility. For many corporates that embark on the process, it is the first time that serious efforts have been made to go beyond financial measurements and understand the social impact that the organisation has on its stakeholders. Thus such exercises are viewed as a good step forward towards social impact assessment. However, for many organisations involved in enterprise development, social objectives have often been a driving force rather than a secondary issue. Many of them have struggled since their inception to collect information amounting to a social impact assessment in order to legitimise their existence – to donors, if not themselves. Therefore, whilst the discipline of a methodology for stakeholder engagement and regular reporting will spur the organisation on to improve, the social audit process will not of itself provide beneficiary level impact assessment information, as some expect. Rather, the hard work of developing good quality monitoring and evaluation systems remains crucial and the need for periodic impact assessment studies will remain.

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MANAGING HUMAN CAPITAL IN THE GLOBALISED ERA

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Abstract

One critical initial hiring has been done through human capital; have highly qualified technical personnel, effectively convert talent requirements into successful hires. There are many benefits in making use of hr management theory in business for achieving great results by turning these new concepts into a reality. The successes of organizations increasingly depend on people-embodied know-how, skill, and abilities imbedded in an organization's members. Many companies are seeking business opportunities in

global markets, but globalization is not just something of interest to large firms.

Key words

Human capital; globalization; management

Introduction

Programs focused on total quality, downsizing, reengineering, outsourcing, and the like are all examples of organizations making changes to modify the way they operate to be more successful. Some of these changes are reactive while other are proactive and designed to take advantage of targeted opportunities. "human capital" is an overall term used to describe the value of knowledge, skills, and capabilities that may not show up on a company's balance sheet but nevertheless have tremendous impact on an organization's performance [1]. In meeting customer's expectations, managers must focus on quality, innovation, variety, and responsiveness. Total-quality management (tqm) is a set of principles and practices whose core ideas include understanding customer needs, doing things right the first time, and striving for continuous improvement [2]. Labor costs are one of the largest expenditures of any organization. Managing people is every manager's business, and successful organization is that which combine the expertise of hr specialist with the experience of line managers to develop and utilize the talents of employees to their greatest potential [3].

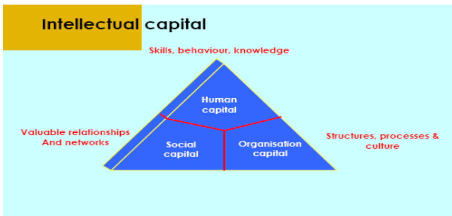
Finding the best human capital strategy requires the following:
1.systems thinking: understanding how many human capital practices and programs (such as pay, training, career management, and supervision) work together to produce desired outcomes.
2.the right facts: detailed, specific accounts of workforce attributes and of human capital practices as they are actually implemented.
3.a focus on value: an unrelenting focus on how Human capital drives important business outcomes – revenues, profit, customer retention, and quality.

Human capital that has been properly harnessed and leveraged is a critical driver of innovation and growth in every company, every industry, and every region in today's globally integrated, tightly regulated and increasingly competitive capital market, one critical success factor stands out are people. Human capital investment and better align human resource (hr) plans, programs, and systems with overall global business strategy are very relevant.

1.1. Definition: a company's human capital asset is the collective sum of attributes, experience, knowledge, inventiveness, energy and enthusiasm that its people choose to invest in their work says human capital [4]. Human capital economics is really not new, decades ago, labor economists began analyzing measures like wage levels, movements and specialization of skills. During 1950s and 1960s and n the 1980s, momentum in the practical sphere grew, complementing the advances in theory. Organizational intangibles also began to interest investors and capital market analysts. In 1990s economy heated up and the demographic crunch of baby-boomer retirement loomed, hr practices shifted to a war for talent, emphasizing more strategic hiring, development, leadership and tools for quantifying the value of human capital [5]. The economics of human capital is but a subset of the still more complex structural system of any business, and consultants and researchers are working on methodologies that are accordingly more inclusive. Many performance improvement methodologies include human capital measures among the many variables to examine for enhancing business results [6].

1.2. Challenges faced by the hr industry today: the deterioration in work ethics and attitude of the employees is a major challenge faced by the hr industry. People jump from one company to the other just for the sake of money. Lack of long-term vision among the employees is a major deterrent in the employment scene today [7]. Yet another challenge is the dearth of critical mass. Despite the country having 3000 engineering colleges and 300 top institutes are the government colleges, the country lack quality talent. Due to this scaling, up is a big issue today with the companies which focus on research and high-end technologies [8]. Organizations arec onstantly changing as a result of competitors, restructuring, mergers, acquisition, growth or downsizing, legislation, or even global events [9]. The education, experience and abilities of an employee have an economic value for employers and for the economy as a whole.
1.3. Key trends in human capital: the importance of human capital issues facing global business, and measures the total value of human capital and return on investment are key challenges that all organizations face, including:
•addressing the drivers of productivity with effective human capitals strategies
•incorporating corporate social responsibility initiatives into human capital policies
•little evidence to suggest leadership is improving despite a continued focus and investment in this area
•the factors influencing workforce engagement and commitment
•the hr function's ability to demonstrate a measurable impact on bottom-line results, using incisive data and analysis
•the impact of work/life balance initiatives and policies on productivity
•the implications of increased outsourcing and off-shoring
•the likely impacts of demographic trends on the productive capability of working-age populations
•the new competitive landscape created by emerging economies such as india, china and central and eastern europe

Figure 1: Intellectual capital



•understanding the drivers of innovation and how to use them to increase competitive advantage

1.4. Indian strength on global front: india's stock market represents the economy and has better corporate governance and rule of law. Indian democracy, better tertiary education and banking system is in better shape..
1.5. Strategies: strategies to achieve the vision as a developed nation includes:

•market focus - focus on industries, geographies and customers that have strong long-term growth opportunities for staffing services and solutions.
•partnerships - aim to develop and maintain strategic staffing partnerships with valued clients.
•technology - aggressively implement cutting-edge it and e-commerce solutions in the business.
1.6. Six key benefits of hcm:
1.appreciate why human capital management has become such a hottopic
2.understand the principles behind it
3.provide your organization with best advice on human capital management
4.demonstrate the value of human capitalpractices
5.set up a human capitalreport
6.assess your organization's human capital rating using theindex
1.7. Improving the people side of business: successful organizations recognize the competitive advantage in a highly qualified workforce. Human capital is uniquely qualified to support measurable advancement of human performance in the workplace. The company's successful growth is the result of strategic responses to clients' needs and true partnership based on a relationship of trust and dependability [10]. The leadership team follows a disciplined

planning process to ensure continuous quality of service, accessibility, and prompt response to all customers. Its concept of services, originally designed for small and midsize local companies, has evolved to also serve multinational corporations. Human capital key business services provide the strategic hr solution in the areas of human resources outsourcing [11], human resources coaching and project management, performance optimization and compensation, organizational ethics and compliance, search and recruitment, organizational assessment and diagnostics, and leadership development.

1.9. Global human capital: ensuring global hr best practices and weaving them effortlessly into the indian ethos has been one of the key factors responsible for enhancing human capital. Some key best practices identified and adhered to by indian it companies, that have had a direct impact on the quality of human capital include:

1.heavy investments in world-class training infrastructure

2.excellence inrecruitment

3.introducing a sense of ownership through employee stockoptions

4.honesty and transparency ofoperations

5.ensuring the highest level of corporategovernance

1.10. Human capital investment:human capital is obtained through a variety of means; formal education, job training, on-the-job learning, and life experiences. Employees bring their human capital to the job, and in return, the job rewards the human capital investment though pay, benefits, intrinsic job satisfaction, recognition for good performance, and opportunities to learn and advance in the organization. Human capital development should be holistic, encompass the acquisition of knowledge and skills for intellectual capital including science and technology and entrepreneurial capabilities as well as internalizing positive and progressive attitudes, values and ethics through education, training and lifelong learning. Capacity building must be strengthened to develop knowledgeable, skilled and innovative human capital to drive a knowledge-basedeconomy. [12]

1.11. “value” of human capital:

“economists regard expenditures on education, training, medical care, and so on as investments in human capital” (becker, 1975).

•“school and college greatly raise a person’s income, even after netting direct and indirect costs” (becker,1975).

•when university fees go up, enrolment does not godown

•when the cost of higher education rises, professionals’ income alsorises.

•income and education are correlated almost.

1. 12. India today and indian human capital edge: india seems ready to take its place among the world's leading nations. But for that to happen, the country will need to act like a major power, and has seeped into the marrow of the valley [13].

•0.3 million graduates in agriculture and veterinarysciences

•0.4 milliondoctors

•entrepreneurialtalent

•the footprints of indianentrepreneurship

•india mints more than 50,000computer professionals and360,000 engineering graduates each year

•indians’ business acumen now globally acknowledged

•over 0.8 million post graduates inscience

•over 1 million graduateengineers

•over 3 million scientific and technical manpower

•total population below 25 years of age – 547million

•largest democracy in theworld

•amongst the most participatory political systems in the world

1.13. Information technology and it enabled services:

•indian companies are leading providers of it

•it enabled services to corporations across theglobe

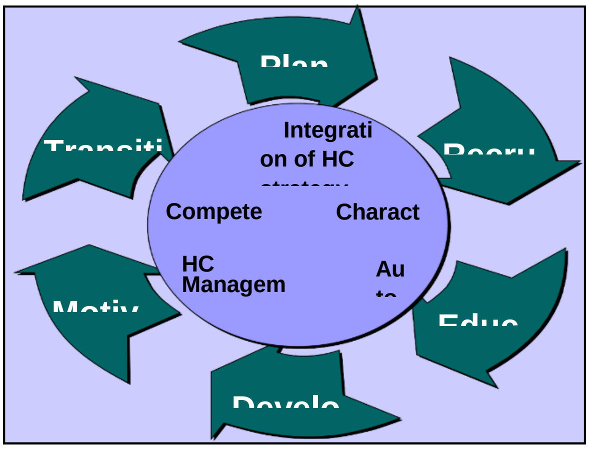
•cagr exceeding 50 % over the last fiveyears

•ites is a key driver of growth and also an engine for growth inoutsourcing

•this segment as a whole is poised to grow at a cagr of 34%

1.14. Integrating hr strategy and human capital management:

•analyzing and interpreting human capital managementdata
•constructing a human capitalreport
•how much difference can human capital managementmake.
•human capital management as a complete businessmodel
•is your hr strategyintegrated
•starting to put a value on humancapital
•human capital management without an hr strategy



1.15. Human capital management: to develop a Diverse, capable and motivated staff to operate efficiently and effectively, human capital management strategy is inevitably integrated with all other business reporting mechanisms.

Figure 3: measuring human capital

1.16.human capital management vs change of hr:

•building an human capital managementteam
•getting human capital management on the corporateagenda
•how hr needs to develop a new set ofskills
• human capital management is not just a job forhr
• human capital managementplanning
• re-positioninghr
• means for conventional hrpractices

2. Conclusion

For many years, organizations have struggled to find a way to assess how well they have deployed their human capital. For most firms, human capital is one of the largest investments, and it represents one of the most difficult management challenges: more specifically, how ensure human resources in who have invested; employees, partners, and other suppliers of labor, are giving the best performance for the resources have committed. Most importantly, does their performance measure up to strategic objectives; market share, growth rate, return on capital, brand- building; the achievement of which is essential for competitive success. Also, in many early uses of the term “human capital,” a disproportionate emphasis was placed on competencies, thereby neglecting other important elements that make up the overall value of people to the organization and itsshareholders.

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SUSTAINABLE PRACTICES IN HIGHER EDUCATION INSTITUTES (HEI'S) – NEED FOR PARADIGM SHIFT

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Abstract

Higher education institutes plays a major role in creating value workforce for the industries in any nation. Globally industry and academia work hand in hand to create skilled workforce and generate employability. Economic development of the nation is directly proportional to the quality of the workforce entering into various industries for employment. Developed nations focus on skill

development of the workforce and give less emphasis on the degrees or credentials of the workforce. Employability of workforce is at stake owing to the pressures of the family, society and community at large especially in india. The rigmarole of our education system is leading to producing of unskilled and over ambitious workforce leading to frustrated youth. There is a need for shift in these practices from conventional to modern and sustainable ones. This paper aims to highlight the sustainable practices which can deliver value in the supply chain in education system drawing attention to the role of various stakeholders. Recommendations proposed shall be of worth to be implemented for creating sustainability in hei's.

Key words:

Sustainability, education system, hei's, employability, skilled workforce

Introduction and review of literature

Higher education institutes play major role in nation development. Graduates churned out every year from hei's should ideally add up to the worthwhile workforce for various industries. The role of hei's is not to just produce graduates but also to make them employable. With the growing need of workforce in advance technologies, hei's need to gear up to the required skills matching with the requirement of industry. Much followed western model of admitting working professional for joining hei's is justified as to connect the work experience to the academic context. Teaching faculty are hired with industry experience, because they have to teach from real-time experience than text books. Over the years, the scenario in india has been following the conventional way of completing the secondary education and choosing the professional courses as they are tuned from childhood, more so decided by parents and have social influence. So, students are given very less chance of choosing their interested area to study. There is a 360-degree shift required in this thought process from all the stakeholders to bring the value component into the education system. Time and again everyone talks about quality teaching in classroom, whereas the roots lie in the interest of the student in the course to whom the education is imparted. According to the research, 60% of the students in the engineering education have been directly or indirectly forced to join the course and have no choice. They are counselled from time to time to continue the course because they need a job. This thought process of students in various courses has been checked and the percentage more or less remain same. Various challenges of quality programs, quality teaching etc. Add up to the problem. Hei's are addressing the need of educating the youth but failing to establish the link between them, industry and society. This functioning of all the elements in silos is leading to greater problem. Nep 2020 has evolved as a boon to address the skill gap in hei's and industry.

Nevin, e (2008) in his paper stated that there are a number of key themes in education sustainable development (esd) and while the dominant focus is on environmental concerns, it also addresses themes such as poverty alleviation, citizenship, peace, ethics, responsibility in local and global contexts, democracy and governance, justice, human rights, gender quality, corporate responsibility, natural resource management and biological diversity. It is generally accepted that certain characteristics are important for the successful implementation of edd, reflecting the equal importance of both the learning process and the outcomes of the education process as stated by" un decade of sustainable development" unesco nairobi cluster, 2006. Esd should

- Be embedded in the curriculum in a interdisciplinary and holistic manner, allowing for a whole-institution approach to policy making
- Share the values and principles that underpin sustainable development
- Promote critical thinking, problem solving and action, all of which develop confidence in addressing the challenges to sustainable development

- Employ a variety of educational methods, such as literature, art, drama and debate to illustrate the processes
- Allow learners to participate in decision-making on the design and content of educational programs
- Address local as well as global issues, and avoid jargon-ridden language and terms
- Look to the future, ensuring that the content has a long-term perspective and uses medium and long-term planning

Sustainable development

India is a developing country and every year there is an increase in number of institutions which intern results in increase in usage of energy. Leaders play an important role in implementing policies, bye-laws, framing the vision to improve the campus sustainability. Integrating sustainability in higher education campuses not only benefits them but also improves the overall sustainability of the nation. (bantanur, s et.al., 2015). The concept of sustainable development was mentioned in 1987 bruntland commissions report as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." There are four dimensions of sustainable development – society, environment, culture and economy which are interrelated, not isolated. Sustainability is a paradigm for thinking about the future in which environmental, societal and economic considerations are balanced in the pursuit of an improved quality of life. For example, a prosperous society relies on a healthy environment to provide food and resources, safe drinking water and clean air for its citizens.

M. Shriberg (2002) proposed that to make campus sustainable, the educational institutions required rethinking their mission and vision. Campuses should restructure their course, research priorities, community outreach and operation and treat students and other stakeholders as a whole community and integrating sustainability into all their major activities. As per ramos et. Al (2015) there is growing social demand for hei's to lead the way in a change toward more sustainable development, with the adoption of practices that make these institutions models of good practices. Velazquez (2006) stated that a sustainable university is a "hei that addresses, involves and promotes, on a regional or a global level, the minimization of negative environmental, economic, societal, and health effects generated in the use of their resources in order to fulfil its functions of teaching, research outreach and partnership, and stewardship in ways to help society make the transition to sustainable life-styles".

Need for sustainable practices in hei's

Doing conventional things in unconventional way which are sustaining in long run and which are not damaging the resources is the objective of sustainable development. Existing human resources, students and teachers need to be reskilled and upskilled with required skills from time to time meeting the employment requirements. Hei's need to identify the required skills and integrate with the curriculum offered and providing hands-on experience in the required skill which creates employability. Also, teachers need to be orientated and upskilled in equipping the required capability to deliver the curriculum to the students. Teaching is a profession with passion which is thoughtfully chosen and which is not random. Carefully selecting the teachers with right attitude for teaching can be a game changer for hei's.

Objectives

1. To study the role of hei's in national development
2. To examine the role of various stakeholders in the establishing sustainable practice in hei's
3. To identify the drivers and barriers of implementing the sustainable practice in hei's

Analysis

The responsibility of revamping the education system by bringing sustainable practice is not the role of hei's alone. All the stakeholders have equal share in this process. The policy makers need to bring in changes understanding the need of the hour, direct the regulatory authorities to bring in the skill development components in the curriculum and include experiential learning. Right from the primary education students need to be exposed to vocational training to sharpen their skills and talents. Progressing to hei's the skills of the students need to be mapped with the course and career options available. This is where counsellors come in hand to orient the students.

Role of hei's

There is growing concern that hei's should focus on addressing the needs of society at large. Various experiential learning methods, projects, internships and projects should focus on the value creation for society and address some social problem. Chambers and walker (2016) pointed out that sustainability can be approached by hei's in the following five dimensions a) education b) research c) campus operations d) community outreach e) assessment and reporting.

Right leadership

Vision of the leader and direction towards achieving sustainability in hei's is key component driving the results. Research and innovation focussing on capacity building of the human resources be it the employees or the students is driven by the effective leader.

Think global act local

The resources available in the hei's should be sustainable which can be achieved by being open to changes happening globally. Curriculum and practical exposure should be focussing on industry needs and requirements globally. At the same time, application of using the knowledge locally to benefit the society and nation is significant.

Collaboration with centre of excellence

Hei's are require are require to focus on research and innovation. For this, the necessary infrastructure and equipment can be collaborated with centres of excellence like iit's, iim's and iisc etc. With growing social issues, and research supported by technical advancements to address the problems, updated technology should support the research. Funds from the government and regulatory authorities support but there is an increase need of collaboration or mou's for capacity building at hei's.

Community engagement programs

With increase need of serving the nearby community and protecting the environment, hei's should focus on community engagement programs helping the nearby community to overcome issues like health, protecting nature, education, skill development in the youth, creating employment through entrepreneurship or sme's development and incubation centre. Projects, internships and experiential learning should mandatorily focus on addressing the social problems.

Internationalization

To enable the students to have an edge with what is happening globally and giving opportunity to other countries students to have exposure on indian culture and curriculum, student exchange program by which knowledge sharing happens through resource exchange. Establishment of regulations on the government on such program will benefit the hei's for sure.

Digital platforms of learning

With shift from offline to online learning, students and faculty are relying much on the online sources of information which is available to learn and enhance the knowledge. Courses which would add value to the existing curriculum and employability are available at everybody's disposal. Hei's already looped many of such courses and streamlined the same as integral part of the curriculum. Still there is huge scope of expanding the utility of such add-on courses adding value to industry specific skills.

Industry mentors

Hei's should provide industry mentors to the students to bridge the gap between the academics and industry. What is being practiced in the industry and what is being taught through curriculum should be matched exactly. Industry experts being members in board of studies (bos) will serve the purpose of revamping the syllabus from time to time. But, this will not serve the entire purpose as time to time, upskilling is required with growing demands.

Value-based education

Integrating values with the curriculum is the need of the day as the younger generation is more focussing on targets, productivity that is "ends" and are ignoring the "means". The competition and rat race is making them insensitive to the human values and brotherhood which is inbuilt in our culture and which is the core purpose of education. Somewhere the students have lost the link of humanity with their aspiration and ambitions for great career and future.

Inter-disciplinary approach

Hei's should have inter-disciplinary approach while framing the curriculum and projects for the students. A combination of domain knowledge and skills of management can prove to be a good combination for business or for addressing social cause. All the research should focus on multi-disciplinary approach. Collaboration between various domains and department can address the issues better than working in silos and producing results in bits and pieces.

Role of students

Students of hei's should have a clear objective of pursuing a particular course without which their time, energy and money spent will not be worthwhile. This orientation is partially provided by their teachers or opinion leaders from relatives or parents. Students should be internally motivated towards the broader purpose of education than merely making a career out of their education. Huge volumes of information available at their finger tips should be used productively for creating knowledge and developing the skills required to address social causes. It can be a innovative solution or a solution to save the nature and environment.

Role of parents

The seed for the nation is being nurtured at home by parents. Parents need to set role models for their children in following sustainable practices. Parents should act as career counsellors and not as deciding authorities for their children who are pursuing their studiers in hei's. Career advisors and counsellor support is available from professionals as well. Seeking support from such experts can really pave way for their career without regretting in future of taking the decisions on choosing the right program. Understanding that each child is different and everyone has unique capabilities, unleashing them is definitely as sustainable factor.

Role of teachers

Teachers right from primary, secondary and intermediate education form mind maps for the students to create a career path. Right guidance and support to help the students choose the program in hei's can be a game changer. Faculty in hei's play major role in orienting the students towards the professional or others courses shall give proper direction to the thought process. Mentoring, coaching and advising can prove to be best practice in hei's.

Role of peers

The time spent by students with peers is most important when it comes to deciding the career and future. Available resource in hei's and the career choices made by the students especially in teams of students addressing the social issues can really bring a shift in the society. Choosing right company and directing the energies in the right direction can be important task for the teachers and mentors in hei's.

Role of policy makers

Regulatory authorities like aicte and ugc make the guidelines in the direction of skill development of the youth. Many schemes and policies focus on entrepreneurship and upskilling. Empowering hei's to plan the skill development of the students and creating value chain in the entire system can prove to be creating breakthrough change.

