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3.3 Research Publication and Awards

3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years

3.3.1 Number of research papers published per teacher in the Journals notified on UGC CARE list during the last five years								
Title of paper	Name of the author/s	Department of the teacher	Name of journal	Calendar Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
A Study on Recent Tendency in pooling the finance for start-up Business	Chethan VK	MBA	IJNRD.ORG	Jan-24	2456-4184	www.ijnrd.org	WWW.ijnrd.org	Yes
Current strategies to Develop the contribution of SMES for Economy	Chethan VK	MBA	IJNRD.ORG	Mar-24	2320-2882	www.ijcrt.org	WWW.ijcrt.org	Yes
Workforce Evolution and Employment Dynamics: Adapting to the Future of Work	Sudhrshan V Roopashree TV, Rajesh G, Deepashree BR	MBA	International Journal of Multidisciplinary Research in Science, Engineering and	Mar-24	2582-7219	https://www.ijmrset.com/currentissue.php?id=44	https://www.ijmrset.com/currentissue.php?id=44	Yes
Assessing financial accessibility and barriers for Micro, Small and Medium-sized Enterprises (MSMEs) in India: an analysis of funding sources	Divya jairam, Vijaykumar B, Bhavya kala	BBA	International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)	Jan-24	2319-8753	https://www.ijirset.com/volume-13-issue-1.html	https://www.ijirset.com/volume-13-issue-1.html	Yes
A systematic review on indian education system & nep	praveen B Dr abhishek N	bba	International journal of research publication and	Jan-24	issn2582-7421	WWW.ijrpr.com	WWW.ijrpr.com	yes
A study on Cyber crime its impact and awareness towards society	Namratha K	MBA	IJNRD.ORG	Apr-24	2320-2882	WWW.ijcrt.org	WWW.ijcrt.org	Yes
Application of Artificial Intelligence in Indian Banking- opportunities and Challenges	Praveen B, Sunil BM	Bcom	International Journal Research Publication and reviews	Jan-24	2582-7421	WWW.ijrpr.com	WWW.ijrpr.com	Yes
The Hybrid work model in 5G Techno-world	Chethan VK	MBA	IJNRD.ORG	Feb-24	2320-2882	WWW.ijcrt.org	WWW.ijcrt.org	Yes
A systematic review on indian education system & nep	praveen B Dr abhishek N	BBA	International journal of research publication and	Jan-24	issn2582-7421	WWW.ijrpr.com	WWW.ijrpr.com	yes
Digital Strategy And Value Creation In Digital Platform Ecosystems	Praveen B, Sunli BM, abida emama	BBA	International Journal of Advanced Research in Education & Technology (IJARETY)	Dec-23	2394-2975	https://ijarety.in/issue-detail.php?id=64	https://ijarety.in/issue-detail.php?id=64	yes
A Study of Public - Private Collaborations In India's E-Governance Infrastructure For PublicGoods Provision	Saritha Vital Roopa Lc, Nischitha V	MCA	International Journal of Innovative Research in Computer and Communication Engineering (IJIRCCCE)	Aug-23	2320-9801	https://www.ijirccce.com/get-current-issue.php?key=MTQ3	https://www.ijirccce.com/get-current-issue.php?key=MTQ3	Yes
E-commerce and consumer behaviour: the influence of online reviews and ratings on purchase decisions	Chethan VK, Namratha, Sudreshan V , Divya J	BCA	International Journal of Advanced Research in Electrical, Electronics and Instrumentation Engineering (IJAREEIE)	Sep-23	2278-8875	https://ijareeie.com/volume-12-issue-9	https://ijareeie.com/volume-12-issue-9	Yes
A study on factors relating to consumer attitude and consumer purchase intension in real estate secure: An emperical approach	Mr. Sunil BM	Commerce and Management	A journal of research administration	2023	1539-1590	https://journalra.org	https://journalra.org/index.php/jra/article/view/638/447	Yes
IPOS PERFORANACE: A STUDY ON POST PENDAMIC IN INDIAN CAPITAL MARKET	Deepashree BR	MBA	A Journal of Historical Research	Aug 2023	0302-9832	www.shodhak.com	https://tradesmartonline.in/blog/ipc	Yes
Integrating Lean 4.0 Into Customer-Centric Digital Transformation: Analyzing Work Systems Frameworks For Enhanced Operational Efficiency And Customer Value	G Sreelatha, Veena angadi, Butchi babu muvva, Sindhu guruprasad	MBA	International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)	Jul-22	2582-7219	https://www.ijmrset.com/currentissue.php?id=21	https://www.ijmrset.com/currentissue.php?id=21	Yes
Analyzing Fertilizer Use And Nutrient Imbalance In Indian Agriculture: Causes, Consequences, And Sustainable Solutions	Suchitha S, Ritu Tyagi, Silambarasan	BCA	International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)	Aug-22	2319-8753	https://www.ijirset.com/volume-11-issue-8.html	https://www.ijirset.com/volume-11-issue-8.html	Yes