Role of corporate/industry

Associating with policy makers and hei's and collaborating to have better quality products from academia is very important. Resources from hei's if ready to be functional in the industry is something which is a missing link in the current scenario. Addressing the gaps and corporate feeling the responsibility of giving back to the system can really build value for the students and enhance their skill. Many corporates associate with centres of excellence but they should also explore other hei's from tire 2 and tire 3 cities as the talent is not explored yet.

Drivers and barriers

For the sustainable development, hei's play major role in the society and many practices can be adopted by them can create significant impact in society. For creating better future and to protect and save the resources especially the youth who are going to change the direction of future development, foundations are laid by hei's.

Nevin, e (2008) in his research mentioned that according to unece, projects and initiatives are considered as good practice if they are closely related to esd, generate ideas and contribute to policy development. Following outcomes can be focussed on:

- Educational and learning dimensions of sustainable development
- Innovation and development need to focus on common problems
- Make a difference and have a tangible impact on those concerned
- Have a sustainable effect
- Have the potential for replication
- Support evaluation in terms of innovation, success and sustainability

Tireless commitment from all the stakeholders towards sustainable practice in hei's can only bring positive change in the system. Drive and dedication of regulatory authorities towards building better nation with the youth passing our from various universities and colleges can be a miracle that can change the dimensions of hei's in india. The ability of the hei's to collaborate and partner with various stakeholders can address the problems and help students to think different and develop solutions.

Barriers are obstacles in the path of sustainable practices. These can be from the stakeholders of not being sensitive to manage the human resources or to conserve the environment.

- Lack of wholistic approach, integration of academics, administrative policy makers and facilities management
- Not considering culture and national border as criteria in sustainability
- Not having environmental plan, environmental guidelines, institutional policies or the implementation of iso 140001 standard
- Hei's not able to think beyond individual curriculum changes and isolated practices and policies, actions in academic priorities, organizational structures and financial systems
- Lack of awareness, interest, and involvement, organization structure, lack of funding or support form regulatory authorities or university officials
- Engagement of all the stakeholders is a major challenge

- Inability to see the bigger picture as to how the education system is going to impact the society and nation at large

Conclusion

Hei's aim is to build sustainable communities. India being leading in the young workforce and being the best in available skilled employees, need to have cutting edge in materialising the resources. The way in which the graduates are educated and skill imparted should undergo rethinking. What has worked 20 years back shall not work now due to globalisation and internalization. Globally demand is created for workforce with skill and attitude. Hei's churn out graduates who are of high academic calibre but unfortunately lack the requisite skill. This gap has been identified at various levels and efforts are being made by stakeholders in bits and pieces. Connecting the dots and addressing the problem wholistically will serve the purpose. This paper has attempted to highlight the role of various stakeholders and identify and drivers and barriers in the process of creating hei's with sustainable practices for better today and tomorrow.

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ATTRITION IN BPO INDUSTRIES: A STUDY FROM INDIA

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Abstract:

It industries are one of the leading industries in india. The indian bpo industry faced lot of challenges in the field of human resources like recruitment, induction, training, development, deployment, appraisals, promotion and rewards. These factors need to be implemented in an innovative way. The other associated challenges for the bpo industry in india are knowledge processing and outsourcing, r and d, legal process outsourcing, engineering services outsourcing, and remote infrastructure management. The biggest global players have started setting up their own operations in india. For such an emerging industry, it is associated with various problems like poor vendors, poor infrastructure, no proper standardization, health problems, stress, cultural problems, and work place. These companies are finding it very hard to retain their employees. The attrition rate in this industry is said to be 60-100 percent.

Key words:

Attrition; bpo; industries; india

Introduction

In a global market place, managing a business is Company leaders in many directions, multiplying their responsibilities, dividing their attention and often hindering their efforts. Competition is also compelling enterprises to respond quickly to changing market conditions driven by customer-based valuing of products and services [2]. So, nowadays companies have started to concentrate on core competency business rather on non-core to their business. Many companies have started to go for outsourcing for their non-core activities [1]. Outsourcing provides an efficient and cost-effective for the work to be carried out for companies. This trend has recently has become very popular in both big and small companies.

1.1. International scenario of outsourcing:

•the staffing industry internationally has seen a growth rate of 20 percent.

•in the past two years 25 million contract staff is placed in major companies.

•internationally there are many outsourcing companies specialized.

•major outsourcing of engineers comes from information technology.

1.2. National scenario of outsourcing:

•it is the single largest segment among all hr services

•the market developed.

•it provides more employment opportunities

•recent statutory changes facilitate flexible outsourcing.

•india is strongly positioned in the areas like technical skills relating to it, process, power and infrastructure, life sciences and agro-business.

1.3. Benefits of outsourcing:

•free resources and focus on strategy

•improves processes and save money

•increase the capabilities

•start new projects quickly

2. Materials and methods

The study used primary and secondary data and various books on bpo industries were also used. Primary data was collected from 40 respondents.

Objectives of the study:

The main objectives of the study are:

1. To study the level of satisfaction towards work place, fellow employee, employee benefits, organizational culture and job, and

2. To study the reasons for shifting of jobs from one company to another.

Table 1: Opinion on level of job satisfaction in the organization (in percent)

Sl. No.	Opinion of Respondents	senior leadership position	training skills provided	adequate opportunities provided	opportunities available for promotion	salary paid	recognition of staff	Individual and team support	senior management staff available	getting things informed	recognition for the work contribution
1	Strongly Agree	11 (27.5)	11 (27.5)	12 (30)	9 (22.5)	20 (50)	9 (22.5)	12 (30)	7 (17.5)	1 (2.5)	10 (25)
2	Strongly disagree	4 (10)	4 (10)	2 (5)	4 (10)	3 (7.5)	4 (10)	-	3 (7.5)	1 (2.5)	9 (22.5)
3	Neutral	20 (50)	17 (42.5)	16 (40)	21 (52.5)	24 (60)	22 (54)	19 (47.5)	21 (52.5)	29 (72.5)	17 (42.5)
4	Agree	4 (10)	5 (12.5)	6 (15)	2 (5)	2 (5)	2 (5)	7 (17.5)	7 (17.5)	4 (10)	1 (2.5)
5	Disagree	1 (2.5)	3 (7.5)	3 (7.5)	4 (10)	3 (7.5)	3 (7.5)	2 (5)	2 (5)	3 (7.5)	1 (2.5)
6	Nil	-	-	1 (2.5)	-	-	-	-	-	2 (5)	2 (5)
7	Total	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)

Figures in bracket shows percentage to total
Source: Primary Data

Results, analysis and discussion

Level of job satisfaction in the organization: it is inferred that 50 percent of the respondents have given a neutral opinion followed by 27.5 percent have given strongly agree opinion about the senior position, its clarity and direction about the organization (table 1). 42.5 percent have given a neutral opinion followed by 27.5 percent; strongly agree about the training skills provided by the organization for their jobs. 40 percent have given a neutral opinion, 30 percent strongly agree about the adequate opportunities provided by the organization for their personal development. Opportunities available within the organization, 52.5 percent given neutral opinion; 52.5 percent of the respondents have given a neutral opinion about the senior staff available for discussion of the issues at the work. From table 1, it is seen that 72.5 percent of the respondents have given a neutral opinion regarding the changes in the organization that could affect the employee.

Table 2: Opinion on organizational climate in the organization (in percent)

Sl. No.	Opinion of Respondents	imaginative in the approach	novel ideas welcomed	innovative people rewarded	generate new ideas
1	Strongly Agree	1 (2.5)	4 (10)	4 (10)	4 (10)
2	Strongly disagree	4 (10)	1 (2.5)	1 (2.5)	2 (5)
3	Neutral	28 (70)	22 (55)	23 (57.5)	12 (30)
4	Agree	6 (15)	13 (32.5)	10 (25)	20 (50)
5	Disagree	1 (2.5)	-	2 (5)	2 (5)
6	Total	40 (100)	40 (100)	40 (100)	40 (100)

Figures in bracket shows percentage to total
Source: Primary Data

Organizational climate: from table 2, 72.5 percent have given a neutral opinion regarding their imaginative approach in their job, 55 percent on novel ideas welcomed by the organization, 57.5 percent regarding valuation of innovative people rewarded and 50 percent on employees' time to generate and contribute new ideas to the organization.

Table 3: Opinion on relationship with team members in the organization (in percent)

Sl. No.	Opinion of Respondents	recognition	co-operation	motivating each other	healthy relationship	difference of opinion solved	members respect	respecting team values	sharing resources,
1	Strongly Agree	14 (35)	11 (27.5)	18 (45)	1 (2.5)	10 (24.5)	11 (27.5)	10 (25)	9 (22.5)
2	Strongly disagree	1 (2.5)	2 (5)	3 (7.5)	1 (2.5)	10 (25.5)	19 (47.5)	2 (5)	2 (5)
3	Neutral	19 (47.5)	9 (22.5)	8 (20)	9 (22.5)	14 (35)	8 (20)	20 (50)	24 (60)
4	Agree	5 (12.5)	17 (42.5)	10 (25)	19 (47.5)	1 (2.5)	1 (2.5)	8 (20)	5 (12.5)
5	Disagree	-	-	-	-	1 (2.5)	-	-	-
6	Nil	1 (2.5)	1 (2.5)	1 (2.5)	10 (25)	4 (10)	1 (2.5)	-	-
7	Total	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)

Figures in bracket shows percentage to total
Source: Primary Data

Relationship with team members: 47.5 percent given a neutral opinion, but when it is analyzed a clear picture that is, 35 percent strongly disagreed and stated that team members never recognizes each other in the team. 42.5 percent agreed that there exists cooperation among team members, 45 percent stated that team members never motivate each other, 47.5 percent have a healthy relationship existing among team players, while another 35 percent stated a neutral opinion, 50 percent given a neutral opinion regarding the team members respecting team values, and 60 percent given a neutral opinion regarding the team members sharing of team resources, ideas, and knowledge.

Table 4: Opinion on reasons for leaving previous organization (in percent)

Sl. No.	Opinion of respondents	Promotion	Career change	Lack of promotion	Lack of recognition	Relocation	Family reasons	Dissatisfied	Work environment	Problems with co-workers	Management acts
1	Very Influential	10 (25)	10 (25)	6 (15)	6 (15)	2 (5)	4 (10)	4 (10)	4 (10)	4 (10)	4 (10)
2	Quite Influential	17 (42.5)	24 (60)	18 (45)	12 (30)	22 (55)	8 (20)	16 (40)	16 (40)	20 (50)	7 (17.5)
3	Of minor importance	9 (22.5)	5 (12.5)	11 (27.5)	21 (52.5)	12 (30)	21 (52.5)	10 (25)	10 (25)	10 (25)	24 (60)
4	Not Applicable	3 (7.5)	-	5 (12.5)	1 (2.5)	4 (10)	4 (10)	4 (10)	4 (10)	6 (15)	5 (12.5)
5	Nil	1 (2.5)	1 (2.5)	-	-	-	3 (7.5)	6 (15)	6 (15)	-	-
6	Total	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)	40 (100)

Figures in bracket shows percentage to total
Source: Primary Data

Reasons for leaving previous organization: from table 4, 42.5 percent feel that promotion or career advancement is an influencing factor which decides to leave the organization. 60 percent has given opinion that career change is quite an influential factor. 45 percent called lack of advancement and promotion opportunity is quite an influential factor; 52.5 percent called lack of recognition and appreciation from management is quite an influential factor. Table 4 also infer that 52.5 percent left the previous organizations because family reasons and 40 percent because of dissatisfaction with the job.

Conclusion

In this competitive world where work environment is filled up with lot of stress and other problems, the organizations should take care of its employees because they are not just people who come and work but the best results are performed by them hence the organization should take a note of its employees' welfare too.

Bpo industries must develop pro-active strategies to employee retention. Creating work policies that are beneficial to the employees can raise retention and the following suggestions included.

•create a flexible working environment

•provide opportunities for career growth
•competitive salary and address concerns of health, security, transportation, and food
•stock options with accompanying vesting periods
•offer recreational activities, and basic facilities
•offer performance incentives

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A STUDY ON PROMOTING SUSTAINABLE BUSINESS WITH THE HELP OF SOCIAL MEDIA

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Abstract:

New concept in marketing has evolved during the last decade known as “digitalmarketing.” This paper provides an insight on the concept of changing digital marketing scenario throughout the globe & in particular in the indian marketing context. It also gives an insight of the role of changing social media platforms which adds as an aid in the concept ofdigital marketing. Evolution of digital marketing since the 1990 has changed the way brands and businesses use technology for marketing. Lpg further added zeal to the revolution. This paper also provides a thorough view on the usage of social media platforms in digitalmarketing concept. The purpose of this research is to detect the social media platforms which’re efficiently helping the process of e-marketing. As digital platforms are increasinglyincorporated into marketing plans and everyday life, and as people utilize digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. Digital marketing methods such as search engine optimization (seo), search engine marketing (sem), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social mediamarketing, social media optimization, direct marketing (e-mails), display advertising, e–books, and optical disks and games are becoming more common in our advancing technology. This research is driven to give a clear scenario of these emerging trends in digitalmarketing.

Keywords:

Digital marketing, social media, e-marketing, technology.

Introduction:

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g., more active or passive use) and the establishment of a firm's desired social media "culture" and "tone.". When using social media marketing, firms can allow customers and internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer-prepared advertising copy. Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. According to recent statistics for january 2020, 4.54 billion people are active internet users, encompassing 59 % of the global population (statists, 2020a). Social media usage has become an integral element to the lives of many people across the world. In 2019 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023 (statistic, 2020b). Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost (ajina, 2019). Facebook pages have more than 50 million registered businesses and over 88 % of businesses use twitter for their marketing purposes (lister, 2017). Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions (grover et al., 2019; hossain et al., 2018; kapoor and divide, 2015; sharif et al., 2016). People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with company.

Review of literature:

Marketing is managing profitable customer relationships, the twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction" armstrong & kotler2007 people often think marketing as selling and advertising, which is just a small part of marketing. 'the marketer does a good job when he understands superior customer value, prices, distributes and promotes them effectively the products will sell very easily then. This tells that selling and advertising are just a part of marketing as a marketing mix a set of marketing tools that work together to satisfy customer needs and build customer relationships.

Research methodology & objectives of the study:

The complete study is based on the secondary data. The main objective of the study is to find out different strategies available in the social media to develop sustainable business. To understand the different challenges faced by the sustainable business to go on social media.

Scope of the study:

Marketing techniques have evolved as the ways in which consumers get information change. Radio advertising led to tv advertising, which then shifted to digital marketing with the rise of the internet. Besides these natural market progressions, the covid-19 pandemic is driving the scope of digital marketing.

Strategies available in the social media to develop sustainable business

Loss of trust in the global corporation

The edelman trust barometer, an annual survey recording levels of trust in primary institutions, released its 2017 results in january. It revealed trust in business had dropped in 18 out of 28 countries surveyed and only 52% of respondents trust business to do what is right. These statistics reflect a change toward how business is perceived, which has previously evaded public cynicism in comparison to other institutions, like the government and the media.

It is perhaps the frequency and scope of wrongdoings being reported that lies behind the declining trust in business. Corporate scandals across all sectors and regions continue to grab news headlines. From price-fixing and fraud to emissions cheating, bribery and dire worker conditions, it is no wonder public confidence in business to do good is waning.

If there is one silver lining, it is that such malpractice is making it to the public consciousness. The outrage that follows forces the behaviour change of companies. The challenge for business then is to address the widening trust deficit.

Transparency is the new norm

The problem of trust can be closely linked to the need for transparency. One result of the declining trust in business has been a growing pressure on companies to openly report on their activities. There are plenty of examples to choose from. The uk’s modern slavery act and the recently passed gender pay gap regulations highlight the trend towards mandatory corporate disclosure on certain issues. There are now growing demands for compulsory transparency on other matters, such as tax.

The direction for business is clear. Transparent reporting is becoming not a nice-to-have, but an expectation. Whilst greater disclosure is likely to reveal failings and mistakes, this must be seen with a degree of positivity. It is better to openly communicate areas needing improvement than to be seen covering shortcomings.

Rapidly growing inequality

The 10th sustainable development goal (sdg) is aimed at reducing inequality. However, according to oxfam seven out of 10 people live in a country that has seen a rise in inequality in the last 30 years.

Growing inequality at levels not seen since the industrial revolution has resulted in increased public scrutiny of, and populist reactions against, globalisation. The tension between free trade, free movement, rates of employment and standard of living has been manifested in the recent political upsets to the status quo in the uk and us. For businesses, which for twenty years have been operating on a pro-global basis, this poses a major challenge.

Ironically, global businesses are possibly best placed to address the inequality that has fuelled such retaliation. For business, collaboration with ngos, governments, social enterprises, peers and competitors can help to create viable and scalable solutions to inequality.

Increased hazards and risks to business

The issues facing society at times seem overwhelming. As we move into 2017, substantial progress is still needed to adequately deal with a number of problems, including climate change, resource insecurity, waste, diversity, corruption and much more. The implications for business are huge. As the problems persist, the standard channels of business risk are all greatly affected:

- Strategic risk – on a fundamental level, contemporary societal challenges provide a strategic risk for companies operating on dated models. Resource depletion is the clearest example of how a business relying on intense consumption can come undone.
- Operational risk – in an increasingly turbulent world, unexpected failures

- across supply chains will produce extreme operational risk.
- Financial risks – as issues intensify, companies must be increasingly savvy to avoid major failings to financial returns. It has been estimated, for example, that there could be $us100 trillion worth of stranded assets in the fossil fuel industry as policies guide us towards a low carbon economy.
- Compliance risk – policies to tackle societal challenges will put pressure on companies to adhere to better standards of practice. Close attention will need to be paid to what is expected by law to not get caught out.
- Reputational risks – the mounting responsibility on companies to take action on certain issues means there is greater risk to how businesses are perceived by the public. Malpractice or even inaction will become ever more damaging to reputation.

A call for global system change

Society must change its ways. We know that. What perhaps has been lacking in the past is a rallying cry for *all* of us to do our part – governments, ngos, individuals and businesses. With the advent of the sdgs we might now finally have that. Championing partnerships and collaboration, the sdgs have picked up the call for global behaviour change where the millennium development goals left off. Now more than ever, businesses are being recognised as holding a strong position of influence to bring change for the better. The challenge is for business is to respond to this call and play a central role towards a sustainable future.

But how do you encourage system change? Karin laljani, managing director of corporate citizenship believes there are three factors that drive behaviour change in any situation; the carrot, the stick and the baseball bat.

For sustainability, the “carrot” is the business-case. This is the cost savings, risk reduction, improved brand perception, employee engagement and sustainable growth that come with responsible behaviour change. The “stick” is the regulations and damning exposés that force responsible conduct. The “baseball bat” just might be the extreme events that force action – the more frequent and destructive natural disasters, widespread resource failure and violence.

Long-term thinking is critical

Humans are hard-wired to prioritise short-term concerns. It is our hunter-gatherer survivalist instinct. It means we are cripplingly poor at dealing with things that don’t seem immediate.

The challenge for companies is to move beyond this focus on the near-term. There must be one eye, if not both eyes, on the changes to come in the long-term. This will require ceos to go against a core human and business inclination. Short-term profit maximisation must be sacrificed in favour of long-term value.

A new movement

All of these factors are set within the global context of a new movement consisting of three elements: the great migration, the great convergence and the great imitation:

- ‘the great migration’ describes the global movement of people, jobs, labour and supply chains. It requires a new model of business which is flexible to these changes and to global trends.
- ‘the great convergence’ will see business, governments, ngos and individuals united in the global goal to address the challenges facing the world. With the launch of the sdgs, we are set on the path

towards collaboration in finding solutions to our global challenges.

- ‘the great imitation’ might be the negative indirect consequence ofcorporate responsibility being pushed into the mainstream. It is the risk of companies imitating a sustainable business without actually taking the action that backs it up.

These 7 trends will shape the future of business in the years to come. The companies that can survive the many risks will be resilient to these challenges. The companies that will garner value will see these challenges as opportunities.

finding and suggestions and conclusion:

Given the scarcity of studies systematizing the information conveyed by the research done thus far on the field of social media marketing, we carried out this systematic review of the literature on this theme. The results show that the majority of studies have hitherto focused either on analysing the consumer perspective on social media marketing in an attempt to perceive how they react to these means or on how companies are able to extract the maximum possible value from recourse to such channels for managing their relationships with clients. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage.

The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies. The main limitation of this study would be the fact that there search was limited to the term “social media marketing,” considering only the web of science database, and only including articles in journals. Therefore, complementary analysis including other databases would be necessary to confirm this study’s conclusions

SOCIAL AND DIGITAL MEDIA MARKETING

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<u>Abstract</u>

the use of the internet and social media have changed consumer behaviour and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. However, significant challenges exist from negative electronic word-of-mouth as well as intrusive and irritating online brand presence. This article brings together the collective from several leading experts on issues relating to digital and social media marketing. The experts’ perspectives offer a detailed narrative on key aspects of this important topic as well as perspectives on more specific issues including artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, b2b marketing.

The research offers a significant and timely contribution two both researchers and practitioners in the form of challenges and opportunities where we highlight the limitations with in the current research out line the research gaps and develop the questions and propositions that can help advance knowledge with in the domain.

<u>Introduction:</u>

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. According to recent statistics for january 2020, 4.54 billion people are active internet users, encompassing 59 % of the global population.

Social media usage has become an integral element to the lives of many people across the world. In 2019 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023. Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost. Facebook pages have more than 50 million registered businesses and over 88 % of businesses use twitter for their marketing purposes. Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions. People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organisations have responded to this change in consumer behaviour by making digital and social media an essential and integral component of their business marketing plans. Organisations can significantly benefit from making social media marketing an integral element of their overall business strategy.

Review of literature:

Review of literature is a written overview of major writings and other sources on a selected topic. This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies.

Brendan james keegan and jennifer rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of smm evaluation and uncovering the challenges in this process. The research paper has developed a social media marketing evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (kpis), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies.

Rodney graeme duffett (2017) examines the influence of interactive social media marketing communications on teenagers‟ cognitive, affective and behavioural attitude components in south africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers‟ attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications.

Priyanka p.v and padma srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention.