Fostering Education and Academic Entrepreneurship In India: Opportunities, Challenges, And Future Directions	Gowtham Shivraj, Deepashree BR, chethan Vk	BBA	International Journal of Advanced Research in Education & Technology (IJARETY)	Sep-22	2394-2975	https://ijarety.in/issue-detail.php?id=57	https://ijarety.in/issue-detail.php?id=57	Yes
The impact of foreign and domestic ownership structures on firm performance: a comparative study of business groups in emerging markets	Yamuna K, Lavnya Raju, Niveditha K	Bcom	International Journal of Innovative Research in Computer and Communication Engineering (IJIRCE)	Feb-23	2320-9801	https://www.ijirce.com/get-current-issue.php?key=MTQx	https://www.ijirce.com/get-current-issue.php?key=MTQx	Yes
A Hybrid Agricultural Information Delivery System For Enhancing Sustainability:Experimental Insights From India	Anusha U, Surekha J, Nayana	BCA	International Journal of Advanced Research in Electrical, Electronics and Instrumentation Engineering (IJAREEIE)	Mar-23	2278-8875	https://ijareeie.com/volume-12-issue-3	https://ijareeie.com/volume-12-issue-3	Yes
Enhancing Loan Evaluation In India: A Neural Network-Based Mixed-Architecture Approach for Improved Decision-Making	Sangannagouda shivanagi, suchitra V G, Rashmi	BBA	International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)	Mar-22	2582-7219	https://www.ijmrset.com/currentissue.php?id=17	https://www.ijmrset.com/currentissue.php?id=17	Yes
Evolution of India's Food Policy: From Food Provision To Achieving Self-Sufficiency Through The Green Revolution And Beyond	Namratha Deshpanda, Niveditha, Nitha Sandeep	Bcom	International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)	Jan-22	2319-8753	https://www.ijirset.com/volume-11-issue-1.html	https://www.ijirset.com/volume-11-issue-1.html	Yes
contextual factors influencing ' Fatigue in digital experience' and possible copying strategy : with some reference to the covid crisis	Ms. Shilpa Pradeep	Management	A Journal of Philosophy	2022	0973-0087	rbu.ac.in	vol XXIII,NO25,2022	Yes
Adapting To Workforce Changes: Analyzing Employment Trends And Challenges In The Evolving Labour Market	Vijay kumar B , Rajmohan S Roopashree TV	Commercer & Management	International Journal of Advanced Research in Education & Technology (IJARETY)	Dec-21	2394-2975	https://ijarety.in/issue-detail.php?id=52	https://ijarety.in/issue-detail.php?id=52	Yes
Perceptions towards E-learning among School Children during COVID-19	Dr. Usha Prabhu & N Sathyanarayana	Commerce	Interdisciplenery Cycle Research	01-02-2021	0022-1945	http://ijcrjournal.com	http://ijcrjournal.com	Yes
Analyzing the Dynamics And Implications Of Industrial Concentration In India: Trends, Challenges, And Policy Perspectives	Dr. Usha Prabhu, Veena C angadi, Sinchana D Koushik, Jayashree C	MBA	International Journal of Innovative Research in Computer and Communication Engineering (IJIRCE)	Oct-21	2320-9801	https://www.ijirce.com/get-current-issue.php?key=MT11	https://www.ijirce.com/get-current-issue.php?key=MT11	Yes
The Evolution Of Artificial Intelligence In Healthcare: Historical Insights, Current Applications, And Future Prospects	Sindoora S, Shilpa Gurumurthi, Lavanya raju	BCA	International Journal of Advanced Research in Electrical, Electronics and InstrumentationEngineering (IJAREEIE)	Aug-21	2278-8875	https://ijareeie.com/volume-10-issue-8	https://ijareeie.com/volume-10-issue-8	Yes
The role of Brand Ambassador in creating brand awareness-with special reference to government campaigns and HUL brand	Pooja bhat	commerce	Recent trend in Research in Business Studies	Sep-21	978-1-329-97238-4			Yes
Perceptions towards E-learning among School Children during COVID-19	Dr. Usha Prabhu & N Sathyanarayana	B.com	journal of interdisciplinary cycle research	Feb-21	0022-1945	http://ijcrjournal.com	http://ijcrjournal.com	yes
Human Capital Management and Psychological Aspects of Work Place	Raja Mohan S Dr Balaji v	MBA	MUKT Shabd Journal	APRIL2020	ISSN NO. 2347-3150			yes
Issues and challenges of digital banking with its financial services for financial inclusion	Raja Mohan S Dr Balaji v	MBA	Studies in Indian Place Names	Mar-20	ISSN 2394-3114			YES
Worklife balance of teaching Professionals	Praveen B	B.com	APJR	Jan-20	2320-5504	www.apjor.com	www.apjor.com	yes
A Pragmatic study on Customer Retention from Entrepreneurs Perspective: A Proposed Model	Dr. Usha Prabhu & N Sathyanarayana	Commerce	Studies in Indian Place Names	01-03-2020	2394-3114	www.eduindex.org	www.eduindex.org	Yes
Issues & Challenges of Digital Banking with its Financial services for Financial Inclusion	Raja Mohan S	Management	Studies in Indian Place Names	March-2020	2394-3114	www.tpsindia.org	www.tpsindia.org	yes
Human Capital Management and Psychological Aspects of Work Place	Raja Mohan S	Management	Mukt Shabd Journal	April-2020	2347-3150	https://shabdbooks.com	https://shabdbooks.com	Yes

A Pragmatic study on Customer Retention from Entrepreneurs Perspective: A Proposed Model	Dr usha prabhu	MBA	Studies in Indian Place Names	Mar-20	2394-3114			yes
Worklife balance of teaching Professionals	Praveen B	Bcom	APJR	Jan-20	2320-5504	www.apjor.com	www.apjor.com	yes

A STUDY ON FACTORS RELATING TO CONSUMER ATTITUDE AND CONSUMER PURCHASE INTENTION IN REAL ESTATE SECTOR: AN EMPIRICAL APPROACH

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Abstract

Consumers are dynamic when it comes to their preferences and demanding concerning choices. The overall situation can be truly represented by VUCA – Volatile, Uncertain, Ambiguous and Complex. That said, research is essential to understand renewed intentions of consumers with reference to high ticket purchases such as automobiles, real estate and so forth. Variables such as trust, message process involvement, word of mouth, and traditional media were largely significant in measuring consumer attitude. In this study we attempt to include social media as an additional factor in determining consumer attitude. Social media marketing and social media by its own is becoming a great influencer. In fact, word of mouth construct is getting subsumed into the broader phenomenon brought about by social media. Convenience sampling was adopted to collect 68 responses from prospective purchasers and those who have recently purchased property in and around Bangalore City. The findings reveal a significant relationship between social media, trust, word of mouth and message process involvement with consumer attitude and purchase intention. It is further suggested companies and organizations both profit and non profit must stay invested on social media in order to bring a positive and favourable awareness among people who consume their product, goods and services. And also, the social media management is critical to maintaining favourable perception with the public.

Key Words: Consumer Attitude, Word of Mouth, Purchase Intention, Social Media

I. INTRODUCTION

Real Estate is an important sector, almost a growth engine for any economy. It has been so for many years across the world. Global capital markets depend on robustness of real estate markets. In fact most of growth elsewhere is directly correlated and computed on bases on growth of real estate sector. Housing, retail, hospitality and commercial are sub sector of real estate industry. India, construction industry ranks 3rd among other industry when it comes to contribution to public exchequer in terms of direct and indirect taxes.

Housing, office spaces and Warehousing requirements are expected to push real estate sector northwards. Around 10 Bn US\$ market revenue is expected of real estate sector by 2030. There are few advantages for India to become a centre of booming real estate sector. Firstly, India post – pandemic will find robust investments in real estate and property markets. Secondly they will attract new opportunities in education, healthcare, e-commerce and logistics segments. There is positive policy climate where Government has allowed up to 100 percent for township settlement and developments. Finally, there is also an increased investment where close to 6 Billion US\$ investment was witnessed during 2019.

Younger generation and millennials are resorting to virtual forums to make decisions on investment. The same is being applicable to high capital investment such as purchase of ornaments, automobiles and property. Moreover Real Estate Regulatory Authority (RERA) has imposed some restrictions that safe guard consumer interest as well make procedures more formal and systematic. However, there is silver lining to this state of dormancy. Residential property units' sales have picked up and grown 34 percent as compared to previous year during July-September, 2020. Extraordinary sales have been witnessed in the National Capital Region (NCR) as somehow this region has bucked nationwide trend of decline in sales of property units. Bengaluru has also seen a considerable activity soon after lock down in June/July, 2020.