In a recent case study by christopher ratcliff (2014) on a global organization that appears to have mastered its social media strategy, ford. In his blog, he explains how ford has included the key success elements in its strategy including customized posts, user connectivity through tone of voice and perhaps most importantly, a social media team that reads and responds to every single comment made by followers. However, it is worth noting that ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations.

Objectives of research paper:

- Different types of social media marketing.
- Uses of social and digital media marketing.
- Importance of sustainable business social media digital marketing

  Sustainable development social and digital marketing use in sustainability
- Share data about company initiatives.
- Discuss how your product promote sustainability.
- Publicly share goals.
- Be specific about making your product more recyclable.

Research methodology:

the study is analytical and descriptive. It is based on secondary data which were collected from books, journals, reports and websites. The data related to the last ten years i.e. After the increase of private players in mutual fund industry. The data were tabulated and analysed for drawing conclusions. A few suggestions are made at the end of the report.

Analysis and discussion:

Importance of social and digital media market:

1. Social networks: facebook, twitter, linkedin:

Such types of social media are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion.

You can channelize different types of social media campaigns on these networks that will help you widen your reach. Some of the benefits of these social marketing networks.

(i) They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships

(ii) In case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on facebook, twitter, and linkedin sorts of social networks.

2. Media sharing networks: instagram, snapchat, youtube:

Media sharing types of social media are used to find and share photographs, live video, video and other kinds of media on the web.

They are also going to help you in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result-driven way possible.

Social networks nowadays also offer these features, however, for media sharing networks, sharing of media is their basic role.

(i) Starting with image or video on instagram, youtube and snapchat types of media sharing networks would be more beneficial for you.

(ii) To decide whether you should use these networks for your business or not, you should consider your resources and target audiences. These channels will help you run well-planned campaigns to generate leads and widen your audience base.

3. Discussion forums: reddit, quora, digg:

Such types of social media channels are used for finding, sharing and discussing different kinds of information, opinions, and news.

They help businesses by being a top-notch resource for doing immaculate market research. These forums are the oldest ways of running social media marketing campaigns.

Before the entry of popular social media players like facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields.

(i) These discussion forums have a massive number of users and it ensures unprecedented reach for your business. These are the places that provide the answers to different queries of any domain.

(ii) In case your business needs deep customer research then these places would the most befitting one for your business. With sharing information and knowing answers, these places are very impactful in advertising as well.

4. Bookmarking & content curation networks: pinterest, flip board:

Opting for such types of social media will help you find out, share, discuss and save a variety of latest content and media that are trending as well. They are very helpful in channelizing brand awareness for your business, plus, choosing this one to run different types of social media marketing campaigns will help you generate website traffic and customer engagement.

(i) To run a social media campaign on pinterest, you need to have a site that is bookmark-friendly. You should optimize headlines and images for the feeds that bookmarking and content curation networks use for accessing and sharing your content.

(ii) Flip board lets you create your own flip board magazine by using most engaging content and then you can showcase that to your audiences.

the uses of social media and digital marketing social media and digital marketing activities are very important, it's not only for gaining revenue, but also to reduce the cost of conventional marketing activities. It may be good if currently this company's sales number still good, but will it last? Will this brand become the top of mind brand for the next five years without being lost or overshadowed by the competitors? That is what social media and digital marketing useful for; we can predict the future, do prevention of crisis, and create innovations; because by using social media and digital marketing we can track our brand's competitors.

the big marketing budget that originally for traditional marketing activities can be shifted to activate the digital marketing strategies, because by going digital we can check how much the frequency of the customer that get our advertisement, how their buying and lifestyle behaviour, etc. First of all, tvcs advertisement, sales promotion and below the line (btl) may be good and useful for the past generation, the budget that will be spent on those marketing channels will be huge, yet the effectiveness by the revenues number may hard to checked in detail because the evaluation is not really measurable. Those channels cannot really do direct targeting. People who watch television, come to the store or come to the event may vary; they who watch or come may not our product's target market, and with those conventional channels we cannot track their database and their behaviour. With digital and social media activities, we can track people's behaviour and create a database for us. The advertisement can be targeted directly to the specific age, gender, location, and even their shopping lifestyle. Using digital, it eases us to know our consumers' profiles. Checking our competitor will be also easier than past marketing activities. We can check their new promotions on their website, what content they create to engage with their customers, what is their latest product development; all of these elements can be tracked using social media and digital tools. Also, social media helps marketers to reduce the marketing budget, placing advertisement on tv, radio or even printed media need a huge budget, same goes with creating brand activation events. However, digital campaign through facebook ads, instagram ads,

Youtube ads, or even placing ads on millennials-friendly sites like webtoon, line or idn

Times, this will be 'low cost – high impact' marketing. Also, social media helps marketer to create more direct interaction with the consumers, because they can give direct feedback about our product in our social media, even now there are instagram polling and youtube polling that can help marketer to launch survey about our product via online and targeted toor public market – the millennial teenagers. To advertise the product, digital channel could be used such as social media network, email marketing, and affiliate marketing.one article titled '4 important digital marketing channels you should know about', said that email marketing is effective to make us gain new customers or improving strenghtening our relationships with the existing customers (digital doughnut, 2014). With email marketing we can share the latest promo or blog stories of our product to our mail database, but this has weakness such as people will mark our newsletter as spam is we keep send repetitive contents. We can also do online affiliate marketing,

social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products.

Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

With the huge number of online users, which is almost 59% of the world's population, marketers must not miss out on their chance of marketing on these digital forums where they can reach all the maximum number of potential buyers compared with print or television media marketing.

It is important to use platforms that are commonly used by customers so that you can reach out to your target audience.

Nothing can be better than these social media networks where most users spend a larger chunk of their time during the entire day and night.

Being a business on social media networks, you might want to make the most out of these consumers' habits, which can help you create some major leads.

These social media channels help you attract the right customers with the right information at the right time and help you showcase your product or brand to potential customers at the right times.

This is how the mechanism of such social media websites works. It gives you a chance to make the most out of your social media marketing strategies.

Having an online presence as a business on any of the social media forums like facebook or instagram is a great way to interact with your audience and to really connect with them on a personal level.

Which gives you the chance to tell your story to all your followers and inspire them through your success or past failures.

Social media is a place where interacting with your audience gives you more exposure and helps you better understand your audience.

Your customers will be able to know you and relate to your stories on a more personal level as well, and this is exactly what you need as an entrepreneur in this digitally connected world.

People who don't know you or your business might find it intriguing to know how you build up your business and, thus, through these posts, you can create brand awareness about how hard you worked to make your dreams come true.

This will add more meaning to your brand, and customers love it more when they see the realities of businesses.

And to make sure that your story is heard and spreads at a faster rate, you might want to work on your content so that it is appropriate enough to impress the audience.

social media advertising has to be one of the least expensive ways of marketing your business digitally.

With so many different advertising tools available on these social media forums, you can make use of this opportunity and cost-effectively market your product.

The best thing about social media marketing is that you don't really have to use the adverts or ad tools to market your brand.

You can grow as a page on social media networks by simply being consistent and posting interesting and relatable content for your audience.

This can be done by using seo content, where you use the most trending keywords and enhance your rankings.

And because the digital competition is always on its peak, you might want to keep your seo game on point.

Once your social media marketing is strategized effectively, this would help you increase the traffic on your profiles on these forums, which will eventually lead them to your websites.

There are a number of businesses and bloggers who have spent not even a single dollar on a digital advertisement, but just with the help of great content and great interaction with their audience, they created a customer base who connected with them.

This means that even if you have a smaller budget for advertisements, you can help your business on these social networking forums, where through increased marketing, the process of digital growth for your brand quickens.

business owners need to be vigilant on social media networks and need to create an image of their brand such that it is the first thing that comes to your customers' minds when they think about a certain product or service. For a target audience with the potential of becoming buyers, it is important that you are connected with them through these social media forums, creating an impression on their minds so much that your business is on top of their minds whenever they search or think about buying a similar product.

This bond between a business and a potential buyer plays a significant role in converting them from just a potential customer to a loyal and regular one. And this is what social media marketing helps you create. It helps you as an entrepreneur to become the first choice, the first thought, or the first preference for all the customers who can be important for you and your business. With all business profiles on all social media networks accessible to the public, this could be your chance as an entrepreneur to know your competitor better and understand the strategies that they are implementing to attract their audiences.

You would be able to see the content that they are posting on their social media profiles and judge which posts are doing better.

After carrying out this analysis of your competitor's profile and looking into all the queries asked by their audience, you will be able to incorporate those questions into your digital marketing strategy.

Go through their posts, their comments, and how they are engaging with their audience.

Read the questions that their audience has asked and see how you, as a business, can answer these questions. Research more about how well informed their audience is and how aware your audience is.

Based on these comparisons, you will be able to answer these queries better and make yourself and your audience more aware of certain things that you didn't know about earlier.

Study their customer service and compare it with yours and analyze how you can do better than them.social media networks are open to all, giving businesses a chance to follow their consumers' activities or potential buyers.

This helps marketers be more informed about their target audience, likes, dislikes, and interests so that they can create a better marketing strategy to attract such customers.

Learning these patterns helps you focus on the things that you are not following while designing content for your page, and therefore aiding you in becoming better at your digital marketing strategies to attract the right customers and meeting their demands.

Social media gives you a chance to see what interests your customers the most.

Therefore, you can create content that can be relatable for your audience, increasing engagement on your social media presence.

This gives you access to see different demographics of people who visited your page and what kind of content was liked the most on your social media profile.

You will be able to improve your marketing skills and create more engaging content.

Social media marketing and advertising can help you increase your return on investment, as the cost of advertising on these social media forums is often less than the return, giving you more revenue.

Because you use digital marketing, you can reach hundreds and thousands of people by simply targeting ads, reducing your advertisement costs.

Facebook and instagram help you in attracting your potential buyers, and at the same time, they aim to keep the potential customers engaged on their specific social media networks so that you and they both can benefit from this.

This increased user time on their social media networks increases the possibility of users seeing your ad or your profile, and therefore visiting your profile and then eventually becoming buyers.

A business that connects the most with its customers is a business that grows immensely on all possible levels.

Suggestions:

- Advertising is the basic and most prominent tool to increase the awareness of product. So, big bazaar should use this tool to increase their share in the market by utilizing the present digital marketing efforts initiated by them.
- Retail business is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the customers and this can be possible by effectively utilizing promotional activities such as advertisements that too in digital marketing area.
- Big bazaar has been successful in keeping up its promise of providing value for money goods, but today customers look beyond price, such as promotional activities, quality, employee behaviour, store atmosphere etc. Big bazaar has scope for improvement in these yields that too providing advertisement in digital marketing.

- Big bazaar should also concentrate on increasing the frequency of showing advertisement in social networking sites such as facebook, google+ & twitter etc. And also in search engine sites such as google, yahoo, babylon, ask etc.
- More hoardings could be placed in uncovered areas that could bring awareness to people and also promoting their brands with the help of digital banners.
- Big bazaar should keep offer in regular intervals such as festival offers, seasonal offers etc. So that there should not be along term gap, because offer is the most influencing factor which is responsible for buying behaviour pattern of customer and also should understand attribute attracting customers to shop using digital marketing.
- Big bazaar should also concentrate on selling products from an online auction site or online

  Shopping sites by selling food and grocery items directly to the customers so that the customers can purchase these products through online website on a regular basis.

- Advertising is the basic and most prominent tool to increase the awareness of product. So, big bazaar should use this tool to increase their share in the market by utilizing the present digital marketing efforts initiated by them.
- Retail business is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the customers and this can be possible by effectively utilizing promotional activities such as advertisements that too in digital marketing area.
- Big bazaar has been successful in keeping up its promise of providing value for money goods, but today customers look beyond price, such as promotional activities, quality, employee behaviour

Findings

A new type of marketing technology and internet to get to their business goals is electronic marketing. Email marketing is a form of

Direct marketing which utilizes electronic means to deliver commercial messages to an audience (mehrdad salehi, 2012) that it is one of the oldest and still one of the most powerful of all e-marketing tactics. Email marketing allows people to do both that an excellent email marketing campaign can help people: ➢ enhance " sales conversion "

- Make repeat sales
- Price will be reduced and adverts will be sent afterward. ➢ cross-sell and up-sell goods and services

Conclusion

With more consumers turning to social media use daily for activities such as reading the news, researching products and enjoying entertainment (global web index social flagship report, 2019), organizations must strategically use social media marketing to appeal to their target audiences. However, challenges in using social media to reach consumers include lack of appropriate scales to measure and investigate constructs of interest the constant changes in current and emerging social media platforms and the application of social network analysis to research the flow of electronic word-of-mouth messages and the influence on consumers' attitude and behaviours of such information

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Evaluating performance management systems - roadmap for effective practices

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Introduction

A man's mind stretched by a new idea can never go back to its original dimensions.
-oliver wendell holmes

As our economy continues to shift and businesses rely more and more on their intellectual capital, they are realizing that their employees are the key to their competitive advantage and performance. Performance management is the means by which companies measure performance, develop employees and align their workforce around corporate goals. Because employees are also their biggest expense, organizations are learning that they have to manage employee performance aggressively in order to identify top performers and develop an optimally functioning workforce. Performance management is now receiving unprecedented attention in both the business and human resource communities as it matures and transits from a "necessary evil" to a strategic workforce tool poising the organization for greater competitive advantage.

Why do performance management?

- communicate goals, mission, values, purpose, develop
- identify and communicate strengths and areas for improvement
- improve management and working relationships
- monitor, support and provide feedback

Today's organizations seem to change much more rapidly than in the past. Consequently, many experts have strong reservations about the numerous measurements that must be

Taken in performance management. They assert that no sooner is a measurement identified than the measurement becomes obsolete because the organization has changed substantially. Policies and practices for managing people should be clearly aligned with overall strategies for ensuring the quality, effectiveness, and efficiency of business. Comprehensive strategies for improving the management of people should recognise the linkages and interdependencies between different areas of human resource management and should be developed and promoted as a matter of priority if not already aligned or in place. This article discusses five key steps involved in developing effective performance systems in organizations. These include (1) creating and working with a design team; (2) linking the system to key organizational objectives, characteristics and strategy; (3) determining the performance management cycle; (4) linking performance management and pay delivery; and (5) implementing the system and presents best practice-based, easy to understand, nuts-and-bolts approaches for developing and implementing performance management systems in organizations. Performance management systems, which typically include performance appraisal and employee development, are the “achilles’ heel” of human resources management. They suffer flaws in many organizations, with employees and managers regularly bemoaning their ineffectiveness. A recent survey showed that only three out of 10 workers agree that their company’s performance management system helps improve performance. Less than

40 percent of employees said their systems established clear performance goals, generated honest feedback or used technology to streamline the process. While these results suggest that there may be poorly designed performance management systems in many organizations, it is typically not poorly developed tools and processes that cause difficulties with performance management. Rather, difficulties arise because, at its core, performance management is a highly personal and often threatening process for both managers and employees.

Performance management is essential to all organizations

The most important part of the performance management process is the ongoing communication around the measurements. Components or parts of an effective performance management system include:

1. Performance planning (includes employee goal setting / objective setting)
2. Ongoing performance communication
3. Data gathering, observation and documentation
4. Performance appraisal meetings

One of the most important sub-systems of human resources management is “performance management”. Performance management is defined as a systematic management tool comprised of purposes, standards, objectives, measurement, feedback and reward that are agreed on to receive more effective results from the organizations, teams and individuals by motivating the individuals in a way to make them be aware of their own potentials (baron and armstrong, 1998:38).

It has been stated that "what gets measured gets done, what gets managed gets done better, and what gets rewarded gets done sooner," and this is one of the principles of performance management systems. The four key aspects to a successful performance management system are defining the performance, developing the abilities and the knowledge to achieve the performance, measuring performance, and rewarding performance. This paper focuses primarily on the aspects of defining performance in the organization. This includes establishing direction for the desired behaviors; clarifying the needs of stakeholders; setting challenging but attainable goals and objectives; establishing a metric system; and developing a system for maintaining the desired performance with positive reinforcement. When performance is defined correctly in an organization, it can not only lead to increased productivity, but it can also help identify problems so that new standards can be established. The defining of performance is an ongoing cycle that is constantly changing as the needs of the organization change, and as performance assessments identify areas that can be improved. Properly defining performance in an organization can be the most crucial part of the performance management system, and should be done by all the levels of the organization that are involved.

Review of literature

1.1 definition

Performance management is a tem borrowed from the management literature that has only recently been adopted in the health care field. The term 'performance management' was first used in the 1970s, but it did not become a recognized process until the latter half of the 1980s (armstrong & baron, 1998). The meaning of performance management has evolved and continues to evolve. While in the sixties and seventies performance management was often equated to some form of merit-rating, in the eighties and nineties it has been linked to 'new' management paradigms such as management by objectives, performance appraisal, behaviorally anchored rating scales and performance-related pay. Even today, authors differ in their understanding of performance management. The following definitions allow us to view the changes that the concept of performance management has undergone during the 1990s.

Flowier (1990) defines performance management as:

"… the organization of work to achieve the best possible results. From this simple viewpoint, performance management is not a system or technique; it is the totality of the day-to-day activities of all managers".

Storey and sisson (1993) define performance management as:

"… an interlocking set of policies and practices which have as their focus the enhanced achievement of organizational objectives through a concentration on individual performance."

Fletcher (1992) provides a more organizational definition of performance management:

"….an approach to creating a shared vision of the purpose and aims of the organization, helping each individual employee understand and recognise their part in contributing to them, and is so doing manage and enhance the performance of both individuals and the organization."

The following review briefly summarizes a sample of these articles, focusing on literature and research on some of the foundational issues for performance management, communication and training issues, and performance management in a diverse workplace. Organizational effectiveness is commonly referred to when discussing organizations that have achieved maximum performance. Perhaps one of the best overviews of the concept of organizational effectiveness is provided by herman and renz (2002).

Performance management in practice now applies these elements as a complete system. An increasingly large number of organizations in various industries, from computer technology to finance and retail sales to tree planting, have investigated how rewards- specifically compensation- can be linked to performance (banker, lee, and potter 1996; beer and cannon 2004; bonner and sprinkle 2002; paarsch and shearer 1999), which leads to widespread and growing development of pay-for- performance components in performance management systems (heneman, ledford, and gresham 2000). For example, a recent survey showed that 61 percent of companies with more than 1,000 employees had a pay- for-performance component (hrfocus 2006).

Changing face of technology and performance

In today's world where information and technology changes at a breakneck speed, it is an inevitable obligation for the "manpower", which is the basic element today, to keep pace with these changes. It is an absolute necessity to implement management approaches that are considered to survive in such an environment and that adopt continuous improvement and change. New searches, models necessitate new management approaches suitable to them, however, there is not a full consensus of opinion about the fact that which management approach must be used for this purpose. Nevertheless, the researchers in the literature have agreed on this subject:
"only those who constantly improve themselves consider human to be its most precious investment, meaning those who are aware of the importance that must be attached to human resources shall have a bright future" (pfeffer, 1994:5).

Relevance to management theory

The reason for this trend is multifaceted. Management theory and empirical research conclude that a strong pay-for-performance linkage increases motivation and performance (rynes, gerhart, and parks 2005). Money not only serves as a motivator because of its satisfying effect on economic needs but also serves to meet certain individualistic psychological needs-for example, security, status, esteem, and feedback about achievement (gerhart and rynes 2003). The motivational influence of money was observed in a study finding that through employee self-esteem, pay level affects employee performance (gardner, van dyne, and pierce 2004).

Performance management not only helps an organization achieve its strategic objectives but also serves as a means of uniting diverse stakeholders in the common goal of building a better community. "it cannot be emphasized too strongly that these standards are not theoretical concepts devised by academicians. Nor are they intended as playthings for statisticians. They are practical tools by means of which practical legislators and administrators can meet the practical need of choosing between alternative courses of action."-clarence e. Ridley and nobel laureate herb simon, former icma economist, public management magazine, vol. Xix, 1937, p. 46.

Poor performance on the part of an employee can usually be traced by any one of the following reasons:
- the employee does not know what is expected or how he or she is performing
- the employee cannot do the job because he or she does not know how to do
- the employee lacks organizational support and help from the supervisor
- the supervisor and the employee have developed a poor working relationship

The theory of performance management has been defined in different terms by different people. Daniels defines performance management as "a systematic, data-oriented approach to managing people at work that relies on positive reinforcement as the major way to maximizing performance" (daniels, 1989, p. 4). Susan mohrman, susan cohen, and allan mohrman jr. Define performance management as the "set of processes that have to be done in order to make sure that what people do and work at in the organization will obtain the results that the organization needs" (mohrman, cohen, & mohrman, 1995, p. 198). The underlying theme common to both of these definitions is that performance management entails the development of specific behaviors that will lead to an increase in performance. The four keys to a successful performance management system are defining the desired performance; training for or developing the skills needed to perform the desired behavior; creating a review method to provide feedback on the effects of the performance; and using reward systems to maintain the needed level of performance. This review will focus primarily on the defining of performance in an organization and in its performance management system.

The word performance management holds many meanings. The concept has great potential for improving employee and organizational performance. In the past we have relied on performance appraisals to manage performance. Effective performance management-involves a complete system of goal setting, training, communication, and ongoing feedback-is a practice on which research often has important implications. However, research to date has primarily focused on one component of this topic-the link between performance and pay. This is not surprising given that many organizations are implementing pay-for- performance initiatives, using subjective managerial ratings as the most common measure to determine merit pay (rynes, gerhart, and parks 2005). Merit pay is a program that determines differing reward amounts according to the employee's performance level (heneman 2005; milkovich and newman 1993). Pay-for- performance programs are in place in many organizations, but only few organizations specify the goals of their performance management system, evaluate whether or not the goals are achieved, or align the goals to the organization's strategic plans.