II. REVIEW OF LITERATURE

Purchase Intention

Studies have been conducted on purchase intention of consumers, so as to ascertain their inclination to purchase. Price, product information, quality and value deliverable are considered important factors in deciding purchase (Chang, T. Z., & Wildt, A. R. 1994). We see online purchase options as fast catching imagination of consumers and are becoming a reality of future purchase. Environmental cues contribute to factors favouring intention to purchase especially among online buyers. Web page quality and web page brand alongside trust and perceived risk in associating with the transaction matters a lot before consumers displaying their intention (Chang, H. H., & Chen, S. W. 2008). Luxury brands are not far behind when it comes to selling online. However purchase intention is based on host of other factors such as individual perception, social context, vanity and others (Iglesias, et al, 2011). Individual characteristics- which is the need for uniqueness and self image and value derived from brand association across cultures seems to be

applicable. Social function attitudes towards luxury brands positively affect purchase intention through an affective attitude (Bian, Q., & Forsythe, S, 2012).

Kim, H. Y., & Chung, J. E. (2011) explores the idea of purchase intention for organic care personal products. Using the theory of planned behaviour, it attempts to express consumer values and past experiences factored into purchase intention of self care products. Further, this is moderated by attitude-intention relationship. However, right from the beginning days of e-commerce and online buying, trust and security has been a challenge. Perception issues with security, shoppers concern of fraud and cheating has been hard to totally cure (Salisbury, W. D., Pearson, R. A., Pearson, A. W., & Miller, D. W. 2001).

Consumer Brand Attitude

Chang, P. L., & Chieng, M. H. (2006) studies from an experiential point of view consumer brand relationship. It is a compendium of brand association, brand personality, brand attitude and brand image mapping of consumer brand attitude. Consumer brand attitude concerns itself with effect of involvement-classified as high or low, affective or cognitive typology (Park, C. W., & Young, S. M. 1986). Effects of brand attitude have been tested against various industries and across several constructs. Augusto, M., & Torres, P. (2018) explores e-word of mouth and referrals in the banking industry and they are influenced or mediated through consumer brand identification and brand equity. Consumer brand attitude plays an influential role in improvising willingness to pay more when it comes to consumer offerings. The idea of brand attitude improvisation stops not just on word of mouth and internal referral but also is influenced through brand logos and self construal. Design of logos and perceptual construal of brand image has began to play a significant role in establishing recalling value of brand (Walsh, M. F., Winterich, K. P., & Mittal, V. 2011)

Trust and Brand Attitude

There is a common and linear relationship between brand images, brand affect and brand trust on brand extension. Brand image, trust and affect correlate positively with brand attitude, further brand loyalty tends to mediate relationship between image, trust and attitude (Anwar et al, 2011). Brand experience significantly moderates character and trust on brand attitude. Consumer brand experience directly affects and results in favourable attitude for consumers who carry a better comprehension of brand existence (Garretson, J. A., & Niedrich, R. W. 2004). There is an effect diagnosed from the perspective of brand personality on brand relationship, attitude and purchase intention. The constructs were tested against brand community (Lee, H. J., & Kang, M. S. 2013)

Word of Mouth and Brand Attitude

Wu, P. C., & Wang, Y. C. (2011) explores influences of word of mouth particularly happening around word of mouth message appeal and its credibility on brand attitude. Message source theory examines influence of brand trust, affection and purchase intention on credibility of brand. There is effect of monetary and non monetary incentives on word of mouth and brand attitude. Word of

mouth campaigns are incentivised through monetary and non monetary means creating space for brand trust and brand recommendation, resulting in building of brand attitude (Pongjit, C., & Beise-Zee, R. 2015).

Social Media and Brand Attitude

Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014) analyses effect of social media impact on brand attitude formation. Both traditional media and social media on a right mix bring about tremendous influence on consumer minds creating a positive attitude. However, effectiveness of traditional media alone is lesser as compared to a judicious mix of social media messaging. And brand attitude is having a major impact on purchase intention. Social media messaging also helps in averting a brand crisis or change of brand image (Pace, S., Balboni, B., & Gistri, G. (2017). Most of the modern companies are entering a mid life crisis. They have lost sheen of initial tempo and striving to hit new gold. While things are going to be catastrophic, impact can be lesser with sufficient communication of same to consumers through rightful branding and social media usage.

Social Media and Purchase intention

Social media such as Facebook and Twitter have been effective in creating intention to purchase. Mostly these are mentioned as e-word of mouth and have larger influence than conventional word of mouth. E-WOM has impact not just on building consumer brand attitude but also on intention to purchase (Kudeshia, C., & Kumar, A. 2017). There is an axis of relationship between community experience, commitment, brand attitude and intention to purchase on social media. Enterprises are integrating brand entertainment, brand community experience and social information. Community commitment helps cultivate positive brand attitude resulting in consumer purchase intention (Wang, X. W., Cao, Y. M., & Park, C, 2019). Extant literature speaks volumes on impact on social media advertising features on consumer purchase intention. Social media platforms are being widely used for marketing and advertising activities. Though it has been found that social media designs are effective as compared to traditional and conventional designs, these are not without challenge. Organizations find trouble in designing right and effective advertising banners and strategies for promotion (Alalwan, A. A, 2018)

III. RESEARCH METHODOLOGY

Descriptive research design is adopted and a survey based questionnaire constructed for collection of data. Using a convenience sampling- samples were collected from over 70 respondents. Those who had recently purchased and potential prospects for purchase of property were considered as study's sample frame.

The Research objectives are:

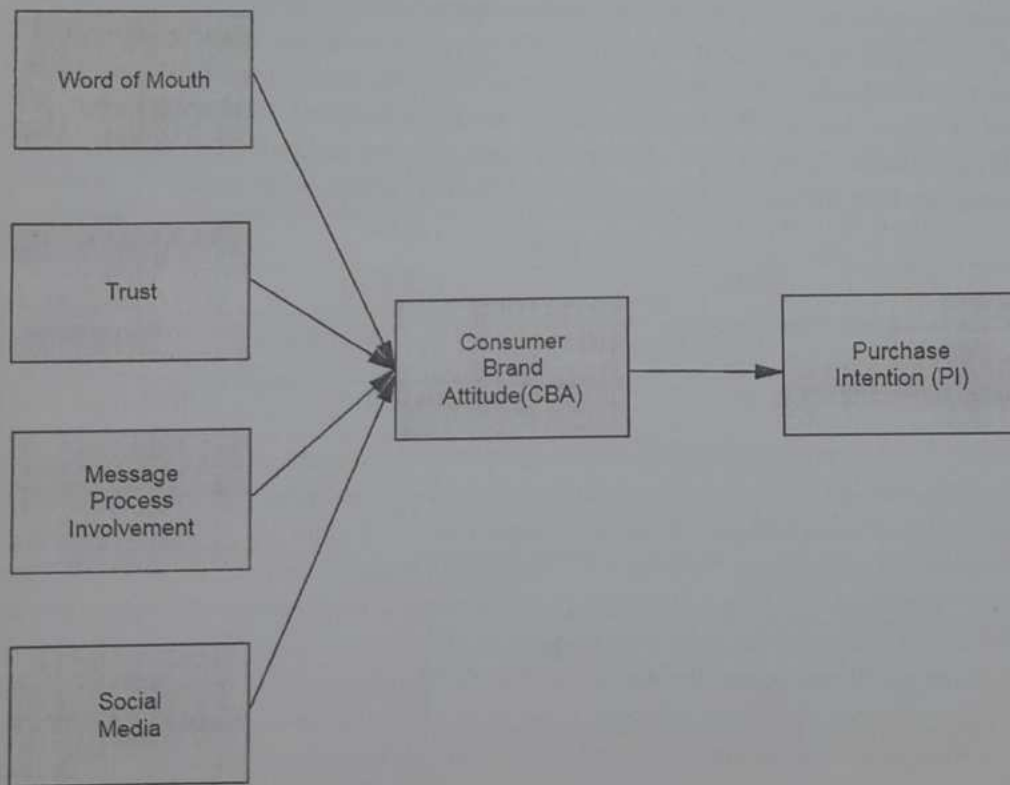
1. To assess the overall situation and dynamics of real estate sector

2. To analyse role of social media in construed framework in creating a favourable consumer attitude.

Proposed Hypothesis

1. H1: Word of Mouth has a significant impact on Consumer Brand Attitude
2. H2: Trust has a significant impact on Consumer Brand Attitude
3. H3: Message Process Involvement has a significant influence on Consumer Brand Attitude
4. H4: Social Media significantly influences Consumer Brand Attitude
5. H5: Consumer Brand Attitude significantly affect Purchase Intention

Conceptual Framework: Factors influencing Consumer Brand Attitude and Purchase Intention.



The various factors in conceptual framework are purchase intention, attitude, social media and trust. Sub-items of purchase intention are measured through value and benefits, firsthand experience and brand options (Jay Trivedi, 2017). Attitude is processed and measured by brand message, brand credibility and attitude choices (Abzari, Ghassemi and Vosta (2014) and social

media by media information, feedback and review and reliability of information. Trust among is captured through accuracy of information and security (Tabbasum, Neelam gul choudhary, Khaldoon Nusair, 2016). Word of mouth effectiveness dealt through product characteristics, nudge purchases and brand advisory. And finally message process involvement through brand content and message intent.

IV. DATA ANALYSIS

The data is analysed for reliability and means comparison. Further regressions equation has been constructed keeping Intention to purchase as a dependent variable and measuring it with other variables such as consumer brand attitude, word of mouth, trust, message process involvement and social media. Convenience sampling was deployed and respondent sample collected through Google forms. Data was purified for missing values and other errors. In so far as demographic variables, we have analysed by comparison of means. Profile of 72 respondents was taken into consideration that has recently purchased a residential apartment in Bangalore both urban and rural included. According to table 1, we can say that 38% of respondents have been females and 62% are male respondents. This shows the rising consumerism among women particularly with respect to capital purchase. Almost all the respondents are graduates and most of them fall under 35-45 years of age bracket. There is a bit of skewness when it comes to location, as majority of our respondents are from Bangalore Urban and about 10 % are from Bangalore rural.

Table 1

Profile of Respondents

Variable	Categories	Frequency	Percentage
Age	25-35	21	30
	35- 45	33	50
	>45	18	20
	Total	72	100
Education	UG	27	38
	PG	43	60
	Others	02	02
	Total	72	100
Gender	Male	45	62
	Female	27	38

	Total	72	100
Location	Bangalore –Urban	65	90
	Bangalore-Rural	07	10
	Total	72	100
Marital Status	Married	58	81
	Unmarried	14	19
	Total	72	100

Table 2

Summary of Test for Demographics

t-test and One Way ANOVA

Variable	t-test / Anova	Significance
Age	F=23.365	0.007**
Education	F=18.846	0.063*
Gender	t=8.311	0.001**
Location	t=6.623	0.032*
Marital Status	t=6.788	0.448 ^{NS}

Note: * Sig. at 0.05

** Sig. at 0.001

NS – Not Significant

According to the Table 2: summary of demographics and comparison of mean, we find that Age, Education, Gender and Location are having significant influence over decision making, also influencing behaviour, and attitude and as a result intention to purchase. In this study it is rather highly important as purchase is capital investment that involves many years to repayment and continuous flow of income. From a family point of view it is a strategic decision to invest and purchase. Thus many variables such as age of prospect, education levels, gender and location has a reasonable influence. However, marital status does not seem to have a significant score. Reason could be, when it comes to marital status-in so far as purchase of housing property is concerned; it is still viewed in many developing countries as a basic necessity. Hence there appears no change in behaviour and both the partners seem to agree on decision made to purchase in a unanimous fashion.

Table 3

Reliability Assessment

Variables	Cronbach Alpha	Items
Purchase Intention (PI)	0.833	06
Consumer Brand Attitude (CBA)	0.871	06
Word of Mouth (WoM)	0.762	03
Trust	0.89	08
Message Process Involvement (MPI)	0.69	05
Social Media	0.754	03

As per Table 3 for reliability of instrument assessment, we can deduce that Trust is a seasoned construct. When it comes to behaviour trust plays an important role in deciding whether it is positive and accommodative or negative and indifferent. This is no different in case of house property purchases-particularly at a time when investments stretch for more than 10 years or so. Except for message process involvement which deals with analytical cognisance of respondent; all others have equally responded for items. Social Media is somewhere between established constructs and Message processing as it is an evolving construct.

Table 4

Summary of Hypothesis Testing

Hypothesis	Variable	Std. Beta	Significance	Result
H1	WoM → CBA	0.433	0.000	Support
H2	Trust → CBA	0.205	0.000	Support
H3	MPI → CBA	0.448	0.042	Support
H4	SM → CBA	0.119	0.039	Support
H5	CBA → PI	0.360	0.000	Support

Note: Significant at 0.05

In connection to the figure 1 on conceptual framework, we see that all paths are significant. Retaining Purchase Intention as dependent variable other variables have been tested for as independent variables. Word of Mouth, Trust, Message process involvement, Social media and Consumer Behaviour attitude are treated as dependent variable. Message process involvement and Word of Mouth have stronger influence on Consumer behaviour attitude. Social media has a lower beta value-could indicate a lesser influence on brand attitude. Reasons could be the unofficial or

informal nature of Social media leading to trust questions. People may still be viewing traditional advertisements on print and television as more reliable sources of information to make decisions.

V. DISCUSSION AND MANAGERIAL IMPLICATIONS

The findings and results of this study has a wide and encompassing application with special reference to the gig economy coming of age and participating in main stream transactions involving high ticket purchase. Presently, there is narrow view of gig economy and e-commerce catering to lower value purchases and transactions. However, slowly and gradually most of these decisions are going to be made on virtual platforms. There are virtual studios to bring various aspects of product, goods and services to customers. In the age of Pandemic and social distancing, these services are more welcome. Traditional word of mouth and reference groups have transformed into e-word of mouth, influencers and web communities.

In our study, constructs such as traditional media, word of mouth, trust, social media, consumer brand attitude, message process involvement and purchase intention were connected and intertwined with one another; purchase intention as dependent variable. All paths were found to be statistically significant implying that social media must be gradually factored into main stream reach out strategies. Behaviours of consumers in high ticket purchases are also keen to take messages and be influenced by them from social media platforms.

VI. CONCLUSION AND SCOPE FOR FUTURE STUDY

Social media platforms and campaigns on facebook, WhatsApp, Twitter and Instagram have profound impact on millennials and Z generation. Moreover gig economy services in Indian business context such as ola, OYO, Swiggy and other services are widely popular and continuing to grow exponentially. Though the pandemic might stop this growth temporarily but eventually most of the economic models must factor in online and social media platforms. The future studies may include other constructs such as traditional media – print, television advertisements and novel strategies such as surrogate marketing and so forth. Moreover, logistics and supply chain management must be intimately examined for reinforcement and change in behaviour of consumers over their buying experience.


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IPOS PERFORMANCE: A STUDY ON POST PANDEMIC IN INDIAN CAPITAL MARKET

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Abstract:

Pandemic and lockdown adversely affected business operations and the economic system worldwide. India also experienced instability and massive fall in capital market in the year 2019 and 2020 and it reflected in major stock indices values which slowed down by 40%. In the recent years many companies are going public through IPOs to meet their financial needs and it has brought tremendous growth in the number of IPOs in the Indian capital market. The pandemic has created uncertainty among companies and investors across the world's financial markets. The present study attempts to evaluate the impact of pandemic on performance of IPOs in the Indian capital market. The study made an attempt to evaluate the short and long term performance of IPOs and also the information of under and overpriced IPOs. The study has considered the top 10 IPOs in each year and listed them in NSE for the period of 2019 to 2022 to measure the performance of IPOs. The study also highlighted top 10 performers and 10 biggest failure IPOs. The results of the study shows that the number of IPOs has increased after the pandemic and results also show mixed performance of IPOs in short and long term. The study has observed that the market is not extremely over or underpriced. Some IPOs received more attention but couldn't perform as expected. This study will help investors in analyzing and to predicate their equity portfolios.

Keywords: IPOs, Short Term, Long Term, Under Pricing, Over Pricing.

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INTRODUCTION:

Over 20 years, the Indian capital stock market has shown immense growth in terms of market capitalization. An important component of the Indian financial system is the Stock market. India's exchanges equate to less than 3% of global market capitalization as of 2020 (Investopedia). SEBI is the regulatory board for Indian stock market. Pandemic caused instabilities in the functioning of the financial system. It slowed down companies productivity, increased operating costs and reduced profits and directly influenced company's cash flow (De Landt and Hartmann 2000). (Risk Financial Manag. 2021) Nifty rapidly slowed down 40% compared to the beginning of the year. However, the retail investors utilized this opportunity to make money and earned returns immensely with low cost trading, as a result worldwide 10 million new demat accounts were opened in the year 2020. Pandemic influenced price and performance of shares in secondary and primary markets. Initial Public Offers (IPO) play a vital role to raise capital for the companies by issuing shares to public. Companies issue IPOs for the purpose of expansion, diversification, acquisition or to convert private companies into public companies and investors will act as a partial owners of the company. First day of listing IPOs perform positively, during long term investors might incur huge losses. (Sahoo & Rajib, 2012) IPOs performance is based on the price issued to the public by underpricing or overpricing. (Purnanandam & Swaminathan, 2004) IPOs with over pricing leads to short term losses and under-pricing IPOs gain small profit on listing day.

LITERATURE REVIEW:

Ozili and Arun (2020) Pandemic generated many uncertainties, risks and economic disturbances all over the world. **Al-Awadhi et al. (2020)** used a panel regression approach to analyze the impact of pandemic on the different sectors globally, and found that high market capitalisation stocks were affected negatively. **Singh & Sehgal (2008)** investigated the possible determinants of underpricing and the long-run performance of 438 IPOs listed on the Bombay Stock Exchange (BSE) from June 1992 to March 2001. They found that underpricing in Indian IPOs has been 99.20%. Likewise, the level of underpricing is exceedingly high compared with the international evidence. The study also found that some factors determining the under-pricing are the demand for the IPO, delay of the IPO listing, and firm age. It was also found that the Indian IPOs do not tend to underperform (Babu & Dsouza, 2021). Positive performances were examined in information technology

and pharma sectors. Baron (1982) explains two reasons for underpricing of IPOs. One is the information asymmetry between the issuer and the investment banker. An investment banker knows better about the capital market than the issuer. Therefore the issuer offers incentive to investment bankers with the price which is lower than the first best offer price, for revealing its superior information about the capital market. This lower price is an incentive for the investment banker who can sell the issue easily. Thus information asymmetry between the issuer and the banker causes underpricing of new issues. Another reason for underpricing of IPOs is that the issuers are more uncertain about the market demand of the unseasoned issue than for the seasoned issue. Therefore their need for investment bankers' information about the market condition increases in the new issues and hence the issuers' willingness to accept underpricing for new issues is high. The purpose of this study is to examine the impact of the pandemic on the Indian stock market related to IPOs and its effect on pricing of shares. In this study, considered a period of 3 to 4 years IPOs and top 10 companies (2017 to 2022) by their performance on the basis of issue size. This study helps the investors to understand the frosty and outrageous IPO performances in India stock market. However pandemic did not pose a negative impact on IPOs but during pandemic period IPO listing was reduced as mentioned in the fig. 1



Figure 1: Represents no. of IPO listed in NSE (source: NSE)

Flow chart indicates no. of IPOs from 2017 to 2022. Figure 1: Blue bar displays no. of IPOs listed in each year from 2017 to 2022. Fig. 1 explains during pandemic IPOs listing were dropped down to 50% in between 2019 to 2020 and in 2021 IPOs are listed 4 times more than the pandemic period. In 2022 the no. of IPO new listing were slowed down compared to 2021 as the result of Russia - Ukraine war throughout the world, after a tepid 2022. 32 companies raised capital ₹55,000 crore through initial public offerings (IPOS) in India.