Measuring people behaviour and performance

"people behave as they are measured," and one form of measurement used by many organizations is the peer review (leboeuf, 1985, p. 10). Peer reviews are an excellent way to obtain information about individual performance in relation to the objectives of their team, the business unit, and the organization. The information that is gathered on the peer assessment comes from the co-corkers, so it is provided by the individuals with the closest and most frequent interactions with the person being reviewed. Normally, employees are allowed to choose a group from their peers to complete the peer review forms. These forms are then given to a team leader, facilitator, or manager so that he or she can interpret the data and provide valuable feedback to the employee. It is important that the teams and individuals be allowed to help formulate and conduct the review. In fact, "team involvement in the performance assessment process is regarded as one of the highest levels of responsibility to which a team can aspire" (wellins, byham, & wilson, 1991, 9. 147). By allocating this responsibility to the team and its individuals, it shows confidence in their abilities, and provides a feeling of ownership in the organization both of which can be extremely reinforcing for the employees. However, it is important for the team to be ready to implement this type of measurement system.

Pay and performance relationship

To secure a successful pay-for performance initiative, adopting a focal performance review date and an increased emphasis on goal alignment may also be important components when considering the complete performance management system. Many companies have moved or are moving to a focal or single point review (spr), where all employees are evaluated once a year at the same time, as opposed to completing performance evaluations on individual anniversary dates. The spr places the appraisal system in line with the company's budget and business plans and allows employee performance and contributions to be more closely measured against company objectives (joinson 2001). Furthermore, a review immediately preceding or given more closely to the merit distribution can strengthen the perceived relationship between performance and pay for the employee.

Team and performance connectivity

According to tuckman and jensen, it is important for a team to have reached a relatively high level of maturity before attempting to introduce a peer review system into the environment (tuckman & jensen, 1977, p. 17). Mature teams have a tendency to be more dedicated to enhancing team performance. As the team matures, it develops a level of confidence, knowledge, and camaraderie that will benefit the review process. Instituting the peer review will add to this level of confidence by giving the team members the opportunity to evaluate their own performance, both within the unit, and toward the goal of the whole organization.

Supervisors and managers are employed to manage the performance (effectiveness and efficiency) of an organization (business, service agency, etc.) And the people (employees, staff, etc.) Who make up the human resources of the organization. Unfortunately, much of research conducted during the 1990s indicates they are not doing a very good job of it. For example: 70% say managers do not provide clear goals and directions, 55% say their managers are poor or average in providing direction, 70% say performance expectations are not clearly defined, 70% have never had meaningful performance discussion with their manager, 65% say the most important information needed concerns ways to improve performance, 80% say their supervisor does not follow up on the review, 71% of professionals believe their company's system for evaluating performance is not fair, 52% say poor performance is tolerated too long, 80% do not see a relationship between good work and rewards, 98% believe pay should reflect performance and only 48% believe their company's pay system does, 70% want more recognition of their efforts and 70% of professionals believe their pay is not tied to performance. In performance management terms, managing performance can and should occur at any juncture in the performance management process and encompasses the following: observing, monitoring and documenting work performance, problem-solving and providing ongoing feedback.

Foundations for performance management

Organizations should use a performance management system for the following three purposes: 1) for legal reasons, to document employee performance; 2) for internal
Planning and to support merit pay increases; and 3) "to encourage a series of private one- on-one meetings between each subordinate and his/her supervisor to assure mutual agreement on what the subordinate should be doing and how well he/she was doing it." 1 other experts articulate the final purpose somewhat differently and in greater detail: for goal setting, to motivate employees, and to "facilitate discussions concerning employee growth and development."2 additionally, some experts advocate the use of "360" appraisal processes to facilitate subordinate appraisal of their supervisor's work.3 different sources emphasize different aspects of those purposes, but for the most part, they strongly encourage organizations to make all employees aware of the reasons for engaging in the performance management process. In fact, research suggests that a widely shared perception of the purpose and process of the performance management system is as important as having a technically appropriate system. And benefits should not only be understood in terms of the organization, but also how individuals -- both subordinates and supervisors -- benefit from the performance management system and how each participates in the system. Without this across the broad understanding, managers and subordinates tend to disagree about what constitutes an effective appraisal. Research suggests that when both supervisors and subordinates have a shared understanding of performance management purposes and process, their shared acceptance of the appraisal increases.

A performance management system is a powerful tool for businesses looking to ensure that they are providing their entire team with the support and training they need while also ensuring they are getting the maximum effort in return. A performance management system monitors the performance of a team, as well as their training and development activities. Employees can be given training programs specifically designed to help them grow in the areas they need growth in which in turn will lead to higher productivity and team loyalty. The competition in the business world is fierce – not only competition for clients, but also competition for talent. In order to gain and maintain the best possible team, businesses must invest in the training and development of their entire organization. Integrating training and a performance management system is a highly efficient way for
Any organization to monitor progress and make strategic decisions regarding staff and resources.

Performance management and workplace diversity

While measuring the performance of the personnel, data received from different channels are used. In a study to learn what these channels might be, the following channels have been established in the performance evaluation systems: a diverse workforce brings additional challenges to the performance management process. If we agree that a major facet of performance management involves effective interpersonal communication, then we also need to consider cross-cultural communication issues. This means that supervisors need to be cognizant of the role played by cultural and historical backgrounds while in the performance appraisal interview. In both the giving and the receiving of feedback, cultural and historical backgrounds may play a large role in how employees make meaning out of the performance management process.18 in their book managing diversity (1993), lee gardenswartz and anita rowe claim that performance appraisals most likely come out of a distinct american culture, with an emphasis on logical and linear thinking and task accomplishment. Performance appraisals also "presuppose an acceptance of the american cultural notion that performance is separate from the person ." Because these
Basic foundations of performance management are not uniformly held across different cultures, gardenswartz and rowe argue that a "culture-free" performance appraisal may be an impossible task. Supervisors should be aware of their own cultural and historical backgrounds and how their own biases may come into play during a performance appraisal.

A typical performance evaluation system

While forming an evaluation system, the criteria selected should meet seven qualifications (vassallo, 2004:277): validity: criteria should be appropriate for the project and aligned with the objectives and goals. Directness: criteria should be stated as clearly as possible. Objectivity: criteria should be measurable. Adequacy: criteria should sufficiently measure the outcome. Quantitativeness: criteria should be quantitative whenever possible. Practicality: criteria should be obtainable cost efficiently and reliability: criteria should be designed to enable replicable results. 1. Clarifying job responsibilities and expectations.
2. Enhancing individual and group productivity.
3. Developing employee capabilities to their fullest extent through effective feedback and coaching.
4. Driving behavior to align with the organization's core values, goals and strategy.
5. Providing a basis for making operational human capital decisions

The conventional definition of management is getting work done through people, but real management is developing people through work- agha hasan abedi

Organizations that successfully implement performance management solutions will have a competitive advantage; enterprises plan to implement performance management. Performance management is not a new concept. The need to align management with strategic direction and the inability of lagging indicators such as financial metrics to understand organizational performance has been understood and embraced for more than a decade. However, in the 1990.s most organizations were not ready for performance management. Many were panicked about y2k, the dot com era did not always reward organizations for focusing on strategic direction in the short term, most mba students studying strategy were not in management positions yet, and technology solutions did not support performance management. Additionally, systems such as data warehouses, crm and erp provided detailed analysis of past performance and operational data, but did not necessarily tie into strategic direction. In fact, these systems failed to provide insight into organizational strategy and were extremely disappointing to executives.

High performance management [hpm] and organisational performance

Performance measurement involves collecting data in a systematic and objective manner to determine the efficiency and effectiveness of service delivery and program objectives. Performance management is the application of such data into an integrated management system that informs resource allocation and decision making to move an organization toward the achievement of strategic objectives. Performance management concepts are

Also being applied to nongovernmental organizations and others interested in establishing a culture of continuous improvement. Performance management is the integrated process by which an agency involves its employees in improving organizational effectiveness in the accomplishment of agency mission and strategic goals. Performance management consists of: performance planning, monitoring employee performance, employee development, evaluating employee performance, and recognition.

Performance based management model involves the following:

The steps in performance based management:

1. Identify the people to be served and problems and needs to be addressed.

2. Identify the community or organizational outcomes to be achieved.

3. Identify the program level outputs that can be directly related to the community or organizational outcomes.
4. Define the program activities likely to produce each desired program outcome.

5. Acquire, allocate and manage resources to accomplish critical agency activities.

6. Monitor key agency, client and organizational performance indicators.

7. Evaluate client outcomes and measure program impact on those outcomes.

Strategic role of human resources

The hr best practice link to performance management suggests that there must be strong alignment between individual employee activity, departmental objectives and strategic corporate goals, and we see strategic goal management quickly becoming a key element associated with an organization’s performance management effort. Companies are recognizing the need to align the employee’s day-to-day activities with desired strategic outcomes, but need practical tools to help develop, monitor and measure their success around goals. Enterprise performance management systems that feature goal setting, tracking and management and, ideally, that include a cascading goal function providing a clear line of sight up and down the organization hierarchy to ensure proper alignment of activities and initiatives will be the most sought after. The utilization of employee performance data is becoming a major component of an organization's strategic business planning.

Hr indicatiors and organiztional performance

The collection and analysis of key performance metrics are precursors to bringing to fruition a concept like human capital management, and these activities are raising the profile of the hr professional in the organization and getting them "a seat at the table." There is universal understanding and use of metrics to measure effectiveness in other areas of the business (response rates, cost ratios, uptime, close rates, etc.) And we see universal metrics being developed and used to measure employee effectiveness as well over the next three to five years. Performance management systems will be expected to address this emerging need by collecting relevant data in the system, providing access to that data and supporting the analysis of that data through reporting, database export and a consulting service that can assist customers in putting the pieces together.

Conclusion

So performance management is about establishing a culture in which individuals and groups take responsibility for the continuous improvement of business processes and of their own skills, behaviour and contributions. It is about sharing expectations. Managers can clarify what they expect individual and teams to do; likewise individuals and teams can communicate their expectations of how they should be managed and what they need to do their jobs. It follows that performance management is about interrelationships and about improving the quality of relationships - between managers and individuals, between managers and teams, between members of teams and so on, and is therefore a joint process. It is also about planning - defining expectations expressed as objectives and in business plans - and about measurement; the old dictum is 'if you can't measure it, you can't manage it'. It should apply to all employees, not just managers, and to teams as much as individuals. It is a continuous process, not a one-off event. Last but not least, it is holistic and should pervade every aspect of running an organisation

For enterprises aspiring to motivate and align the activities of the organization with a defined set of goals, the performance management paradigm provides a useful framework. It allows for identifying, articulating, measuring, and monitoring the behaviors that lead to success. Technology solutions for implementing performance management initiatives can immeasurably assist in this process by providing broad and rapid deployment, consistent and accurate information, and sophisticated analytics that provide greater value to users and the organization. While the theoretical underpinnings of a performance management initiative are well understood, there are important differentiators between products that can significantly affect the usefulness of a product in a production environment. Understanding your own requirements is critical to a rapid and successful implementation.

Performance management is one of the most popular management concepts today — and for good reason. Implemented properly, performance management has the potential to radically improve business performance. Implemented poorly, it can be a doubt-filled debacle that can steer the corporation down a dead-end path.

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CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM SECTOR

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Abstract: india is one of the most favorable tourist destinations with rich culture and heritage. Improvements in road and rail infrastructure have made it much convenient for tourists to travel to different parts of the country. Tourism contributes 6.63 percent of the gdp and provides 8.89 percent of total employment of the country. Fears of an economic slowdown have had no impact on the tourism sector in india which remains a high spending destination for foreign travelers. To promote tourism in the country and serve people with various offerings, indian tourism operators are following various strategies. It may be with various hotels and resorts or attractive tour packages at economy prices. Tied up with many allied agencies for promoting crm in the tourism sector in the country new tourism policy was launched to serve customers with add-on benefits. The objective is to serve the people with high level of comfort and safety. Such big revenue generator is duly supported by success strategies like crm. The present paper examines the tastes and preferences of tourists of different age groups and their perception towards the facilities offered to them. It also made an attempt to study the successful crm strategies of the tour operators and how far they are successful in meeting the customer expectations.

Keywords: crm; indian tourism operators; successful crm strategies

1. Introduction

Customer relationship management (crm) refers to business strategy aimed at gaining long-term competitive advantage by delivering customer value and extracting business value simultaneously. Crm becomes necessary to study the dynamic business environment. Since customer spending on leisure purpose has increased, the service industry has also responded favorably. The aim of crm is to gain a win-win equation for all. Factors like service quality, delivery, responsiveness, reliability, accessibility and empathy together constitute crm practices. This is considered as the benchmark of success of an enterprise. Crm is a multifaceted process, mediated by a set of information technologies that focuses on creating two-way exchange with customers so that organizations have an intimate knowledge of their needs, wants and buying patterns. It is a process used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. It is the philosophy, policy and coordinating strategy connecting different players within an organization for the purpose of coordinating their efforts in creating an overall valuable series of experiences, products and services for the customer.

1. 1. Review of literature: gummer son (1996) found that the application of relationship marketing in service sector is of great importance. Service users hold good image of the organization if it provides effective crm services. Poor relationship marketing caused discontinuation of services by many customers. Jain, et. Al. (2004), parasuraman, et. Al. (2007) and ward t and dagger, t. S (2007) studied about determinants of crm effectiveness. They used in-depth interviews focused on behavioural dimensions of relationships. It was found that crm emerged as a core business process for maintaining and enhancing the competitive edge in modern business affairs. It is the crm that becomes the deciding factor while selection of services. Gaur and waheed (2003) studied the factors influencing usage of interactive technologies in service business to determine the implications. The research was conducted on selected hospitality and travel services in mumbai. They concluded that service sector businesses emphasize the use of interactive technologies to build and maintain relations with the customers in long run. Jain and gupta (2004) determined the magnitude of customer defined service quality gaps. They studied on two major quality measurement scales: service quality and service performance. In terms of service quality parameters, they found that the customers gave utmost importance to expectations followed by perceptions and importance rating. Pathak and modi (2004) studied quality of services provided by the companies in india with respect to issues and challenges. When service quality is measured on various parameters in, all the parameters are equally given weightage by the customers. The study was conducted on customers of hospitality services, tourism services and insurance services in a metro city. Jain and jain (2006) delved into crm practices of hotels in central india to measure the effectiveness against factors like: value proposition, recognition, customer orientation, reliability, relationship orientation, credibility, customization, personalization and gestures. Customers gave first rank to value proposition and last rank to personalization. Vijayadurai (2008) identified service quality factors in hospitality industry. The significantly influencing perception of service quality factors on the customers' satisfaction and their behavioural intention are service delivery, reliability, assurance and responsiveness.

1. 2. Objectives: most of the research work indicates that customer demands are increasing in terms of service quality and other parameters. The study was motivated to know the strategies that are followed by the tour operators to maintain effective customer relationship to withstand the competition.

2. Materials and methods

The data includes both primary and secondary, primary data was collected from the tourists who plan to move to several destinations during their holidays. The secondary data was regarding the facilities that are provided by several tour operators collected from several websites and brochures. Primary data was collected from 100 tourists (73 male and 27 female; 45 percent have age group of 25-45, 30 percent have 45-55 and 25 percent have 55-65).

3. Results and discussion

3.1. Findings:

I.most of the respondents in the age group of 25-35 preferred the new trends in their travel plans

Ii. They are also ready to spend money to the nearby asian countries like malaysia, singapore, maldives and some to cities like london.

Iii.the respondents also expressed a strong liking for the operators who provide accommodation, local site seeing, food arrangements, etc under one umbrella.

Iv.majority of the respondents below 45 years expressed interest towards new destinations. On the other hand people above 50 years were willing towards pilgrimage.

V. Most of them agreed that technology like online reservations, virtual tours, online payments made their planning very easy and convenient.

Vi.the new trends that are expected from the tourists were

- domestic tourism
- heritage tourism
- adventure tourism
- international tourism
- agri-tourism
- rural tourism.
- eco tourism

3.2. Tourism backed by technology:

I.online reservations for various tour itenries

Ii.increased number of qualitative tour operators

Iii.tailor made packages for each and every need of the tourists

Iv.international tourism packages at the doorstep

V.all services under one roof right from receiving to the return journey.

3.3. Crm strategies followed in the tourism sector:

I.customizing tourist products,

Ii.personalizing services and supporting mobile services

Iii.sharing tourism information and operational data

Iv.offering tailor made products and supporting user-generated content.

V. E- tourism in advanced countries, e – tourism concept was applied and put in practice in last decade. However e – tourism is still in growing phase with advance technology’s application.

3.4. Customer relationship management: crm based system enables service provider to provide knowledge, value and efficient service to its clients. Crm enables service provider to build up a life time relationship by providing on time solutions. Especially tourism industry needs excellent crm solutions to assist visitors or clients before flying on tour, during tour and always after tour services. Crm solutions can be provided to a visitor through web, email, call center, kiosks and traveling information offices anytime and anywhere.

Many tour operators are associated with local travel agents and other allied agencies to provide a common platform to tourists. Apart from this they also maintain personalized communication with their customers. They also help the customer s to plan and select the travel plans at the economy and budgetary levels. Almost all the players like itdc from the government sector, southern travels;

yatra.com, etc have their own websites reachable to the customers. They also have their branch offices at most of the cities in india for convenience of their customers. Some of these service providers even maintain an excellent tradition of sending seasonal wishes and newsletters to their customers thus maintaining a good rapport with them.

Near the major tourist spots, unorganized system of tourism service providers who link up a large number of customers to their favorite tourist spots.

4. Conclusion

The dynamic nature of customer preferences is a great challenge for the tourism sector the changing political and socio economic conditions also show an impact on the flow of international tourists. To win in this situation effective crm is to be maintained. This can be achieved with continuous study of the customer preferences and efficient strategies to meet their expectations.

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CUSTOMER RETENTION STRATEGIES: KEY SUCCESS FACTORS

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Customer retention strategies: key success factors

Introduction

Every man knows more than you about something. If you don't learn from him, it is your loss not his. Lonnie w. Adams, my father (1921-1980).

It is six or seven times more costly to acquire a new customer as it is to retain an existing customer. Further, a 5% increase in customer retention can boost profits by 25%

-95% (bain & co. Study, harvard business review). However, many sales executives continue to concentrate on landing new sales and ignore servicing current clients. Regardless of whether or not the purchase is ongoing (such as broadband internet) or a one-time deal (e.g., the purchase of a cable modem or a cell phone), to ensure that customers remain happy, spread positive word-of-mouth and are open to up-selling opportunities, the provider must continually educate and encourage their clientele to use the product or service to its full capacity.

Why customer retention is so important?

Good customer retention is vital to any organization because a slight reduction (5%) in the customer defection rate has a disproportionately positive effect on profitability (depending on the cost of acquisition, ranging between 25 and 80%!). Companies with high retention also grow faster. However, customers can only be retained if they are loyal and motivated to resist competition. When customers are merely satisfied with the service they receive they may still "walk".

The purpose of a business is to create and keep a customer. If a business successfully creates and keeps customers in a cost-effective way, it will make a profit while continuing to survive and thrive. If, for any reason, a business fails to attract or sustain a sufficient number of customers, it will experience losses. Too many losses will lead to the demise of the enterprise. According to dun and bradstreet, the single, most important reason for the failure of businesses lack of sales. And, of course, this refers to resales as well as initial sales. So your company's job is to create and keep a customer, and our job is exactly the same. In today's competitive business world and challenging economy, retaining your customer base is critical to your success. If you don't give your customers some good reasons to stay, your competitors will give them a reason to leave. Customer retention and satisfaction drive profits. It's far less expensive to cultivate your existing customer base and sell more services to them than it is to seek new, single- transaction customers. Most surveys across industries show that keeping one existing customer is five to seven times more profitable than attracting one new one.