Arwah Arjun Madan (2010) stated that in the long run there will be a huge or negative fall on IPOs return from second year to fifth year of listing. Akshatha Sajumon (2021) IPO performances were based on grading of the companies with past track records information. Investors decide realistic share pricing. Even so grading was made optional with the effect from Feb 04, 2014. Since from first day of IPO issued act as a major factor to assess the performance. Present study analyzes return on IPOs with issue price in Indian capital market. As a general rule IPO price is decided on two methods i. fixed price method - in this method price is band/ fixed by the company ii. Book building issue price - in this method price will be bid by the investors. Ambily (2016) found that IPOs performance and price will be bid on the bases of investors conceptualization vision towards the company and not on technical, promotional and fundamental aspects.

OBJECTIVES:

- To analyze the impact on IPO pricing and performance of shares in the Indian stock market due to the pandemic.

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OBJECTIVES:

- To analyze the impact on IPO pricing and performance of shares in the Indian stock market due to the pandemic.

- To study the performance of IPOs from listing day to last trading price in the year 2022.
- To examine the percentage of change in IPOs performance on the bases of company goodwill in the market.

RESEARCH METHODOLOGY:

Data source: This is an empirical study on secondary data. NSE (National Stock Exchange) and Chittorgarh websites are the main data source.

Selection of IPO:

This study examined pandemic outbreaks on the Indian stock market from 2020 to 2022. Top 10 IPO performances during listing day were considered for the study.

The study adopted the following methods & measures to analyze the data:

Methodology documents for equity indices measures are used to analyze the performance of the Indian IPOs that were listed in the NSE during the pandemic period.

1. $PMR = [(P1-OP)/ OP] \times 100$

2. $SMR = [(P2- P1)/ P1] \times 100$

3. $TR = [(P2-OP)/ OP] \times 100$

4. $R = [(P2-OP)/ OP] \times 100$

5. $R_m = [(II - IO) / IO] \times 100$

PMR = Primary Market Return

SMR = Secondary Market Return

TR = Total Return

R = Raw Return (buy & hold return)

R_m = Return on the Market Portfolio

Where,

P1 = opening trade Price of listing day

P2 = end trade Price of listing day

OP = IPO listed price

II = index of secondary market during listing (first day, between a month)

IO = index of the share during offer is announced

The Excess market (Risk adjusted Market initial return) (EX) can be calculated as:

$EX = R - R_m$,

• Favorable value (positive) EX : indicates IPO is underpriced

• Unfavorable value (negative) EX: indicates IPO is overpriced

• Moderate value (zero) EX : indicates IPO is fairly priced.

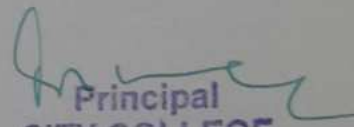
During the analyses observed market adjusted returns on the bases of IPOs Underpricing and overpricing in stock exchange to understand IPOs better performance.

RESULTS AND DISCUSSION:

IPO listing price, opening price and closing price (from first day to a week and more by seeing availability of the data) are taken into consideration to calculate return on investment. Below table indicates IPO size, IPO listing price, IPO gains and are calculated with present market price to analyze the performance.

Table: 1 Top 10 IPO in India 2022 (By Performance)

Company Name	Listing Date	Issue Price (Rs)	Issue size	NSE Price at (Rs)	Gain (%)
Adani Wilmar Limited	Feb 08, 2022	230	15,65,21,739	578.3	151.46
Hariom Pipe Industries Limited	Apr 13, 2022	153	85,00,000	367.05	140.03
Venus Pipes & Tubes Limited	May 24, 2022	326	50,74,100	708.6	117.29


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Ruchi Soya Industries Ltd	Apr 8, 2022	650	6,61,53,850	1173.75	78.78
Veranda Learning Solutions Limited	Apr 11, 2022	137	1,45,98,540	241.25	76.24
Vedant Fashions Limited	Feb 16, 2022	866	36,364,838	1308.85	51.22
Prudent Corporate Advisory Services Limited	May 20, 2022	630	85,49,340	947.8	50.78
Electronics Mart India Limited	Oct 17, 2022	59	8,47,45,762	85.8	45.42
Campus Activewear Limited	May 9, 2022	292	4,79,50,000	414.5	42.07
Paradeep Phosphates Limited	May 27, 2022	42	35,75,55,112	59.05	41.19

Source: Chittorgarh website

Table: 1 considered only top 10 IPOs performance out of 37 IPOs issued in the year 2022 and analyzed according to their returns. Adani Wilmar ltd has earned highest returns, IPO sectors like healthcare, FMCG and media have listed with underprice and investors enjoyed gain.

Table2:10 IPO Fails in India 2022

IPO Name	Nifty Based Sector	PMR (in %)	SMR (In %)	EX (In %)	Performance
Life Insurance Corporation	Financial services	-8.11	0.37	-7.77	overpriced
Zomato Ltd	service	51.31	9.43	65.59	underpriced
One 97 Communications (Paytm)	IT	-9.07	-19.99	-25.54	overpriced
Star Health Insurance	Financial services	-5.69	6.84	-2.25	overpriced
Shriram Properties Ltd	reality	-20.34	5.74	-10.61	overpriced
Ethos Ltd	Durables	-13.06	-2.65	-15.37	overpriced
Rainbow Children's Medicare Ltd	pharma	-5.9	-11.72	-16.97	overpriced
Prudent Corporate Advisory	Financial services	-10.83	-3.57	-14.02	overpriced
AGS Technology	IT	0	-7.97	-7.97	overpriced
Care Trade Tech	IT	-1.11	-6.24	-8.46	overpriced

Source: Researcher's own Calculation

Table2: indicates Indian 10 major IPOs Failed in 2022, LIC was listed and closed price of the first day was 80 rs shorter than its IPO price per share. LIC IPO was a record breaking with oversubscribed by 2.95times in terms 7.3million applications. Failure could be due to age of the company, unrealistic expectations from public and by underwriting executives (stock ipo).

Above table stated out of 10 IPO samples 9 IPOs were overpriced and only Zomato was listed underprice, the IPO failed to yield returns due to the company's misappropriation.

Table3:Top 10 IPOs in India 2021(By Performance)

Company Name	Listing Date	Issue Price (Rs)	Issue size	NSE PRICE 2022	NSE Price(Rs)2021	Gain (%)
Paras Defence And Space Technologies Limited	Oct 01, 2021	175	97,58,851	743	583.35	233.26

NTAR Technologies Limited	Mar 15, 2021	575	1,03,72,419	2463.05	1607.85	179.44
Laxmi Organic Industries Limited	Mar 25, 2021	130	4,61,53,846	432.15	295.55	127.54
Macrotech Developers Limited	Apr 19, 2021	486	5,14,40,328	1233.55	1084	123.62
Craftsman Automation Limited	Mar 25, 2021	1490	55,28,188	2260.95	3294.65	120.95
Devyani International Limited	Aug 16, 2021	90	20,42,22,222	165.05	185.1	105.44
Rolex Rings Limited	Aug 09, 2021	900	81,22,222	1768.3	1772.15	97.09
Barbeque Nation Hospitality Limited	Apr 07, 2021	500	90,57,470	1438.05	985.15	96.42
Tatva Chintan Pharma Chem Ltd	Jul 29, 2021	1083	46,16,805	2655.75	2120.9	96.15
Latent View Analytics Limited	Nov 23, 2021	197	3,04,56,850	561.55	371.6	88.35

Source: Chittorgarh website
 Table3: taken in consideration of Top 10 IPO performances out of 65 in the year 2021. The investors invested on Banking sector and financial sectors have incurred less gain or loss compared with other sectors. FMCG sector have overpriced even though earned yield of 127% to 105%. Media & IT sectors earned 233% to 179% return.

Table4: 10 IPO Nifty Sectoral based classifications of 2021 and their failures and performance

IPO Name	Nifty Based Sector	PMR (in %)	SMR on Day 1 (in %)	Risk adjusted Market Return (in %)	Performance
Yes Bank Ltd	BANK	2.5	0	-2.11	Underpriced
Equitas Small Finance Bank Ltd	FINANCIAL SERVICES	-6.06	5.65	-10.04	Overpriced
UTI Asset Management Company Ltd	FINANCIAL SERVICES	-11.51	-2.78	-19.91	Overpriced
Angel One Ltd	FINANCIAL SERVICES	-10.13	0.31	-12.89	Overpriced
SBI Cards and Payment Services Ltd	FINANCIAL SERVICES	-12.85	3.83	-8.47	Overpriced
Mrs. Bectors Food Specialities Limited	FMCG	73.96	18.87	105.47	underpriced
Burger King India Limited	FMCG	92.25	19.98	127.39	Underpriced
Antony Waste Handling Cell Limited	HEALTH CARE INDEX	36.51	-5.29	57.07	Underpriced
Gland Pharma Limited	PHARMA	13.4	7.02	18.27	Underpriced
ChemconSpeciality Chemicals Limited	PHARMA	114.99	-19.99	70.54	Underpriced

Source: Researcher's own Calculation.

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In the year 2021 nearly 53 companies raised Rs.140.6 crore capital from stock market through IPOs .Macro tech developers gained 150% profit. 24 companies sank after listing (Trade smart). In Table 4: examined 10 IPOs performance and calculated share pricing on the base of issue price. Financial, media and IT sectors IPOs were overpriced and earned less return. FMCG sector underpriced and made good return. Yes Bank listed with underpricing strategy still it is called as failure due to misappropriation of funds in turn internal inefficiency of the company & investors were unhappy with the performance. Later In the year 2022 geared up itself with high returns.

CONCLUSION:

It is concluded that the post pandemic 2021 and 2022 had more number of IPOs listed. In that on an average 72.5% were underpriced. Since investors gained 70% and above returns in the secondary market due to underprice listings. In the year 2021, 67 IPOs listed and their lot size have increased multifold due to post pandemic effects. IPO sectors like consumer durables, FMCG, Healthcare, IT, Pharma companies made profits in a noticeable way with underpriced IPO listing. On the other hand financial services IPOs overpriced in 2021-22 and yielded less profit. Adani Willmar ltd(2021),Paras defense and space technologies ltd(2022) were the leading players. The IPOs with higher demand resulted in over subscription, investors gained returns on an average of 53.85% including all over sectors. Few IPOs destroyed their wealth in negative returns like Yes Bank, LIC, ZOMATO, CAR TRADE etc. This study was limited to top 10 ipo performers and 10 biggest failures in the year 2021-22.

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**CONTEXTUAL FACTORS INFLUENCING 'FATIGUE IN DIGITAL EXPERIENCE' AND
POSSIBLE COPING STRATEGY: WITH SOME REFERENCE TO THE COVID CRISIS**

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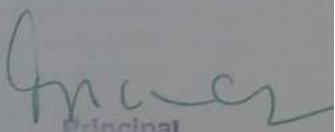
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**PERCEPTIONS TOWARDS E-LEARNING AMONG SCHOOL
CHILDREN DURING COVID-19**

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PERCEPTIONS TOWARDS E-LEARNING AMONG SCHOOL CHILDREN
DURING COVID-19

Abstract:

The Constitution of India, in its (Eighty-Sixth Amendment) Act 2002, in Article 21-A, provides free and compulsory education of all children in the age group of six to fourteen years as a Fundamental Right. Around 240 million children in the country have enrolled in Schools. Covid-19 pandemic has disrupted education sector resulting in the closure of schools. Many parents and academic establishments were hesitant to change their customary educational methodology but with no alternative moved to online teaching-learning strategy. The purpose of this study is to understand school students' perception towards online learning. Government of India has designed-Pragyata, guidelines for digital learning through an online platform and its impact on the school children are discussed in the paper. 61 respondents participated in the survey-questionnaire, random convenient and snowball sampling techniques are used for the data collection within the time frame.

Keywords: E-learning, online platform, school children, Pragyata

1) Introduction:

The Constitution of India, in its (Eighty-Sixth Amendment) Act 2002, in Article 21-A provides free and compulsory education of all children in the age group of six to fourteen years as a Fundamental Right. Around 240 million children in the country have enrolled in Schools, 84% dwells in the rural region while 70% attend government schools and 17.06% are dropouts (NUEPA, 2016).

The world is undergoing rapid changes in the knowledge landscape. India has the second-biggest instruction framework in the globe (Cheney, Ruzzi, & Muralidharan, 2005). Covid-19 pandemic has disrupted all sectors, and one such sector is education resulting in the closure of schools. Many schools, colleges and universities have discontinued face-to-face teaching, and experts are uncertain as to when it will back to normal teaching (Dhawan, 2020). To mitigate the impact of a pandemic, schools are undergoing paradigm shift from the traditional mode of teaching and remodelling to deliver quality education through a healthy mix of schooling at home.

In National Education Policy 2020, Government of India has taken a concerted effort and ensure universal access and opportunity to all children to provide quality holistic education including vocational education for employability in future. NEP Policy recommends that teachers can acquire Early Childhood Care and Education (ECCE) qualification to teach in Preparatory level which is noteworthy. Whereas e-learning is addressed and in future emphasis blended learning. Blended mode-online apps conduct quizzes, competitions, enrichment material, and online communities for sharing learning interests will be developed as group activities. Online training for teachers will be imparted by the usage of a technology platform such as SWAYAM/ DIKSHA (National Education Policy 2020).

Government of India, have designed Pragyata guidelines for digital education from the perspective of learners, with a focus on online education for students who are presently at home due to closure of the school. This programme intends to ensure quality education is imparted but on the other side, there are many challenges associated with e-learning such as internet connectivity, flexibility, affordability, learning pedagogy through online mode, partially online mode and offline mode (TV & Radio).