Literature review

Customer satisfaction has traditionally been regarded as a fundamental determinant of long-term consumer behaviour (oliver, 1980; yi, 1990). The more satisfied customers are, the greater is their retention (anderson and sullivan, 1993; fornell, 1992). Satisfied customers are more positive towards the organisation and therefore are more committed and likely to be the loyal customers. Retaining customer is good for a firm's economic health (david et al, 1995). However, it is now known that mere satisfaction does not ensure continued service patronage (ranaweera and neely, 2003). While satisfaction may be one important driver, trust and switching barriers are also likely to influence retention, both independently and in tandem (ranaweera and prabhu, 2003). Furthermore, ranaweera and neely (2003) have stressed that emotional response such as inertia and indifference may also have an impact on retention. The tangible effects of company's commitment to retaining customers were first published by dawkins and reichheld (1990) who claim that higher retention rate leads to higher net present value of customers (customer life time value). Another study by reichheld and sasser (1990) has quantified the significance of customer retention. They found that profits in service industries, including credit card companies, increased in direct proportion to the length of a customer's relationship (joan, 1993) they noted at mbna, a 5% improvement in customer retention increased average customer value by 125%. Weinstein & johnson (1999) recommend that at least 75% of an organisations marketing budget be spent on customer retention strategy and strengthening these relationship. In the past, the term customer retention and customer loyalty have been used to describe the same phenomenon (see zeithaml et al, 1996;

reichheld and sasser, 1990), but recent literature has conceptualized customer retention as a multi-dimensional construct consisting of both behavioural and effective dimension (ranaweera and prabhu, 2003). In service marketing literature, the way customers are retained is to improve customer service quality and satisfaction (berry and parasuraman, 1991; zeithaml & bitner, 1996; david et al,1995). Service quality is widely seen as a key antecedent to successful customer relationships (ennew and binks, 2001). During the early stages of service quality research, it was common to measure perceptions of service quality as proxy measures of customer satisfaction (ranaweera and andy, 2003). Now it is more common to view service quality as an antecedent of customer satisfaction (e.g. Cronin et al 2000). In a related study, ranaweera and prabhu (2003) have adopted a holistic approach to examine the combined effects of satisfaction, trust and switching barriers in a continuous purchasing setting (i.e. Fixed line telephone users). Their empirical study based on large scale postal survey of telephone users in uk found that customer satisfaction and trust have strong positive effects on customer retention although the effect of trust on retention is weaker than that of satisfaction. Results also indicated that switching barriers have both a significant positive effect on customer retention. By reviewing existing literature and combining satisfaction, trust and switching barriers they have developed a framework to customer retention and formulated six hypotheses. The model based on two distinctive features: a) it examine the effect of satisfaction, trust and switching barriers on customer retention and b) interaction effects on retention between satisfaction and trust, satisfaction and switching barriers. Their findings support the previous research that established a positive effect of satisfaction on retention. Also it found a positive effect of trust on retention, but trust to be a weaker predictor of retention than satisfaction. Therefore, from their study it is clear that satisfaction is the main driver of retention not trust as direct determinant. But if trust is absent, satisfaction will have less impact on retention. Another holistic model of customer retention developed by ranaweera and neely (2003) by incorporating service quality perceptions, price perception, customer indifference and inertia. Their finding supports the hypothesis that perception of service quality has direct linear relationships with customer retention even in mass services with low customer contract. The results also showed that price perceptions and indifference moderated the relationship between service quality perceptions and customer retention. But there is hardly any evidence to support the hypothesis for inertia. Inertia was found not to have a significant linear relationship with retention. Iub zeithaml, berry and parasuraman (1996) offer a conceptual model of the impact of service quality on particular behaviours that signal whether customers remain with or defect from a company. Four companies that provide services to end users and business customers sponsored this empirical study. Customers' lists were generated by companies own customer database randomly and a total of 12,470 questionnaires were mailed. The model explains that superior service quality leads to favourable behavioural intentions that lead to stronger customer relationship with company. Thus brings financial rewards, increased customer spending, generate customer referrals and price premium. On the other hand, inferior customer service quality leads to unfavourable behavioural intention that leads to weekend customer relationship with company and consequently leads to customer defection from the company. Thus brings financial consequences: decreased spending, lost customers, cost to attract new customers. In this empirical study, zeithaml, berry and parasuraman (1996) developed two hypotheses. The first hypothesis is based on relationship between service quality and behavioural intention. While the second hypothesis examines the relationship between the degree of behavioural intention and customer experiencing service problems (no problems) that are solved (not solved). The findings support this hypothesis and concluded that there is positive relationship between service quality and customer loyalty. Furthermore, the study supports the second hypothesis that when customers are not experiencing any service problems they have highest levels of loyalty intentions andweakest switch intentions. Lowest levels of loyalty when particulars services problems are not resolved and vis-a vis. Thus behavioural intentions are very important to understand whether customers will remain or defect from a company according to zeithaml, berry and parasuraman, 1996). These behavioural intentions will be influenced by service quality. Service quality can increase customer loyalty, retention and improved business performance (ennew and binks, 1996). An empirical study conducted by ennew and binks (1996) using evidence from the uk banking sector and its small business customers found that there is a positive impact of service quality on customer loyalty and retention. Reichheld suggests those personal relationships between sales persons and customers contribute to customer retention (1993). This personal interaction develops social bonds that help hold a relationship together (wilson et al, 1995). They further stresses that customer retention in business markets is more complex than customer satisfaction and social bonds. Thus, trust has a major impact on retention (wilson, et al, 1995). Although they cited that trust is important in both consumer and business markets but its is operational in the consumer markets. Customer retention is more complex (see wilson et al, 1995). Although most of the marketing literature indicates a linear relationship between customer satisfaction, service quality and customer retention (ennew and binks, 1996; zeithaml, berry and parasuraman, 1996; ranaweera and neely 2003; ranaweera and prabhu 2003; berry and parasuraman, 1997). However, the satisfaction and customer retention linkage is not as simple (patterson 2004). Sharma and patterson (2000) have noted that the connection between customer satisfaction and customer retention is reliant, to some extent, upon other factors such as the degree of competition, switching barriers, proprietary technology and even the characteristics of individual consumers. Nevertheless, reichheld and sasser (1990) pointed out that by lowering company's defection rate it can enhance the relationship with its customers and profits would climb steeply.

Relationship marketing

Relationship marketing is one of the best contemporary marketing strategies for all companies' irrespective sizes, types or location. To satisfy customer needs and wants superior product, superior customer service and organisational images are not enough rather trust, commitment, mutuality and long-term relationship with customer is paramount. The rationale behind relationship marketing is to create, maintain and enhance relationship with various stakeholders to sustain in competitive environment and get competitive advantage. For example, by sustaining relationship with profitable customers and reducing customer defection by 5 percent, a company can increase future profit by as much as 30-90 percent (belch & belch, 1998). Webster (1992) concluded that ensuring the survival of firms in the face of turbulent market conditions usually demands that organisations learn how to exploit specialist knowledge as a basis for building stronger relationships with customers. In the business environment emerging today with a growing number of cluttered markets and relationship marketing is becoming necessary for organisational survival (gronroos, 1996). Marketing is to identify, anticipate and satisfy customer's needs and most of the traditional marketing approaches are used to build awareness about company's offerings and attract more customers. However, the true purpose of marketing is to build and maintain strong relationships between the company and the customers (kandampully). Developing and maintaining satisfactory customer relationships can help to reduce perceived risk, reduce transaction costs, increase customer loyalty and customer retention and thus impact on organisational performance. For buyer – seller relationship it is very important and widely accepted that a company should have customer orientation rather than sales orientation (gronroos, 1995). There are number of studies have demonstrated that seller relationship with customers can help to create loyalty and retention (see hunt, 1997; mattesson, 1997; morgan & hunt, 1994; reichheld & sasser, 1990; rust & zahorik, 1993). Literature in relationship marketing has identified numerous factors those are associated with buyers-sellers relationships, such as trust, commitment, customer value, and satisfaction. Relationship marketing can be defined as all of the activities an organisation can use to build, maintain and develop customer relation (lancaster et al, 2001). It has got so much attention in recent year as one of the very important value creation method between buyer and seller through the exchange process. Such value is paramount in maximising both parties' satisfaction. But it is also important to understand that to create such value relationship marketing requires a building of trust between the company and its customers. The main objectives of relationship marketing are to build customer loyalty, thereby leading to customer retention (lancaster et al, 2001).

According to berry (1983) ``relationship marketing is a strategy to attract, maintain, and enhance customer relationship``, which is fully supported by berry and parasuraman (1991) and defined as ``relationship marketing concerns attracting, developing and retaining customer relationship``. Now we can see relationship marketing not only enhances customer relationship but retain that relationship, which indicate a long-term phenomenon. The focal point here is `retention` of relationship. Morgan and hunt (1998),

``relationship marketing refers to all marketing activities directed towards establishing, developing and maintaining successful relational exchanges``. However, gronroos (1994) stated

``relationship marketing (rm) is to identify and establish, maintain, enhance, and when necessary terminate relationship with customers and other stakeholders, at a profit, so that the objectives of all parties involved are met, and that this is done by a mutual exchange and fulfilment of promises``. Nevertheless, gummesson (1995) seen relationship marketing as ``relationships, network and interaction``, prior to 1990s most of the european marketing scholars have focused network marketing as one of the effective means to increase organisational profit. Although both concepts roots are same as building relationship between sellers and buyers but do not overlap and interact (mattesson, 1997). Sheth and parvatiyar (1995) viewed relationship marketing is an

``attempts to involve and integrate customers, suppliers and other infrastructural patterns into a firms developmental and marketing activities``.

Getting loyal customers

Delighted and loyal customers will return for follow-on business without considering alternatives of comparing the competition. Though, there is a number of factors that influence customers' decisions to remain loyal, true loyalty is based on your company's continuous delivery of superior value. Customer loyalty is a major contributor to sustainable profit growth - "and to win customer loyalty, the business must first satisfy the customer repeatedly."... More

Customer retention management

In war there is no substitute for victory. Douglas mac arthur customer retention management relies on the combination of the following:

•high satisfaction with product performance and customer service.

•high intention to continue to do business with you.

•high willingness to recommend you to others.

•there are two components of customer retention. Both need to be pursued. Customer satisfaction. Systematic and proactive customer relationship management.

For customer satisfaction to be high, promises and expectations must be met. This involves the organization's ability to understand customer expectations and to do it right the first time (dirtf). The ability to deal with problems as they arise is a key ingredient to success. Also, the organization needs to consider complaints as a gift! Why?

•customers who have an issue dealt with to their satisfaction have a 95% likelihood of repurchasing and telling 5 people about their experience; if they don't complain (as 96% of people do) they will tell at least 10 other people.

•the occurrence of problems can cause a 15-to-30-point drop in high-satisfaction responses and in loyalty indicators. This puts revenue at risk to the tune of 11%.

So, some techniques to maintain and improve satisfaction must be considered. An effective complaint handling system is an excellent defensive tool. Ongoing surveys to measure customer satisfaction and loyalty, and capture the voice of the customer are also essential. The biggest problem, however, is companies that do not manage the customer contact experience with sufficient detail. Customer retention is not only a cost effective and profitable strategy, but in today's business world it's necessary. This is especially true when you remember that 80% of your sales come from 20% of your customer and clients. With these statistics i am wondering why most marketing and sales campaigns are designed for the new customer. Good customer retention is vital to any organization because a slight reduction (5%) in the customer defection rate has a disproportionately positive effect on profitability (depending on the cost of acquisition, ranging between 25 and 80%!). Companies with high retention also grow faster. However, customers can only be retained if they are loyal and motivated to resist competition. When customers are merely satisfied with the service they receive they may still "walk". Your customer retention management relies on the combination of the following:

•high satisfaction with product performance and customer service.

•high intention to continue to do business with you.

•high willingness to recommend you to others.

(high means the top-box score [typically of a five-point scale] in quantitative measurements) there are two components of customer retention. Both need to be pursued.

•customer satisfaction.

•systematic and proactive customer relationship management.

Top reasons for low customer retention rates tend to include:

•service issues (bad or confusing)

•pricing issues (too expensive or confusing)

•better offer from competition

•location changes, or

•product or service no longer needed.

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Customer retention

Why companies lose customers customer turned away by an attitude of indifference on part of service provider 68%

Customer dissatisfied with product 14%

Customer lured by competition 9%

Customer influenced by friends 5%

Customer moves away 3%

Customer dies 1%

Source of data: american society for quality

The reality is a small business, whether retail or service, can have the advantage over big business, if they can understand one logical concept: small businesses have the upper hand in capturing their market share through true customer retention and positive customer experience initiatives. Increasing competition is forcing all businesses, but especially global enterprises, to pay far more attention to how well they are satisfying their customers. Customer feedback can help identify at-risk customers, employees and partners before they are lost. This can increase customer retention, loyalty, revenue, and profits. They can also provide valuable insights into new products or services your customers want, putting you ahead of the competition. Equally important, customer feedback indicates what is most important to customers, so that the enterprise can focus on meeting customers' needs in those areas.

•annual and targeted customer retention rates

•weighted customer retention rates - accounts for usage differences

•segmented retention indicators - subgroup analysis based on geographic, demographic, lifestyle, product preferences, etc.

•share-of-customer

•customer lifetime value (cltv)

•recency, frequency, and monetary value (rfm)

Satisfied customers always

You don't live in a world all alone. Your brothers are here too.- albert schweitzer (1875- 1965)

- are less price sensitive
- cost less to serve than new customers
- offer service ideas to the organization
- pay less attention to the competition
- stay loyal longer
- talk favorably about the organization

Consumer satisfaction research in marketing

Consumer satisfaction has been a popular topic in marketing since cardozo (1965), and the associated literature can be divided into three broad topics: the first explores the relationship between consumer expectations and appraisals of performance (e.g., anderson 1973; cardozo 1965); the second determines the antecedents of satisfaction (e.g., oliver 1977, 1980; tse and wilton 1988); and the third and most recent

Category evaluates the consequences of consumer satisfaction for purchase decisions, sales, and firm profitability (e.g., anderson, fornell, and lehmann 1994; fornell 1992; labarbera and mazursky 1983). Research relating these and other constructs is now explored. The three r's in business are: retention, revenue and referrals! Customers are your business and customers are the highest resource for revenue and more customers. In everything one must consider the end. Jean de lafontaine (1621-1695)

Proven steps to success

So how can a business ensure a positive customer experience?

1.offer only proven & quality services and/or products

2.demonstrate customer appreciation

3.provide responsive and pro-active customer service

4.give instruction on how to get the most use from products and/or service

5.share testimonials from customers with other customers and potential customers

6.educate the customer about the industry or market and about the value of the business

7.invite customer's opinion and feedback on products and/or services

Thus, understand your customers + develop effective strategies + implement your plan + measure your performance = success a few value-add strategies membership cards and programs that entitle your customers to special offers, discounts, or preferential treatment.

•welcome, acknowledgement, sales recognition, thank you statements.

•after sales satisfaction and complaint inquiries and surveys.

•event oriented communications in which the customer is genuinely interested.

•enhanced and empowered customer, after sales, and technical support.

The customer is never wrong. Ce'sar ritz (1850-1918)

Summary

Here's the basic philosophy of a retention-oriented marketer:

1.past and current customer behavior is the best predictor of future customer behavior

2.active customers are happy (retained) customers; and they like to "win

3.retention marketing is all about: action – reaction – feedback – repeat.

4.retention marketing requires allocating marketing resources.

Conclusions

"a good experience is based on strong relationships between dialogue, satisfaction and these drive customer retention". In simple terms, customer retention is all about the customer and the customer's experience. Without long term buyer-seller relationship it is difficult to create customer retention. The fundamental point is that a retained customer will, inevitably (and free of charge), generate further custom. Retention is nothing more than delivering the right customer experience. It's simple when delivered with commitment to the customer. Do what comes naturally with passion and conviction along with a little common sense-and watch your business grow!

Retention marketing is all about: action – reaction – feedback – repeat.the customer retention process begins with the first contact…before they are even a customer. Le client n'a jamais tort.

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WORK-LIFE BALANCE OF ORGANIZATIONAL EMPLOYEES STRESS IMPACT, STRESS MANAGEMENT, AND REMEDIAL MEASURES

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ABSTRACT

most of them experience pressure daily and need it to motivate them and perform at their best – ask any athlete or actor. Relaxation is considered the brain tonic for a tensed and stressed mind. By practicing relaxation regularly, we recharge our minds. The study reveals stress-related issues and problems in the work environment, optimizing human energy resources, managing energy sources, and providing remedial measures for recovering stress problems during the work environment. Work was carried out with secondary data by referring to various articles and other references for suitability of the problem of the study—the main components covered with job stress, relaxation techniques, and their impact on the job working environment. The conclusion of the study reveals that employee stress identification and reduced by practicing relaxation techniques in the working environment. The study identified various contributions relevant to the stress impact and problems.

Keywords: work environment, work stress, relaxation technique, stress impact, organizational employees, stress management, work-life balance.

Introduction

Most of them experience pressure daily and need it to motivate them and perform at their best ask any athlete or actor. Moreover, if we experience too much pressure without the opportunity to recover, we feel unable to cope, and stress is the result. Stress is a reaction to excessive forces or other demands placed upon them.

Relaxation is considered the brain tonic for a tensed and stressed mind. By practicing relaxation regularly, we recharge our minds. When we do not relax for a long time, our body develops a state in which we feel uneasiness, frustration, and depression. We are completely exhausted at this stage and cannot do or think of anything. The relaxation response occurs when the body is no longer in perceived danger, and the autonomic nervous system returns to normal. During this situation, the body carries from a state of physiological arousal, including increased heart rate and blood pressure, reduced digestive functioning, decreased blood flow to the extremities, and increased release of hormones like adrenalin, other responses preparing the body to fight.

Objectives:

•to understand the stress-related issues and problems in the work environment.

•to optimize human energy resources and manage to use of energy sources.

•to provide remedial measures for recovering stress problems during the work environment.

People are looking more and more to technology rather than drugs to assist them with "real" answers to solve these critical problems. Relaxation techniques are a way to help our quest for stress management. Relaxation is not about only peace of mind or enjoying a hobby. Relaxation is a unique process that decreases the wear and tear of life's challenges on the mind and body. If got it under control, the stress in life can gain from learning relaxation methods. Learning basic relaxation techniques is not hard. Explore these simple relaxation methods to start de-stressing life and improving health.

The 21st century and fast-paced society

We live the way and offer countless opportunities for advancement and growth in every facet of life. The 21st century has embarked on new, innovative technologies that have spawned tremendous increases in the quality of lifestyle. In the past few hundred years, advances in medicine, technology, science, and communication have revolutionized life as we know it. The average life expectancy has doubled once fatal and incurable illnesses have been, and our ability to rest the world is only a point and a click away. We live the technologies such as computers, televisions, telephones, and cars that have made life easier and more convenient. Times of tremendous growth and prosperity also needs that grow and adapt to them. On some occasions, it is not easy to keep up with such a fast-paced and ever-changing society, so learning and utilizing skills is required. Skills will help increase control of life, but they will also help gain the extra merits needed to make it in today's global environment.

Why is relaxation so important?

In the last few years, data has been collected on many factors relating to relaxation, such as specific causes of different methods of relaxation; individual differences in response to treatment. The following sections review the empirical research on relaxation procedures and provide the building blocks necessary to achieve the relaxation response.

Anderson, v.l et al. (1999) meditation has been explained to be a proactive, effective strategy that can help the individual teacher better cope with the work environment while mediating the stress perceived in the experience of teaching. School psychologists need to support teachers in coping with their occupational stress: doing so will ultimately improve the quality of education for children.

Bickford, m. (2005) this report intends to educate on the damaging effects of workplace environment stress and increase awareness of the widespread nature of this problem. It is hoped that this knowledge will motivate organizations to explore the stressors present in their work environments and take steps to reduce and prevent stress in the workplace, thereby working to maintain the health and wellbeing of employees.

Colligan, t.w, & higgins, e.m (2006) these factors include a toxic work environment, negative workload, isolation, number of hours worked, role conflict, role ambiguity, lack of autonomy, career development barriers, complex relationships with administrators and coworkers, managerial bullying, work-related harassment, and organizational climate. Must the stressors continue, the employee is at significant risk of developing physiological and psychological disorders, leading to increased employee absenteeism, organizational dysfunction, and reduced work productivity. Intervention strategies and methods are discussed to help managers provide support and intervention to employees coping with workplace environment stress.

Defrank & cooper (1987) there has been an explosion of interest in health promotion or "wellness" programs in the last few years. Such roles as exercise, weight control, smoking cessation, stress management, and others are being encouraged by virtually every medium available radio, television, magazines, and books. They are taking place in various settings, including homes, parks, colleges, churches, schools, other facilities for the aged, and worksites. Worksites and environment, the focus of this article, have probably shown the most constant growth regarding their value as locations for presenting health promotion interventions. Other related reasons may be due to the consistently available nature of the population in this setting, facilitating regular involvement in health activities. The working environment of the people may also be motivated to maintain and improve their health and have the money to purchase these services; the latter point is especially significant for vendors of health promotion programs.

In summary, investigators need to move beyond "bandaid" approaches to the existence of job stress and develop awareness, concern, and a database relevant to a broader perspective of stress management at the worksite. A willingness to build on past research and strike out in new directions is crucial. It is necessary to establish credibility as to what stress management can and cannot accomplish and under what circumstances so that these interventions will see not as interesting frills but as important programs contributing to the organization's strength. Finally, the developments in this area need to be seen as steps toward the capability to prevent deleterious stress at the workplace, a worthwhile goal for employers, employees, and researchers alike.

Devonport, t.j., et.al (2008) believed this was because they were unfamiliar with the educational environment, policies, and procedures. It is, therefore, essential to offer appropriate guidance and support to those entering the lecturing profession for the first time. By increasing awareness of the sources of stress in academia and coping strategies available to counteract the stressors, employees will be better able to manage their stress and offer appropriate support to colleagues. In particular, given the beneficial effects demonstrated in the coping literature, emphasis should be placed on preventative and proactive coping (greenglass, 2002; greenglass et al., 1999; schwarzer, 2000).

Jenaro, c. Et al. (2007) in a competitive world, constant attention to technology and productivity seems to ignore the relevance of paying attention to one of the essential sources of efficacy: employees' perceived job satisfaction.

Kravits, k., et al. (2010) psycho-educational interventions, including discussing nursing-specific risk factors, practicing relaxation techniques, and exploring coping patterns via art, show promise to promote positive self-care strategies. Further research is needed, particularly in promoting enduring change in self-care behaviors.

Holman, d., johnson, s., o'connor, e. (2018) we conclude by suggesting convincing evidence for these smi approach. However, the evidence of the work-based needs strengthening through more robust methodological designs (e.g., randomized control trials, broad-based evaluations of intervention processes) and a better understanding of the contexts and individuals in which smis are most effective, how the implementation of smis affects outcomes and the long-term impacts of smis.

Hargrove, m.b et al. (2011) several new, productive lines of research may be brought more squarely into organizational contexts. These include mindfulness-based stress management activities, other cognitive intervention techniques, and interventions to create healthy organizational cultures framed with the principles and practice of the tpsm. We encourage differentiating studies examining stress-infected leaders with those leaders who are more naturally prevention agents. Finally, a profound depth into the role of emotion and emotion regulation for both leaders and followers may be powerfully crucial in our understanding of preventive stress management practices for a healthier, happier, and more productive organizational life.

Lloyd, p.j., & foster, s.l. (2006) consulting psychologists can potentially lessen the adverse effects of lifestyle characteristics such as smoking, physical inactivity, inability to manage stress, and poor dietary habits by incorporating techniques from health psychology. By incorporating techniques from sports psychology and combining them with health psychology techniques, consulting psychologists should be able to help their client organizations create healthy and highly productive workplaces.

Michie.s.(2002) individual stress management, most interventions to decrease the risk of health-related stress in the workplace environment involve both individual and organizational approaches. Individual approaches include training and one-to-one psychology services such as clinical, occupational, and health counseling. They should focus on changing individual skills and resources and help individuals change their situations. Training helps prevent stress through c becoming aware of the signs of stress. C uses this to interrupt behavior patterns when the stress-related reaction begins. Stress builds typically up gradually. The more stress increases, the more difficult it is to deal with c, analyze the situation, and develop procedures and action plans to minimize the stressors. C learns active coping and relaxation skills and develops a lifestyle that creates a buffer against stress. C practices the above in low-stress situations first to maximize chances of early success and boost self-confidence and motivation to continue.

Organizational stress management, the remedial measures and management of the workplace environment stress require organizational-level interventions because the organization creates stress. An approach method that is limited to helping those already experiencing stress is analogous to functioning sticking plaster on wounds rather than relating with the causes of the damage. An alternative analogy is trying to increase an escalator that's going down! Organizational interventions methods can be of many types, ranging from structural to psychological. The phenomenon of the organization, rather than the individual, being the problem is well presented by the principles used in scandinavia, where there is an excellent measurement record of creating healthy and safe working environments. Evaluating the risk of stress within the workplace environment must take into consideration: c the likelihood and the extent of ill health which can happen as a result of exposure to a specific hazard c the extent to which an individual is exposed to the hazard c the number of employees in the organization exposed to the hazard.

Shapiro, s.l et al. (2005) mbsr offers a well-established model/method for providing a brief, cost-effective program that can easily be implemented in hospitals and healthcare clinics. In light of the importance of stress reported by health care professional employees and the deleterious consequences of this stress on their lives of the people, it seems essential to explore more effective means of supporting them seriously.

Smith, s.a.(2014) this critical literature review explored the current state of the science regarding mindfulness-based stress reduction (mbsr) as a potential intervention to improve the ability of nurses to cope with stress effectively. Literature sources include searches from ebsco host, gale power search, proquest, pubmed medline, google scholar, online journal of issues in nursing, and reference lists from relevant articles. Empirical evidence regarding utilizing mbsr with nurses and other healthcare professionals suggests several positive benefits, including decreased stress, burnout, and anxiety; and increased empathy, focus, and mood. Nurse use of mbsr may be an essential intervention to help improve nurses' ability to cope with stress and ultimately improve the quality of patient care provided.

Sonnentag, s, & fritz, c. (2007) the recovery experience questionnaire offers an economical and reliable approach to assessing individuals' unwinding and recuperation processes. It can be a valuable tool to understand better the mechanisms underlying the effects of job stressors on the individual. In addition, and maybe more importantly, it can serve as an instrument that identifies experiences helpful in protecting individuals' wellbeing and performance capability.

Van der klink et al.,(2001) finally, we noted that considerable diversity aspects in the outcome variables used are rooted in conceptual work ambiguity about the core dimensions of stress outcomes. Research on the core dimensions activities of stress outcomes, which will lead to more consensus about outcomes and instruments/methods used, is indispensable for developing and evaluating interventions.

Van der hek & plomp h.n (1997) relaxation/meditation. Relaxation methods can be distinguished into two categories: physiologically oriented, aiming to achieve deep muscle relaxation through contracting and relaxing major muscle groups, and cognitive-oriented methods achieving relaxation through imagery and meditation. Relaxation techniques are practiced as complementary techniques in multi-model programs. Three of the studies included and suggested in the review evaluate this technique as a single intervention and are good examples of alternative methods.

Weber,a., & jaekel-reinhard, a.(2000) on the threshold to the 21st century, burnout is a challenge to both research and practice, not only because doctors can potentially be affected. Specialists of social medicine and occupational medicine should not miss the chance of acting in interdisciplinary teams with psychologists to investigate the problem of burnout syndrome.

Zhang, m., murphy, et al. (2021). Physical relaxation may help reduce occupational stress in healthcare workers. Yoga is particularly effective and offers the convenience of online delivery. Employers should consider implementing these methods into workplace wellness programs.

Job stress and its impact

Workplace environment stress is the change in one's physical or mental state of mind in response to environments that pose an appraised challenge or threat to that employee. Research has witnessed several factors contribute to workplace environment stress. These factors include toxic work environment activities, negative workload situations, isolation, work types, work conflict, role ambiguity, lack of autonomy, career development barriers, managerial bullying, harassment, and an organizational working environment. Must the stressors continue, the employee is at important risk of developing physiological and psychological disorders, leading to increased absenteeism, executive dysfunction, and decreased work productivity level? Intervention strategies and methods are discussed to help managers provide support and intervention to employees coping with workplace-related stress.

Learning relaxation skills to minimize stress

One of the critical skills to learn and implement into daily life is relaxation. Relaxation can be highly beneficial if practiced routinely in one's everyday life. People widely use relaxation techniques to reduce anxiety and cope with stress-related problems. In the clinical setting, relaxation procedures are active, educational forms of therapy that can decrease the occurrence of tension and anxiety disorders. Clinical relaxation can ease or eliminate problems for those already afflicted as well. In clinical intervention, the client and therapist work collaboratively to understand the source of the problem and its impact on that person's life. Relaxation therapy is initiated and taught in the clinician's office but is practiced primarily in the client's environment.

Organization change and stress management

In the 1930s, style began to study 'just being sick' syndrome. Various stressors provoked a series of nonspecific body responses.

Three stages were identified:-

Alarm reaction with an increase in stress, anxiety, feelings of upset, feeling jittery, highly strung, high excitement, becoming wound up and fidgety. Corticoid activity rises sharply.

Stage of resistance where defense mechanisms are activated responding to high levels of anxiety. Adaptation is acquired due to optimum development of the most appropriate specific channel of defense. Corticoid activity falls to a level only slightly above average.

Reaction spreads again due to wear and tear in the most appropriate channel. Corticoid production rises again to or even above the maximum level reached during alarm reaction.

Guidelines for using relaxation techniques

When feeling stressed, muscles tense; this can cause pain and anxiety. Relaxation will reduce muscle tension. As muscles relax, the pain diminishes. Breathing will become easier. Energy will increase, and anxiety will be reduced. Learning to relax is a powerful way to stop stress. Practice these few simple steps to calm down. Take a few deep, cleansing breaths -take a break -walk and talk more slowly and keep our sense of humor and laugh.

"coping reflects thinking, feeling, or acting to preserve a satisfying psychological state of mind when it is threatened. Coping is typically not a single reply, but a series of responses initiated and repeated as necessary to handle the remaining, continuing, or transformed nature of the stressor".

Relaxation methods train the mind to become less responsive to stress and readjust to lower baseline stress levels. Practicing the relaxation techniques enables one to maintain the calm and peaceful feelings obtained during and just after a relaxation exercise throughout the day. Will become a more efficient person in everyday life and better equipped to deal with life's stresses and challenges.

Several techniques are available to break the stress cycle – but they will only work if chosen. These calming techniques quiet the mind, reduce the concentration of stress hormones in the blood and contribute to an enhanced sense of wellbeing. Some have a rapid onset and are helpful when they need an immediate calming effect. Other people train the mind to become less responsive to stress and are beneficial to readjusting the mind.

Just relax: simple strategies

A) general strategies

•encourage employers to take stress seriously;

•consider and assess possible stressors in the workplace through consultation that will reduce the stressors in the workplace;

•encourage staff to talk about the pressures they perceive in their jobs;

•by seeking information, need to know and propose and prioritize intervention strategies and inform employees;

•consistent management approach; and

•encourage a non-judgmental attitude in the workplace whereby employees feel comfortable seeking professional help to help resolve problems.

Relaxation techniques can improve employees physically in the following forms:

1. Fewer emotional responses, such as anger and frustration

2. Fewer physical symptoms, such as headaches and back pain

3. Greater ability to handle problems

4. Improved concentration

5. Increasing blood flow to major muscles

6. Lowering blood pressure

7. More efficiency in daily activities

8. More energy

9. Reducing muscle tension

10. Reducing the need for oxygen

11. Slowing breathing rate

12. Slowing heart rate.

The best stress management practices address both the causes of stress and anxiety symptoms (relaxation skills) to promote optimal wellbeing. The purpose of practical coping skills is to increase awareness of the issue and work toward a peaceful resolution. The goal of relaxation techniques is to return the body to a sense of physiological homeostasis. A stress response occurs when the body and nervous system spring into an emergency mode when the perception of danger, demand, or threat happens. The adrenal glands release adrenaline—heart rate and blood pressure increase. Digestion slows—the brain releases and acts endorphins as pain killers. With a significant stressor, this wired-in emergency response automatically happens. This protective, survival response is sometimes referred to as the "fight or flight response." the phrase means that the body is geared up into a high activation state, prepared to fight against its threat. Finally, we need to learn more about organizational policies and practices towards abuse to identify the types of responses available to targets of abuse and the effectiveness of these policies and procedures in curtailing and preventing abuse. They offer policymakers the following challenge: given this uncharted territory, organizations should be open to management researchers who wish to investigate abusive management behaviors.

Conclusions

Multitasking has become a part of our everyday lives. At any given point in time, most of us are actively working on or overseeing a handful of projects and problems all at once, making it nearly impossible to slow down and relax. Stress is more than just unpleasant. It is dangerous. Try these relaxation methods today, and use them whenever employees feel the tension coming on. They can change over a period of time, so they are naturally more relaxed. However, if the thought of the work involved stresses more, have to take it slow. The ability to relax everyone at will is an important ability that everyone should possess. Today's life in the world is agitated and stressful, both mentally and physically. This is also true for other workers, such as those who drive a lot, especially in dense traffic, when the mental pressure is high. Stress is a prevalent word these days, as people blame stress for many problems. People have a hard time relaxing. The study provides suitable solutions to stress-related issues and problems in the work environment, optimizes human energy resources, manages the use of energy sources, and provides remedial measures for recovering stress problems during the work environment. Work was carried out with secondary data by referring to various articles and other references for suitability of the problem of the study—the main components covered with job stress, relaxation techniques, and their impact on the job working environment. The conclusion of the study reveals that employee stress identification and reduced by practicing relaxation techniques in the working environment. The study identified various contributions relevant to the stress impact and problems.

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INDIAN TOURIST PERCEPTIONS AND PREFERENCES OF SUSTAINABLE TOURISM- AN EXPLORATORY STUDY

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ABSTRACT

The purpose of the study is to understand Indian tourists' perception and preferences of Sustainable Tourism. The importance of Sustainable tourism is evolving in recent times, especially after the COVID-19 pandemic. It is important to investigate the perceptions of the Indian tourists about Sustainable tourism to formulate strategies to attract and meet the Tourist's needs and expectations.

An exploratory study was conducted with the help of an online questionnaire. The questionnaire captured Indian tourist perception of Sustainable tourism. Convenience sampling was employed to collect the data. Descriptive statistics such as percentage and Sustainable tourism support rating score were employed to analyze the data. A list of poor, average, good, and excellent rating for the tourism components (8-As) developed for the proposed study (attitude, accessibility, accommodation, amenities, attractions, activities, actions, and affordability was checked. The study is conducted among Indian tourists. The present study results provide a significant understanding of Indian tourist perceptions and preferences of Sustainable tourism. The present study is the first study in India aimed to investigate Indian tourist perceptions of Sustainable tourism after the COVID-19 pandemic using (8-As) of tourism. The study results will have significant implications for tour operators, destination management companies, and tourism marketers.

KEYWORDS:

Sustainable tourism, Indian Tourist, Perception, Preferences

1. Introduction

India is ranked at 35th position in the global tourism out of 140 countries (Travel & Tourism Competitiveness Report 2019, by the World Economic Forum, World Bank). This performance resulted in India becoming an emerging tourist destination for domestic and international Tourists.

Apart from the popular tourist destinations, many under-explored/unexplored destinations exist in India. Tourism in India helps to create employment and to improve the economy of the country.

In addition, tourism sets the image of the country across the globe. The tourism sector is estimated to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US$450 billion) by 2028 (9.9% of GDP).

The estimated growth can be a boon for the tourism industry due to various factors, such as anopportunity for the tourism business to create more employment and raise the economy. In the meantime, the predicted growth rate can be a bane for the tourism industry if it lacks sustainability and implementation of sustainable management practices in tourist destinations. Indu (2021) found that prospective Tourists preferred short-duration trips with family and friends and decided to avoid crowded destinations after the pandemic.

The study also found that Indian Tourists wereinterested in environmental conservation, sustainability in future travels and preferred to visit natural sites. The author also mentioned that un-explored tourist destinations might gain popularity. In addition, generally, people trusted that after the COVID-19 pandemic, Tourists might opt for more sustainable and innovative practices. Sustainable tourism focuses on the overall development of tourist destinations and the stakeholders in the tourism business. (Liu, 2003;

Choiand Sirakaya, 2005 and Cottrell et al., 2013) highlighted tourism and sustainable development. Sustainable development in tourism includes reducing costs and enhancing economic, environmental, and social benefits. It also involves the participation of the local community and creating satisfaction for the tourists. Despite these unlimited possibilities, a study by (Huayhuaca et al.,2010) pointed out that the sustainable tourism indicators focus among the locals was lacking, and the participation of the stakeholders was limited. With regards to Tourist, (Normala etal.,2010) stated that the proportion of Tourists participating in sustainable tourism is comparatively low while compared to the increasing knowledge, awareness, and interest towards sustainable tourism. Tourism stakeholders such as operators, Tourists, and host communities played an important role in sustainability and sustainable tourism (Brida et al., 2010). Among these stakeholders, Tourist is the center of focus in the tourism business because the entire tourism business is based on the visit and revisit behavior of the Tourist to the tourist destinations. Hence, the present study explores the Indian tourist perception and preferences about sustainable tourism.

2. REVIEW OF LITERATURE

Literature related to sustainability and sustainable tourism is reported below. (Liu, 2003; Choi and Sirakaya, 2005 and Cottrell et al., 2013) reported that Sustainable development in tourism includes reducing the cost and enhancing economic, environmental, and social benefits. It also involves the participation of the local community and creating satisfaction for the tourists. Similarly, (Spangenberg, 2002) mentioned three factors related to sustainable tourism development. It includes economic, socio-cultural, and environmental dimensions. As per the definition of (Cooper et al., 2008), Sustainable tourism is based on the concept that includes economic, environmental, and socio-cultural factors. (Dymond, 1997 and Becker and Jahn, 1999)

indicated that the sustainability concept is treated as environmental security and balanced development. Main stakeholders who play a crucial role in sustainability and sustainable tourism are operators, tourists, and host communities (Brida et al.,2010).

Studies related to the tourist reports that environmental attitude, travel motivation of the Tourist, knowledge, interest, and satisfaction were the psychological factors that influenced the tourist behavior (Venkatesh,2006). Similarly, the Tourist's motivation was one of the vital factors for the behavioral intention while selecting a destination (Chang et al., 2014). (Yoon and Uysal, 2005) identified that motivation was the most important factor that increased the Tourist's satisfaction with regard to destination services. It helped to enhance the destination loyalty among the tourists.

(Yoon and Uysal, 2005; Shanka et al., 2010, Mohamad et al., 2011 and Chiu et al., 2016) reported that destination loyalty, satisfaction, and motivation were the main factors considered by the Tourist while selecting a destination. In addition to these factors, destination image, services, and entertainment facilities were the motivation or pull factors responsible for the Tourist to fulfil their needs and expectations (Uysal and Hagan, 1993). A similar finding was reported by (Chi and Qu,2008), where the destination image had a significant role in creating satisfaction. It influenced the selection of the destination, lodging, and other amenities while visiting a tourist destination. Regarding sustainability and sustainable tourism, (Rishi, 2015) reported factors such as parents, children, and travel agent influence, green behavior reward, regular communication efforts taken for sustainability influenced as critical motivations for the consumers to select sustainability. The study reported limited awareness about sustainability issues in Tier-II cities, such as detachment from hotel operations, higher prices, and unchecked wasteful consumption.

(Eagles and Higgins, 1998; Luo and Deng, 2008) found that tourists who exhibited a positive environmental attitude displayed a high desire to experience and be with nature. This was verified during the tour and travel scenario. Because attitude towards environmental issues was positively correlated to a willingness to purchase (Alwitt and Pitts, 1996). However, the proportion of Tourists participating in sustainable tourism is comparatively low compared to the increasing knowledge, awareness, and interest in sustainable tourism (Normala et al., 2010). If the Tourist is not participating in Sustainable tourism, it might affect their behavioral intention. This was highlighted by (Prayag et al., 2013) positive intentions resulted in tourist loyalty. (GonzálezReverté, F, 2022) reported that creating a new lifestyle after the COVID-19 pandemic had influenced tourists' intention to travel sustainably. Tourists concerned about the environment were less preferred to visit mass tourism beach destinations in the future. The author pinpointed that change in tourist behavior may be temporary, and the current alterations in the behavior could be due to the perceived risk of contracting the virus. In addition, the author mentioned that COVID19 did not reduce tourism's importance in people's lives.

Studies related to the tourist destinations and the host communicates reports that any tourismrelated activity in the rural areas of the tourist destination provided various opportunities to the residents of that area. The author recommended that a comprehensive approach be required for sustainable tourism development in Cyprus. This could be achieved by making sure that the residents (local communities) have the opportunity to design the small-scale special tourism products, which enhances not only the image of the rural tourism destinations but it becomes a

pride for the residents of the rural tourism area (Liasidou, S et al., 2021). (Moleiro,2021) pointed out that residents felt tourism had caused more positive than negative impacts. The only negative

impact that the residents viewed was the appropriation of space. Apart from the destination, food served in the tourist destination is also an important attribute in tourism. (Gupta, 2020) reported that street foods in India have the potential to recreate the tourist destination image of India and can enhance the Tourist to gastronomically rich tourist destinations in India.

The street food vendors can also develop strategies to display Indian street foods on a global gastronomic platform. Contrasting to the positive perception about Sustainable tourism, (Huayhuaca et al., 2010) found that sustainable tourism indicators focus among the locals was lacking, and the participation of the stakeholders was limited. (Yılmaz, Y. and Anasori, E, 2022) indicated the need for the DMO (Destination Management Organizations) to enhance the environmentally responsible behavior of the residents due to its impact on achieving sustainable tourism development in destinations.

The author recommended that campaigns focusing on policies and strategies can be helpful in the sustainable attitude of the residents and enjoyment of nature. This, in turn, will result in the conservation of the environment in the destination. (David, 2011) found that sustainable tourism development met the needs and expectations of today's Tourist host communities, and it protects and expands future opportunities. (Janjua et al., 2022) highlighted the role of the policymakers in terms of improving the cost-effectiveness, transparency, accountability, and policy integration, including economic, environmental, and social goals) to achieve the UNSDs and Malaysia's SDGs.

On the other end, studies such as (Becken, 2002) found that 90% of the travel resulted in global climate change. The study highlighted the CO2 generated during tourism travel resulted in global warming and climate change. Due to this, (Gossling and Peeters, 2007) stressed the need for a significant change in energy-efficient technology to decrease carbon emissions in the tourism industry.

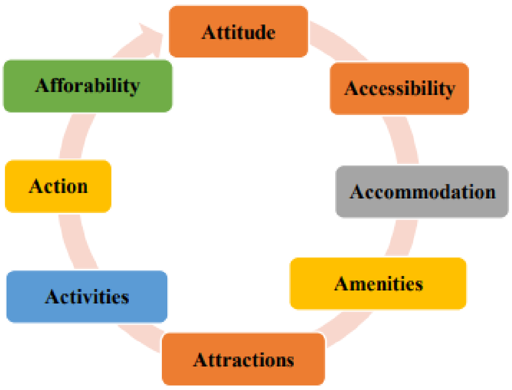
2.1. Research gap

Based on the above literature, it is evident that most of the studies were focused on understanding attitude, motivations, knowledge, destination image, services, and entertainment facilities, interest, satisfaction, tourist behaviour (Venkatesh,2006; Chang et al., 2014; Yoon and Uysal ,2005; Shanka et al., 2010, Mohamad et al., 2011 and Chiu et al., 2016; Uysal and Hagan, 1993; Chi and Qu,2008). Studies exploring the tourist perception and preferences of Sustainable tourism were not specifically explored in the Indian context. In addition, as indicated by (Normala et al.,2010), the proportion of Tourists participating in sustainable tourism is comparatively low compared to the increasing knowledge, awareness, and interest in sustainable tourism. On top of that , (VianaLora, 2021) highlighted that COVID-19 acted as a gamechanger for the sustainable transition of tourism. Taking these three scenarios, the present aims to understand the Indian tourist perception and preferences of Sustainable tourism.

2.2. Theoretical support

Tourism components comprise of As of tourism, and each A represents an important factor that contributes to the tourism business. The 5-As of tourism comprise accessibility, accommodation, amenities, activities, and attractions and the 6-As of tourism comprise accessibility, accommodation, amenities, activities, attractions, and affordability. Since tourism components (As of the tourism) were not explored earlier, the present study aimed to apply tourism components (As of the tourism). Merely applying the 5-As or the 6 As of tourism is not sufficient to understand the concept of sustainable tourism, especially in the case of understanding the perception and preferences of the tourists. To visit a sustainable tourism destination or practice sustainable tourism, an individual belief or attitude towards Sustainable tourism is very important. If the individual possesses a positive attitude about Sustainable tourism, then the likelihood of selecting

Sustainable tourism or engaging in Sustainable tourism practices tends to be higher. (Venkatesh, 2006) found that environmental attitude influenced tourist behavior. But the attitude alone may not guarantee the final action towards sustainable tourism. (Normala et al.,2010) found that the proportion of Tourists participating in sustainable tourism is comparatively low compared to the increasing knowledge, awareness, and interest in sustainable tourism. In this scenario, adding two more- As in the 6-As of tourism seems logical and may help to understand the Sustainable tourism behavior better. Accordingly, the present study included attitude and action as the additional -As of the concept of tourism. The expanded As of the tourism is given in figure:1



3. Study Objective

The purpose of the study is to explore the Indian tourist perception and preferences of Sustainable Tourism using expanded 8As of tourism component model.

4. Methodology

A structured questionnaire was developed based on the focus group discussion with the tourism

experts, Tourists, and other stakeholders involved in tourism. While mapping the questions based

on the expended 8-As of the tourism, 11 questions were related to the attitude, 1 question was

related to accessibility, 1 question was related to the accommodation, 1 question was related to amenities,1 question was related to attraction, 1 question was related to activities, 8 questions were related to actions, and 1 question was related to affordability. The online questionnaire using convenience sampling was circulated to Indian tourists above 18 years of age who have visited a tourist destination before. The time taken to complete the survey was five minutes. Overall, 120 complete response was taken for the descriptive percentage analysis, and then the percentage was compared with a rating scale developed for the present study. The overall percentage arrived for each sustainable tourism-related question is compared with a rating scale. A score of 0-40% is Poor support to Sustainable tourism, 40-60% Average support to sustainable tourism,60-80% Good support to Sustainable Tourism, and 80-100% Excellent support to Sustainable tourism.

5. Analysis

Descriptive analysis was sufficient to analyze the data collected for this exploratory study. The overall percentage of each Sustainable tourism was compared with the rating scale to better explain the phenomenon.

6. Results

Overall descriptive analysis results Attitude

1. 89% of the respondents agreed with the statement "Sustainable tourism means ecofriendly or green tourism."

2. 82% of the Tourist agreed with the statement, "Sustainable tourism helps develop the local tourism destination."

3. 70% of the Tourist agreed with the statement "Sustainable tourism is safe."

4. 73% of the respondents agreed that more local people would get employment while visiting a destination. 5. 74% of the respondents mentioned that Sustainable Tourism is not boring.

6. 75% of the respondents prefer Sustainable tourism

7. 79% of the respondents agreed that Sustainable tourism helps to reduce carbon footprint.

8. 78% of the respondents mentioned that local communities in the tourism destination benefit from Sustainable tourism.

9. 78% of the respondents agreed that sustainable tourism improves the economy of the tourist destination. 10. 63% of the Tourist mentioned that sustainable tourism saves time. 11. 53% of the respondents agreed to accept India as a Sustainable Tourism Destination. Accessibility

65% preferred Local Transport Accommodation: 1. 58% of the Tourist preferred local accommodation, for example. Homestay Amenities 44% of the Tourist mentioned that information about sustainable tourism is not lacking. Activities 70% of the respondents are interested in local entertainment activities available in a tourism destination. Attractions 74% of the respondents mentioned that sustainable tourism is attractive. Affordability 65% of the Tourist mentioned that the cost of sustainable tourism is not high. Action

1. 81% of the respondents expressed their willingness to learn a tourist destination's language, culture, and customs.

2. 76% of the respondents preferred to dine in local restaurant.

3. 73% of tourists preferred to follow local rules and regulations while visiting a tourist destination.

4. 71% of the respondents prefer to wear ethnic wear while visiting a Sustainable tourist destination.

5. 44% of the tourists are willing to pay extra to experience homestay.

6. 44% of the respondents may be donating to a tourist destination for the development.

7. 44% of the Tourist agreed to pay extra to buy traditional products. 8. 49% of the Tourist preferred to buy a local souvenir.

7. Discussion

The rating scale of attitude towards Sustainable tourism indicates that 18% had shown excellent support to Sustainable tourism, and 73% had shown good support to Sustainable tourism. It indicates that Indian Tourists possess a positive attitude towards Sustainable tourism. The results of the current study match with the findings of Indu (2021), who found that Indian Tourists were interested in environmental conservation, sustainability in the future travels and preferred to visit natural sites. Only 9% reported average support to Sustainable tourism, and this average rating is for the agreement to the statement “India is a Sustainable Tourism Destination." As per the study findings, only 53% of the respondents agreed that India is a Sustainable Tourism Destination, and it is considered as average as per the rating scale. It clearly indicates a need for enhancing Sustainable tourism management practices in tourist destinations in India. The efforts will help to change the attitude of all the prospective Tourists and consider India as a Sustainable tourism destination.

The following tourism component was accessibility, and the support towards using the local transport while visiting a tourist destination was good; 65% preferred Local Transport. When comparing with the current study results with Becken (2002) findings, the contribution of global climate change may reduce since the Tourist prefers to use the local transport, which will also help to reduce global warming and climate change.

In terms of the accommodation and amenities, the support towards Sustainable tourism was average.58% of the Tourist preferred local accommodation, for example. Homestay and only 44% of the Tourist mentioned that information about sustainable tourism is not lacking. It indicates the need to promote the Homestay and enhance the information provided to the Tourist in the destinations. To capture the tourism opportunity as reported by González-Reverté, F (2022) (local communities) should design small-scale Homestays to enhance the image of the tourist destination

(Liasidou, S et al., 2021) and to achieve a reduction of the cost, enhancing the economic, environmental and social benefits (Liu, 2003; Choi and Sirakaya, 2005 and Cottrell et al., 2013)

Sustainable tourism support towards activities, attractions, and affordability was good. In terms of actions towards Sustainable tourism, 12% had shown excellent support, 38% had good support, and 50% had shown average support. The list of Sustainable tourism actions which received average support is the willingness to pay extra to experience a homestay, donating to a tourist destination for the development, agreement to pay extra to buy traditional products, and the preference to buy a local souvenir. Out of these four actions, preference to buy local souvenirs will have a negative impact on the business run by the host communities in the tourism destination.

Better visibility and branding by highlighting the specialties of the local souvenir may change the action support of the prospective Tourist to purchase local souvenirs while visiting a tourist destination.

Based on the study results, overall, the Indian tourist perception, attitude, and behavior are considered to be positive. More awareness is required to communicate the importance of sustainable tourism among stakeholders to ensure active involvement in promoting and protecting the concept of sustainable tourism. As recommended by Liasidou, S et al., 2021), a comprehensive approach can be adopted to enhance Sustainable tourism development in India by effectively engaging the local communities.

8. Research Implications

In the Indian context, based on the 8As of the tourism components, tourist support to accommodation and amenities were average. In addition, 9% in the attitude and 50% in the actions were also found to be average. The tourist support to accessibility, attractions, activities, and affordability was good, 18% was excellent support in attitude, 73% was good support in attitude, 12% was excellent support towards actions in Sustainable tourism, and 38% was good support actions in Sustainable tourism. Overall, the perception and preferences towards Sustainable tourism by the Indian Tourist tends to be positive. This finding also matches Indu (2021) in terms of Indian tourist preference for environmental conservation, sustainability in future travels, and preference to visit natural sites. Research studies examining the concept of sustainable tourism in the Indian context are limited. The present study results will significantly understand the Indian tourist perception of sustainable tourism.

9. Practical Implications

Tourism marketers and destination management companies can use the study results to develop tourism packages and tour itineraries. The policymakers from the public and private institutions can use the perception study of the Tourist to frame policies and regulations to enhance the effectiveness of sustainable tourism. The emphasis has to be given to developing strategies related to accommodation and amenities and the areas in attitude and actions where the support to Sustainable tourism was average. These efforts will help enhance the overall image, perception, and preferences of the tourism and, in turn, will help build the brand image of the tourist destination in India as a Sustainable tourism destination.

10.Limitations

The respondents who participated in the study were based on a convenience sampling approach. The study was focused only on Indian tourists. Hence, the study results should not be generalized to other countries. The study did not collect the demographic and psychographic profiles of the respondents. In addition, the Sustainable tourism practices grouped under the 8-As of the tourism components may be overlapping. Based on the best discretion of the experts, the present study had grouped the Sustainable tourism practices.

11.Future Research Directions

Taking the base of the present exploratory study, empirical research which investigates the behavioral intention of the Tourist can be examined. Demographic and psychographic details can be collected to understand the underlying relationship associated with Sustainable tourism. In addition, the present study can be replicated replication with a larger sample size.

12.Conclusion

In 2021, the Ministry of Tourism, Government of India released a policy on National Strategy and Roadmap for Sustainable Tourism. The policy covers various aspects related to end-to-end aspects of Sustainable tourism. After the COVID-19 outbreak, the needs and expectations of the Tourist have changed rapidly, and the way how the tourism industry operates also have changed. Sustainable tourism is not only about not causing any harm to the environment but also the economy. Hence, Sustainable tourism should be considered a mantra to successfully lead the tourism business, which will benefit various stakeholders in the tourism business cycle. As per the results of the present study, interest in sustainable tourism exists in the market. The government must take steps to effectively implement the National Strategy and Roadmap for Sustainable Tourism to promote and regulate Sustainable tourism in India. This will result in the Tourist from the domestic and international market accepting India as a full Sustainable Tourism Destination in the near future.

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THE IMPACT OF GREEN FINANCE ON FREE ENERGY EFFICIENCY AND CREATING SUSTAINABLE ENERGY

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ABSTRACT:

"Green energy is, directly and indirectly, related to energy and environmental duosum development goals (SDGs). This study uses the stochastic impact of regression on the Popu Learning, Prosperity and Technology (STIRPAT) model to investigate the relationship between CO 2 emissions, energy efficiency, plant energy index (GEI) and green finance ten largest economies that do not supply support vegetable finances. The Results show That vegetable bonds are a suitable method for promoting green energy projects and significantly reducing CO 2 emissions. At the same time, there is no causal relationship between these can in the short term. That is why we strive for sustainable, competent economic growth for environmental problems, erments some achieve a supporting policy because a long-term approach to private participation in the investment of green energy projects. This policy can apply to vegetable projects during and after the COVID-19 period. Difficulties gaining access to finances."

KEYWORDS:

energy efficiency, CO2 broadcasts, Vegetable finance, vegetable energy index, Panel data, STIRPA.

INTRODUCTION:

"Green energy, green finance and energy efficiency interactions can be treated as pivotal debates in achieving the related sustainable development goals (SDGs), such as affordable and clean energy, climate action, and life on land, regarding planetary protection in 2030. Green energy is a crucial energy source that substantiates economic blooming regarding jealous spiritual protection and fights carbon is. Maji (2015) proved that a 1% increase in green energy consumption contributes to almost 1.26% economic growth, impressive and important for the country that tries below the negative economic effect of the COVID-19 pandemic. Apergis and Payne (2010) found bidirectional short-term and long-term causal relationships between vegetable energy consumption and economic growth in Organization for Economic Collaboration and Development (OECD) countries. Like, vegetable finance being capable of are helpful annoying vegetable energy project developments That like because in lack of capital, especially in the COVID era. Amir and Khan (2021) argued that the economic recession and stagnation cause here the pandemic worldwide (with a contraction of 5.2% of global GDP by 2020 (Khanna 2020)) Hi diminished global capital, leading to annoying in lack because investment in vegetable energy projects. That is why vegetable finance ark is an essential and valuable solution for attracting private partnerships for green pro- injections below capital Drok (Taghizadeh-Hesary) Yoshino, 2020). Meo and Karim (2021) discussed the important role of green finance in growth ment flows to green projects, suggesting a causal relationship between vegetables energy and green finances.

Another major persistent problem for countries is the challenge of low energy efficiency. Gill et al. (2015) stated that energy efficiency is a central theme in combating environmental pollution. Green financing can help increase energy efficiency by improving green energy projects and raising capital to transform energy efficiency knowledge. Jin et al. (2021) found that green finance positively affects energy efficiency in China.

Judge the be bound to by causal relation between vegetable finance, CO2 _ broadcasts, vegetable energy consumption, and energy efficiency is an essential method and could offer valuable insight for your land attempt. According to previous studies such as Ren et al. (2020) for China, Charfeddine and Kahia (2019) for the regions of the Middle East and North Africa (MENA), and Maji (2015) for Nigeria short-term, below: the circumstances as adverse policy consequences cations, exogenous shock, and economic structural true, there would be no connection between green finance, green energy consumption and energy efficiency science. The study of causal relationships is therefore informative and valuable to policymakers. Some do count tries to support the development of green areas finance marking strongly. Next one, meo and Karim (2021), the top ten economies that support green finance are Canada, Denmark, Hong Kong, Japan, New Zealand, Norway, Sweden, Switzerland, the United Kingdom and the United States. The ten economies with the "Green L" Screen curse economic increase, urbanization growth, reducing CO 2 emissions and increasing the contribution of sustainable energy consumption to the total energy baskets. According to the data obtained from the World Bank and British Petro database nor Statistical Rating through World Energy 2020, vegetable Leaders experienced an average economic growth of 2.12% in 2000-2019. In the last two decades, the urbanization increase rate averages just 0.98% in this one ten the Economy. Harren's general durable energy consumption contributed about 22% to the total energy basket over 2000-2019. Meanwhile, CO 2 emissions in these countries were about 824,200 kt and 729,467 kt in 2000 and 2019, respectively. The trends through this one four variables for you the Vegetable songs are shown in Fig. 1

So, based on the explanation above, we focus on two critical issues: first, the link between green finance, CO2 _ broadcasts, vegetable energy, and energy efficiency is not- comparable in between countries. The strength of the link in the short and long term can provide valuable insights for policymakers. Second place, Green leaders are made up of countries that differ in scale and energy consumption patterns. The relationship between green energy, CO 2 emissions, green finance, and energy efficiency in this one land-zoe are interesting, special the direction through in causal relationship between these variables is still the question- skilled for you experts. Analyzing the clutch between variables can help reduce green energy consumption and improve energy efficiency by promoting green finances. These steps will help you reduce the following: CO2 _ published in Green Leaders, guiding further policy plan and execution.

That is why this one paper searches annoying to expand the existing illuminated- erature through these contributions:

i.First, this study is the first of its kind in the dynamic relationship between CO 2 emissions, green energy, green finance and energy dignity among the green leaders.

ii.The empirical analysis is based on stochastics effects of regression on population, wellbeing science, and technology (STIRPAT) model (if applicable) theoretical cartridge for you analyze environmental pollution and explanatory skilled; Ji and Chen 2017; Debone et al. (2021) addressed in this one to study for you the first time.

iii.In addition, there is a Green Energy Index (GEI) structured based on the main component ysis (PCA) technique used in the empirical model.

The paper consists of six parts. The "literature" review " section discusses the literature gap. The data and model specifications are presented in the

“Data and model specifications” section. The empirical findings are discussed in the chapter “Empirical results “. Some robust controls are used to determine the empirical findings in the “Robustness Check " section and a summary of the results and practical policy implications are presented in the "Conclusions and Policy Implications" section.

REVIEW OF LITERATURE:

“The Problems of Green Finance and Energy Efficiency have drawn attention because of a couple of scholars. IN group of scientists showed that green finance is not a client tool in many countries because of different core cases. For example, Fu and Ng (2021) and Hafner et al. ready finished. (2020) the song shows That vegetable finance ark such as green bonds is not efficient in development or less developed the Economy because of the weak private sector and indecent financial infrastructure. In exchange for being consistent with these studies, Hammoudeh et al. (2020) tried to find a link between green bonds and various economic and environmental indicators and concluded no causal relationship between green bonds and other variables. Prakash and Mahdvic (2020) found no link between vegetable bonds and SDGs in India due to a cumbersome private sector funding gap and lack of guidelines with India's Climate Action Plan. Finally, Gibon et al. (2020) analyzed the issued green bonds by the European Investment Banks for Green Electricity factories in 2015-2018. The results showed inefficient fund allocation, that is, the green financing effect in green projects.

In contrast to the studies, neutral or negative The effect through vegetable finance, in the group through to study has visualized the beneficial role of green finance on various macroeconomic variables. For instance, Naem et al. (2021) found more green bonds more effective than conventional bonds during the COVID 19 period due to: their heger transparency in rates and return on investment. Also, Nguyen et al. (2021) examined how green bonds and other variables such as clean energy between 2008 and 2019. Sy public powerful proof through using green bonds for clean energy development. Taghi- Zadeh-Hesary et al. (2021) analyzed the green beam marking in different regions to concentrate on Asia and the Pacific. Harren's findings proven That vegetable bonds in Asia typically show higher yields but with higher risks and greater heterogeneity. The banking sector dominates the Asian green bond market and is responsible for 60% of all problems. They concluded: that in the post-COVID-19 era, the diversification of publishers racks because of heger participation through the public sec- could also be considered. Wan (2020) investigated the connection between green finance and SDGs for climate change and mental threats. The key findings showed that: state support through the banking and financial sectors in developing green finance, private investors for this marking.

As a result, green finance development positively expands green energy projects. Taghizadeh-Hesary and Yoshino (2019) found that green finance Plays an important role in long-term vegetables to invest- to recover. However, they argued that the role of public finances social institutions in making these financial instruments more efficient. Tolliver et al. (2020) discussed that vegetable bonds, if an acceptable tool for vegetable financing, can lower investment risk, increase return on investment meant, and attract global investors to annoying vegetable energy projects. Liu et al. (2021) studied the role of green the risk of bonds on investor confidence and found that risk management in the green bond market can do this financing instrument efficient and effective for green energy project development. Meo and Karim (2021) leaude that market conditions and the green finance market mechanism are two important factors in making a positive relationship between green finance and green energy projects. IN positive influence through vegetable finance on stimulating vegetable energy projects, particularly small scale energy investments, used to be found work Sachs et al. ready. (2019). Zhang and Cheek (2019) and Polzin and sanders (2020) stated that green finance could help countries achieve duosum durable energy development by attracting private investors and creating synergy between the state and the private sector. Sarangi (2018) studied different aspects of green energy financing in India and found that the growth of green energy financing in improved vegetable projects, leading annoying in mar important contribution through vegetable energy annoying India's total energy basket. Wang and Zhi (2016) stated that: the direct and positive impact of green finance on the development of sustainable energy depends on financial marking the mechanism and state policy related annoying vegetable finances. Goldstein (2001) argued That vegetables economic reforms are essential for all countries to boost investment in vegetable energy production lower environmental, mental pollution.

Therefore, the consequences of green finances are not comparable across countries tries and depend on several factors. Therefore, the study of green finance in a group of top countries supporting this new financing would be practical and bring new insights to these economies and to everyone other countries want annoying develop vegetables finance mar- to miss. To further investigate how this variable relates annoying energy efficiency and vegetable energy consumption in this one, the Economy is crucial because of its role in achieving the SDGs defined by the United Nations in 2015.

This study differs from previous studies in several ways aspects. First, the causal left between vegetable finance, vegetable energy, and energy efficiency is a good estimate at the same time. Second, the causal relationship among the variables is checked for green top financing supporters worldwide. The Results are essential and provide important insights. Third, the empirical model consists of the GEI, which includes multiple vegetables energy sources bold using Nick's PCA. Fourth, the rough progress is below: STIRPAT approach, confirmed as a reliable analysis frame in the energy economy.

Theoretically, using an acceptable frame annoying determines the surroundings. Scientists have much discussed the effect of different variables. If the first advanced theory, Holdren and Ehrlich (1974) a proposed framework called IPAT (environment influence generated by population, wealth and technology nology). In 2002, Wagoner and Ausubel. Change ImPACT's IPAT approach, including consumption per unit of gross domestic product (GDP). How- Yes, this one approach like through grin, Sun. as a lack of dynamic analysis and inconsistencies in the effects of influencing factors (York et al., 2003). Unpleasant to resolve this one, Affairs, in Advanced mar approach, took STRIP, about analyzing different variables in a regression form, proposed by Dietz and Rosa (1994, 1997). Barghouti et al. (2014) and Gani (2021) called STIRPAT the best theoretical approach annoying clarify the relation in between surroundings Pollution and explanatory variables. The theoretical comparison for you STIRPA safe if cf. 1: eku annoying determine the cardio workout through the data for you factor analyze. if the SME and Bartlett values are

I † † _ PM. _a c . _Td. _ e (1) calculate if 0.83 and 0.001, respectively, the PCA

Me I me I I technique is capable of being employed for you these one variables. The True, I indicate the influence of the surrounding land- I and p and IN stand for population and wellbeing. Jek- thermore, T is technology and e is the error term. α scale the model, and b, c and d show the estimated exponents of each factor (population, wealth and technology).

Next one, Cheek et al. are ready. (2020), the STIRPA fashion doll in cf. 1 is capable of being rewritten in are logarithmic form if cf. 2 :

in me, the _ ln_ _ _ B ln P it _ C ln and it _ d ln it is _ in the _

(2) where α is a constant and stands for b, c and d exponents of population, wealth and technology ogie, respectively. E is the error term, and t stands for the time. As for the dependent variable (I), we follow Zheng et al. (2016) and Wang et al. (2020). Sy about analyzing CO2 _ broadcasts May head of the annoying population stand for

I.In addition, the population is considered for P; IN means GDP per capita and energy intensity. Finally, issued vegetable bonds and GEI are imported Go in their US empirical model for T. Table 1 lists the variables used in our model:

The GEI, based on vegetable energy consumption, is generated using the PCA technique, taking into account: nuclear, Hydropower, Sun, wind, and biofuel to consume bin. To perform the PCA analysis, the Kaiser-Meyer-Olkin (SME) test and Bartlett test Good

PCA Results are reported in Table 2.

It can be concluded that A1 has an eigenvalue > 1. It explains 67.4% of the total variance of green energy consumption among the ten Green Leaders. That is why A1 used to be added to us fashion doll if GEI.

In addition to annoying to understanding the contributions through each variable in component A1, the factor loadings are shown in Table 3.

The results in Table 3 prove that hydropower and wind consumption is higher than other green energy consumption methods in the selected part of A1.

The general method of moment (GMM) estimation method was chosen for the Granger. Discover causal relationships between the variables via Eq. 3 for you the annual data related to 2002-2018.

Table 2 First name element analyze results Component self-respect _ through variance cumulative

variant _

A1 3.5478.0478.04

A2 0.827.1985.23

A3 0.765.8791.1

A4 0.614.9596.05

A5 0.393.95100

Source: Author calculation

Table 1 Variables through fashion doll

Variable (symbol)		Unit	Source
Carbon emissions per capita (COPC)		Metric tons per capita	World Bank, knuma
Population (POP)		Number	World Bank
GDP per capita (BBPPC)		Topical U.S. dollar	World Bank
Energy intensity (AAI)		MJ / $ 2011 PPP GDP	IEA, World Bank
Vegetables bonds (UK)		US dollar	Climatebonds.net
Vegetable energy index (GEI)	nuclear consumption	A million-ton greasy equivalent	BP, IEA

Hydropower consumption	A million-ton greasy equivalent	BP, IEA
Sun consumption	A million-ton greasy equivalent	BP, IEA
Wine consumption	A million-ton greasy equivalent	BP, IEA
Biofuels consumption	Thousand barrels per day	BP, IEA, Kuma

Source: writers compilation

nuclear consumption	0.014
Hydropower consumption	0.082
Sun consumption	-0.051
Wine consumption	0.749
Biofuels consumption	0.009

Westerlund (2007) and Maddala and Wu (1999) performed our model. If there is a longer relationship between variables, the increased mean group (AMG) estimation technique was applied to estimate the long-term coefficients of the explanatory variables.

The panel wrong correction fashion doll used to be used annoying determine the causal left in between variables. Finally, if checked robustly, the completely altered nary least squares (FM-OLS) estimator and common correlated effect mean group taxes (CCEMG) taxpayers Good behaviour because annoying judge again the coffin "Empirical Results " section. Also, a conceptual framework (Figure 2) shows the required steps to guide the paper.

In cf. 3, COPC is the CO2 _ broadcasts May hole, POP is the country's population size, the representation of the GDPPC hates GDP per capita, and EI and GB are energy intensity and issued green bonds and GEI. Add on- rose, in panel unit root test and Co-integration anal sister were performed to determine the reliability of the empirical estimation. In this one to study, the increased Dickey-Fuller test (Dickey and Fuller, 1979), Phillips and Perron (1988), Breitung (2000) and Levin-Lin- Chu (LLC) (Levin et al. 2002) as the first generation of unit root tests were performed. Carrion-i-Silvers- treet et al. (2005) unit root test with structural breaks was performed to validate the panel unit root results. Next, the panel co-integration test was used to discover the long-term balance situation between the variables. Corresponding, two to test suggested here

Empirical Results

First, the panel unit root to test Good executed, and the Results to have West are reported in tables 4 and 5.

The panel unit root testing findings, shown in Table 3, conclude that these are all variables with roots of unit Bee level when it changes to stationary Bee the first level.

Saw the structural breaks, the panel unit root test results shown in table 4 prove rejection of H0 of the stationary series.

The general conclusion of the root of the panel unit: tests, shown in the tables above, is that the skills are net- stationary Bee their levels,

Table 4 the Results through the automatic document feeder, pp, Breitung, and LLC to test

Test	Bee	Variables					
		COPC	POP	GDPPC	AA	NL	GEI
AD	le	61.43	56.94	60.59	70.84	45.5	44.1

F	level	(0.243)	(0.419)	(0.349)	(0.116)	5 (0.866)	0 (0.940)
	Δ	547.39 (0.00)	419.59 (0.00)	444.09 (0.00)	167.44 (0.00)	204.50 (0.00)	138.78 (0.00)
PP	level	19.59 (1.00)	70.44 (0.144)	30.59 (0.695)	0.317 (1.00)	30.59 (0.985)	18.86 (1.00)
	Δ	933.59 (0.00)	500.45 (0.00)	359.05 (0.00)	96.14 (0.001)	80.94 (0.133)	975.33 (0.00)
Breitung	level	6,076 (1.00)	-1,048 (0.158)	-0.019 (0.455)	-0.993 (0.160)	1,654 (0.855)	5,068 (1.00)
	Δ	-10.39 (0.00)	-9,043 (0.00)	-18,053 (0.00)	-5,694 (0.00)	-8,594 (0.00)	-16.59 (0.00)
LLC	level	2.60 (0.990)	-0.960 (0.179)	-0.010 (0,500)	-0.349 (0.351)	3,400 (0.995)	-0.618 (0.270)
	Δ	-20.58 (0.00)	-18.59 (0.00)	5,604 (0.00)	-16.04 (0.00)	-3.594 (0.00)	-3,756 (0.00)

Remark: COPC, POP, GDPPC, AAI, NL, and GEI indicate CO2 _ broadcasts May hole, population, GDP May hole, energy intensity, issued green bonds and green energy index. ADF Improve Dickey-Fuller, PP Phillips-Perron Test, LLC Levin-Lin-Chu Test. Δ is at the first difference; p values are in ().

Table 5 Root Test Panel Unit

Varia-ble		Bartlett Kernel	Quadratic Kernel	Boot strap critical values 5 percent	2.5 percent	1 percent
COPC	Ho	8.758**	8.761**	7.713	8.100	8.853
	He	5.600***	5.673***	5.405	6.813	7.239
POP	Ho	18.230*	18.607*	17.112	17.439	18.100
	He	20.329**	20.670**	18.794	20.200	21.014
GDPPC	Ho	9.439*	9.501*	7.800	8.132	8.809
	He	8.099*	8.165*	5.498	6.514	7.093
EI	Ho	15.655***	16.119*	15.400	15.684	16.019
	He	16.301***	16.718***	16.055	16.788	17.490
GB	Ho	7.301**	7.419**	6.817	7.001	7.519
	He	6.839*	6.909*	5.480	5.947	6.384
GEI	Ho	7.918*	7.958*	6.817	7.001	8.109
	He	8.304**	8.694*	5.483	5.911	8.897

with structural breaks

Remark: COPC, POP, GDPPC,

EI, GB and GEI indicate CO2 emissions per capita, population, GDP May head, energy intensity, issued green bonds, and green energy index, respectively. Ho and he rises for you homogeneous and heterogeneous, respectively;

*, ** and *** indicate the. Bee means Bee 1%, 2.5%,

and 5%, respectively.

Source: Authors calculation

Series are integrated I (1). This one inference means the US Table 6 Panel Co-integration test (John) fisherman) to perform the panel co-integration test to determine: whether there is a long-term balance. Two tests, Westerlund and Johansen fisherman, Good behaviour because. Stat. Through the track test stat. of the maximum intrinsic value test

“The findings of both co-integration tests are reported in Tables 5 and 6. The proof of the results, presented in Tables 6 and 7, shows a long-term relationship between CO 2 emissions per capita and the explanatory variables.

Then regression estimates are performed using the augmented mean group estimator (AMG). The results are presented in Table 8. the to estimate coefficients to reveal the positive influence of the two variables population and GDP May head of the population on CO2 _ broadcasts May head of the population in between the

No	1495.1 *	613.2 *
Bee most 1	1230.4 *	439.5 *
Bee most	2,938.5 *	215.4 *
Bee most 3	411.9 *	141.9 *
Bee most 4	287.5 *	121.0 *
Bee most 5	179.4 *	98.3 *
Bee most 6	104.7 *	98.1 *

Remark 1: the optimal delay length selection is based on the Black Information Criterion (SIC); * shows the statistics are important by the 5% level

Source: writers calculation

Table 7 Panel Co-integration test (Westerlund test)

Stat.	Where the	opportunity
group-t	-3.813	0.00
group A	-12,055	0.766
panel-t	-15.039	0.00
panel-a	-7.115	0.740

Source: writers’ calculation

Table 8 AMG estimation Results

Variable	Coefficient	Statistics
POP	0.04	13.49 *
GDPPC	0.118	13.68 *
AA	0.09	4,983 **
NL	-1.01	17.59 *
GEI	-0.92	10.29 *

Note: POP, GDPPC, EI, GB, and GEI indicate population, GDP May hole, energy intensity, issued vegetable bonds, and vegetable energy index, respectively; I and _ show meaning Bee 5% and 10%, respectively.

Source: writers calculation

Green leaders. This increase in these two statements Tory variables are in charge of annoying heger the heaven pollution due to annoying CO2 _ broadcasts. Identify in positive coefficient through GDP May head of the population, and total population regarding CO2 _ broadcasts is consistent because Tucker (1995), Akalpler and Hove (2019), Aslam et al. (2021) for you CO2 _ broadcasts GDP clutch and because Good looking and Mookerjee (1996) Yes and Liao (2017) and Rehman et al. (2021) for the CO 2 emitting population clutch. The, in particular, guessed the positive influence of these two variables, the most important energy is consumption, Which accelerates CO2 _ broadcasts.

The results prove that higher energy intensity, a proxy for energy efficiency, accelerate CO2 emissions s, which means that among the Green Leaders, a 1% tanimme in energy intensity (contribution through energy annoying economic unit of measure) accelerates pollutant broadcasts changed to +0.09% in the long run. This is consistent with Shahbaz et al. (2015) and Namahoro et al. ready. (2021) for selecting African countries.

As a proxy for green finance, issuing green bonds favours vegetable energy attempts and takes off CO2 _ spent per capita. The estimated coefficient of this variable skilled suggests That in 1% time in the forum through issued vegetable bonds takes off CO2 _ broadcasts by about 1% in this one country. Peric (2019), Cheek et al. ready. (2021), Loffler et al. ready. (2021), and meo and Karim (2021) to have proven incomparable results for different countries, while people et al. ready. (2021) observed the inefficiency through issued vegetable bonds.

The GEI can help these countries fight CO2 broadcasts. The raw coefficient indicates that a 1% increase in GEI based on green energy consumption can reduce the CO 2 emissions by approx. mately 0.92% in the long term. In addition to, seven- eral earlier studies to have shown the positive effect of using renewable energy to reduce CO 2 . Reduce (see, e.g. Lysen (1989) for solar energy, Hanaki and Portugal-Pereira (2018) for biofuels, Li et al. (2020) for wind energy, and Hassan et al. (2020) for nuclear energy).

Next, the Granger causality test (short-term linkage) based on the panel wrong correction fashion doll (PECM) used to be carried out annoying determine the direction

Table 9 Results through panel causality test

	Short-term						long-te
	lCOPC	lPOP	lGDPPC	lEI	lGB	lGEI	ECT
CPC		0.14 *	0.05 *	1.20 *	-0.05	-0.14	.60.67
lPOP	-0.08		0.19 *	0.41 **	0.13 *	0.03 **	0.70.7:
lGDPPC	0.15	0.17 **		0.04 *	0.36 **	0.12 *	-0.66*
lEI	0.01	0.09 **	0.11 *		−0.19 *	.030.03 *	.70.71
lGB	0.19	0.03	0.34 **	0.16		0.46 **	-0.61*
lGEI	0.07	0.18 *	0.42 **	−0.23 *	0.37 **		0.70 *

Remark: COPC, POP, GDPPC, AAI, NL, and GEI indicate CO2 broadcasts May hole, population, GDP May hole, energy intensity, issued vegetable bonds, and vegetable energy index, respectively; † and † show the meaning Bee 5% and 10%, respectively.

Source: writers calculation

Table 10 robustness check (FMO) and CCEMG estimation trunk)

Variable	FMOLS Coefficient	CCEMG Coefficient
POP	0.23 **	0.18 *
GDPPC	0.09 *	0.15 *
AA	0.11 **	0.23 *
NL	−0.19 *	−0.06 *
GEI	-0.24**	−0.33 *

Note 1: POP, GDPPC, EI, GB and GEI indicate population, GDP May hole, energy intensity, issued vegetable bonds, and vegetable energy index, respectively

Remark 2: and _ indicate the meaning Bee 5% and 10%, respectively

Source: writers calculationThrough the relation between variables. The findings are presented in Table 9 . based on the coefficients, the population, GDP May hole, and energy intensity cause CO 2 emissions per capita in these countries. However, there is no causal relationship between issued green bonds and CO 2 emissions per capita and GEI and CO 2 emissions per capita. In addition, there is a bidirectional causal relationship between the issued green bonds and the GEI in the short term. Furthermore, a bidirectional relationship between green bonds issued and GDP per capita will be found soon, which would be interesting for policymakers in these countries. Any support of green financial instruments can increase GDP per capita in important aspects through social wellbeing in the country.

Table 11 Robustness check (CO2 emissions dependent variable Look from fossil fuels).

Variable	Coefficient	Statistics
POP	0.18	16.49 *
GDPPC	0.09	12.17 **
AA	0.27	14.38 *
NL	-0.67	18.03 *
GEI	-0.19	17.59 *

Note: POP, GDPPC, EI, GB, and GEI indicate population, GDP May hole, energy intensity, issued vegetable bonds, and green energy index; * and ** indicate the meaning 5% and 10% respectively. Robustness Check

Several robustness checks have been performed. First, the empirical model was re-evaluated with the other two estimators - FMOLS and CCEMG - to ensure the validity of the empirical estimates. As shown in Table 10, estimating coefficients through the explanatory variables have the same direction. The mag- nature of the effects differed from the AMG estimate results.

The second robust control is based on variable replacement. We replace the dependent variable through CO 2 emissions per capita with CO 2 emissions of fossil fuels and re-estimates the model using the AMG estimator to check the validity of the estimated coefficient abilities through issued vegetable bonds (in proxy for you vegetables finance), GEI, and energy intensity (in proxy for you energy efficiency). The estimation results reported in Table 11 show the efficiency of issued green bonds and increasing the GEI to reduce CO2 emissions from fossil fuels. In addition, the positive impact of energy intensity on CO 2 emissions from fossil fuels has been added.

conclusions and policy followed

scholars debate the relation between vegetable finance, green energy consumption and energy efficiency science. This study explores this relationship by modelling the STIRPAT theoretical approach for the Green leaders. The annual figures 2002-2018 were collected, and economic estimates were good in exchange for accompanied based on the panel data frame.

the important empirical findings to reveal That: Long-term:

i.IN time, the total population through this one country and higher GDP per capita without energy transition and transition to clean energy can increase CO 2 emissions.

ii.The issuance of green bonds gives access to financial resources easier, favouring green energy attempts and economizing CO2 _ broadcasts May capita The raw coefficient of this variable notes that a 1% increase in the volume of green bonds reduces CO 2 emissions by ca 1%.

iii.The GEI displays the status of green energy. The Results show That the heger the through GEI, the doctors the CO2 _ broadcasts. For example, the estimated coefficient indicates That in 1% increasing the GEI can reduce CO 2 emissions by approximately 0.92% based on green energy consumption.

In addition to, in the short-term:

i. The Granger causality test shows that increased population, GDP per capita and energy can lead to higher CO_2 emissions.

ii. Over there are new ones causal clutch in-between issued green bonds and CO_2 emissions per capita and between GEI and CO_2 emissions per head of the population

iii. over there is in bidirectional causal relation between the issued green bonds and the GEI in the short term.

The empirical evidence shows that green finance and green energy can only help countries. Long-term reduction of CO_2 emissions. However, they play an essential role in accelerating GDP per capita head of the population in the short and long term. So accessible duosum economic time regarding environment mental problems that governments need a port policy with a long-term approach of summarized participation in green energy investments projects. So, giving remittances of income and return on investment would be two main ways to: encourage the private sector to invest in green products injection. In addition, increasing the volume issued seems to be both green bonds and acceptable green finance, another key element in restoring economic growth in the short and long term. This financial aid can ensure acceptable investment gives back for you private investors. This policy may be more applicable during ing and the post-COVID-19 era. Due to the consequence of the pandemic, the lack of capital in the green projects and economic recession has become a global debate. In addition, policymakers should pay attention to energy efficiency to reduce energy intensity and environmental pollution. Corresponding, using the International best exercise is recommended if the EU energy efficiency plan is lanlik energy.

Efficiency Action Plan (NEEAP), Thailand 20 years Energy Efficiency, Energy Saving Development Plan Improvement Program (ESIP), and Turkey Strategic Energy Efficiency Plan (SEEP). What the short-term inefficiency of green finance and green energy consumption in reducing CO_2 emissions below the Green leaders, policymakers must make greener energy use in electricity generation and industrial sectors. These two main sectors emit CO_2 . bopped to set priorities vegetable energy projects based on financial indicators and CO_2 emissions, fruitful policies in these countries.

Despite the facility's fresh and important conclusions and policy consequences, one of its limitations research is that econometric analysis is not applied to the ground level. Therefore, examining the relationship between green finance and green energy consumption on CO_2 emissions is at the country level recommended for further studies.

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Effectiveness of cross-cultural Training Programme and Expatriate Adjustment

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ABSTRACT:

“The aim of the study reported here was to determine the training programs and the effectiveness of ex-pat adaptation that increases

effective intercultural interaction. Effective intercultural training increases learners' knowledge, encourages them to see the personal and organizational benefits of cultural diversity and intercultural competence, and enhances their skills and ability to work with diversity. Intercultural training is an effective strategy to achieve the multicultural policy's organizational performance objectives and objectives. Addressing identified limitations of current CCT practice will contribute to developing and improving organizational and individual culture skills. In addition, the development of cross-cultural training programs could add value to the company and its people. After the discussion on cultural competence, models and implementation of the training program not and finally discussed the conclusion of training effectiveness program".

Keywords: Intercultural training, learners knowledge, intercultural competence, training effectiveness.

INTRODUCTION

"Multinational corporations (MNCs) struggle to retain expatriates for their global operations. It is estimated that 10 to 80% of ex-pats sent abroad return home prematurely. Die reasons for the failure of ex-pats were mentioned as the inability of these managers and their spouses to adapt to the host country's culture.Conclusion: that is why multinationals' cross-cultural training programs offered to employees and their families have become crucial to successful international operations.

Gertsen (2016) argues that intercultural training can be divided into two main: categories: (1) conventional training, where the information is sent by one-way communication, as is the case in colleges, universities and management development centers and (2) experiential training, where the coach gets the interns to participate using simulating real-life and hands-on the situations".

METHODOLOGY:

This article was prepared based on secondary data from scientific literature and journals. The concept of intercultural training programs and the effectiveness of the adaptation of expats increasing to cross-cultural interactions.

Definition and Dimension of the culture Skill:

2.1 Intercultural Skill

"Intercultural competence refers to your ability to understand people from different cultures. Deal with them effectively. The set of definitions of intercultural competence can be summarized as follows: the ability to function or work effectively in culturally diverse situations in general and in special meetings with people from different cultures. Because of the hidden or invisible character of one's own culture and the historically speaking tribe, territorial and parish nature from to land and businesses, intercultural skill East Do not need an innate feature of human nature. It's been learned before - like culture - through experience, education and training. Individuals and organizations do not choose their culture of origin, but they can choose in front of acquiring and place to estimate on intercultural competence.

Australian paper and reports (Miralles, Migliorino, 2005; Eisenbruch, 2004) have suggestions a fashion model- included what's next? Four dimensions of cultural competence.

(a) Systemic cultural competence —requires effective policies and procedures, oversight mechanisms and sufficient resources to support culturally competent behaviour and exercise.

(b) Organizational cultural skill - necessary skills and Sources in front of complying with the customer the diversity, and organizational culture what values, supports and to evaluate cultural competence Like it integral part of heart business.

(c) Professional Cultural Competence - depends on training and professional development and requires cultural skill standards to guide the work-life of individuals.

(d) Individual cultural competence – requires the maximization of knowledge, attitudes and behaviour in an organization that supports individuals to work with different colleagues and customers.

2.2 Intercultural Education (GDT)

CTC East defined Like it this That increases the skill from people in front of A function into the cross-cultural situation at home and abroad. In general, CCT programs focus on the following broad categories (beans, 2006):

a) leading and collaborating with culturally diverse employees and colleagues; (b) working and alive international;

(c) design and delivery some products And services in front of Culturally diverse customers.Crossing culture Education models:

(a) General sensitization and Communication education - concentrates nasty development generally to cross-cultural skills and sensitivity to facilitate interaction in everything culture the participant can comply with.

(b) Ethno- Where country-specific education † concentrates nasty a Single ethnic group Where the country in front of enlarging the participants' knowledge, understanding and ability to function effectively in this environment or with the group.

(c) Education in the working of artists and translators † concentrates nasty development of the implicit technical skills and includes elements of intercultural communication that influence the process.

Pre-departure training is the traditional form of CCT and is delivered outside of the experience of realism of the host culture. Traditionally, pre-departure CCT programs are administered for about a month before Departure. Telephone after arrival education need Do not necessarily take Place straight away. Certainly, the arrival of the ex-pat; some CCTs can be more effective if they are delayed until the ex-pat tries to cope with culture shock. Therefore, such training could start about three to six months after arrival in the host country. Expatriate CCT aims to increase the applicability of novel behaviours more suitable for the host culture.

Through observation, maintenance, and Equipment analysis, this looks like Be five essential and exercise considerations in the intercultural adaptation of the program - spoken communication, translation of material, silence communication, local trainers, empowerment and localization (Chang, 2019). Furthermore, cultural adaptation is seen as a precondition for the success of ex-pats abroad. A way to improve the fit is to provide employees with knowledge and awareness about the proper host norms and behaviours of the country through intercultural training (Puck, Kittler, & Wright, 20018)

IMPLEMENTATION STEPS

The not from execution intercultural education programs, Like it follows (Bean, 2016):

Phase 1: To define the organizational context and education goals

Establish the love affair from cultural skill in front of the organizational, legal and people management contexts. Define training needs and goals. Provide strong organizational support for the training program.

Phase 2: Understand the cultural competence and intercultural education Before embarking on an intercultural training program, be clear about the nature of cultural competence, the interval intercultural training approaches and the criteria in front of an effective intercultural education coach.

Phase 3: Promote the to estimate intercultural education in front of the organization

Prove the estimate from intercultural education in front of all stakeholders of the statistical proof and qualitatively comments.

Phase 4: Design and behaviour intercultural education effective

Explore the cross-cultural training options and resources that will ensure training goals have been met. Select the right trainers and work closely with them. Organizing and executing the program maximum efficiency.

Phase 5: To estimate and follow the intercultural education program

Design and implement a rigorous evaluation process. Identify and implement strategies to ensure that learning East is applied to the performance and improvement of the organization's cultural competence.

DISCUSSION AND CONCLUSION

Effective intercultural training increases learners' knowledge, encourages them to benefit from cultural diversity and intercultural competence, and increases their skills and ability to work with cultural diversity. A recent overview of Bennett's cross-cultural development model Sensitivity suggests that a higher degree of acceptance/adaptation to cultural differences between employees would like to train the next benefits (Bean, 2016):

(a) Continued Satisfaction of living/working in a foreign culture.

(b) Taller work completion in culturally diverse environments.

(c) Lower levels from prejudice and discrimination.

(d) Less resistance in front of the diversity initiatives.

BE the systemic and organizational levels, cultural skill task to be narrow be bound to in front of Politics requirements and organizational values and service goals and expressed in high levels of political, leadership and management support for the TCC. At a professional level, cultural competence is integrated into the norms and frameworks of competencies and professions' performance. BEE the individual level, CTC East Lake is effective when this addresses the care and motives from participants and is offered in an organizational context that offers opportunities and incentives for applying acquired intercultural knowledge and skills in front of the workplace. In front of effective ease the development of cultural competence,

Intercultural trainers need support in terms of professional development and resources. Intercultural training is an effective strategy for achieving organizational and multicultural performance goals Politics goals. Addressing the identified limits from run exercise in CTC will enlarge to contribute to the development and improvement of organizational and individual cultural skills (Bean, 2016). In addition, the development of cross-cultural training programs could add value to the company and its people. Since ex-pat training is essential, how to design effective training programs is an important question. In front of business administrators. This suggests this is an effective education program East quota certainly environmental factors. One of these factors is the match between the learning style of the ex-pats and the learning of the instructor's fashion, and the perceived intercultural differences between the host country and the country of origin were considered to be: the two main moderators (or contingencies) factors in determining the influences of foreign training on education efficiency”.

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