The sudden outbreak of Covid-19 resulted in turmoil among all the stakeholders creating hesitation and difference of opinions as what to instruct, how to educate, teaching environment and the implication for education equity (Zhang, Wang, Yang, & Wang, 2020). Private schools have adapted e-learning seamlessly with their high-end infrastructure and established domination in imparting quality learning, whereas this has become a challenge in this period especially for underprivileged students creating digital divide (Dey & Bandyopadhyay, 2018). Many school children from rural areas are dropouts due to teacher absenteeism, lack of infrastructure, unattractive classroom environment, uncreativity and stagnant daily routine. (Dreze, 2003). In a present situation like COVID-19 in rural areas (Reddy & Sinha, 2010) the dropout may increase, due to the loss of parent's employment. There economic repercussion of the lockdown resulting in the reduction of gross earning capacity to many families and may build opportunity cost of sending kids in school, particularly in rural areas. (Bharadwaj, Nicholas, & Leah, 2020). Whereas in good private schools, urban-centric give priority for quality education and possess the top infrastructure and ICT sponsorship to support student learning. The schools incline and embraced new educational approaches such as comprehensive and inclusive curriculum for the holistic development of the student, continuous assessment, syllabi based on practical applications, intuitive expertise, interactive skill-based assessments and fun-based learning. (Dey & Bandyopadhyay, 2018)

This has made true with over 687.62 million internet users in 2019 (Trai.gov.in), the fact has boosted government to adopt digital education but connectivity and signal strength is still an issue (27th position in the world). The online education market size in India has the potential to grow by \$14.33 billion during 2020-2024, it is forecasted that there will be a steady increase due to pandemic situation. (Technavio, 2020). There is rising awareness on the latest technologies will boost e-learning in the Indian market creating a huge consumer base, thereby many e-learning companies are monetizing the opportunity. Some of the top e-learning companies are BIYU's, Educomp Solutions, IGNOU, NIIT, Simplilearn, Excelsoft imparting online education for school children and training for competitive examination. With the increased penetration of the Internet and smartphones in India offer growth opportunities and also lies challenges like lack of infrastructure, lack of motivation and essential learning environment is major hurdles for the students to learn.

2) Theoretical Perspectives:

With the advancement of internet technology, a new form of e-learning has been developed and widely used. E-learning has been defined as "pedagogy empowered by digital technology" (Nichols, 2008). Education is the backbone of any country but diverse sociological, geographical and political situations bringing uniformity is challenging one but with changing time, it is possible to sow the seed of education with new and innovative technologies. MOOC (Massive Open Online Courses) has advantages over traditional teaching but challenging. Some of the private players have adopted (Sharma, 2015).

E-learning in India has become a boon among professionals who joined the workforce stream in early years and continue education without hassles from the reputed institutes and helped in the career progression. E-learning provides the number of benefits like any time, anywhere flexibility, reduce cost, higher retention, consistency in delivery, expert knowledge. To project it Government of India under Ministry of Human Resource Development entered a collaboration with reputed Institutes and Universities and designed learning programmes such as SWAYAM, NTPEL, E-Pathshala to name few.

Elementary education is very crucial in the formative stage of the child. It nurtures the child with interest and helps to learn about his environment and society in which he lives. Experts believe innovative thinking should be employed to universalize elementary education among school children. Blended learning is one such innovative thinking for the holistic development of the child. (Kundu, 2018)

3) Review of Literature:

(Almaiah, Al-Khasawneh, & Althunibat, 2020) researchers investigate the serious tasks that impede the utilization of e-learning structure for example e-learning framework, technical issues, budgetary support issues and management issues were discussed in the research paper. The data was gathered through the interview method with 30 students and 31 experts who were utilizing e-learning methods at six Universities from Jordan and Saudi Arabia. They suggested Universities to incorporate on these issues such as technological factors, cultural aspects, e-learning system, quality factors, self-efficacy factors and trust factors.

(Shelina, Areeba, Vardah, & Nasreen Ali, 2020) The study focused on home learning among school children from parent perspectives. Purposive sampling technique was used and data were composed of 19 parents- theme of the study: influence of COVID-19 on children learning; provision extended by schools and schemes adopted by caregivers at home to support learning. The findings revealed, parents adapted quickly with the technology and addressed the learning gap which emerged on their children in COVID situation.

(Agariya & Singh, 2012) authors developed 65 scale items in identifying e-learning constructs from the literature review, followed by depth interviews with the students and faculty members of different institutes and universities across India and later fine-tuning was done.

(Muzna & Manavi, 2020) in their research article discussed the significances of the lockdown on the education segment resulting closure of schools and steps taken by the various state government and other NGOs have come forwarded in delivering meals/rations to schoolchildren (Anganwadi), it has benefited to millions of children.

4) Research Gap:

E-learning in India dates back to 2006, a project E-Gyankosh has undertaken by Indira Gandhi Open University, which is a National Digital Repository of learning resources in higher education. But the COVID-19 outbreak has disrupted academics, cancelled classes and examinations across the country. The government took a timely decision, to ensure that students will not miss out their studies, thereby schools shifted online mode and students were forced to attend classes through gadgets. Based on the above review of the literature found the research gap in this area. The title of the study framed as “Perceptions towards E-Learning among School Children during COVID-19”.

5) Objectives of the Study:

- a) To understand the perceptions on the effectiveness of E-learning among schoolchildren during COVID-19.
- b) To compare the traditional mode of learning with the online mode of learning and its impact on school children.
- c) To explore the inclusiveness of the blended mode of learning post-COVID-19.

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6) Research methodology:

The present study has been conducted based on primary data and is descriptive. The required Primary data has been collected by survey-questionnaire, random convenient and snowball sampling techniques are used for the data collection. The questions were mostly close-ended. We received 61 responses within the time frame to complete this study. Time constraint posed as a limiting factor for this research. The statistical analysis carried out in the study by using Ms-office 2016 and SPSS v.24 software. Analysed & interpreted data have been presented in the form of tables, charts and figures. The statistical techniques like Chi-square and ANOVA have been used for the analysis. The results are drafted in APA format.

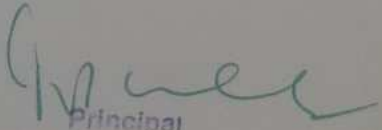
7) Data analysis & Discussion of Results:

The researcher has used Cronbach's Alpha reliability test to evaluate the reliability of the questionnaire for the survey study. The academic e-learning dimensions were found reliable (8 items; $\alpha = .79$).

Normality tests are conducted (Table-1) as per (Cramer, 1998) (Cramer & Howitt, 2004) (Doane & Seward, 2011). **H₀: Data follows the normal distribution.**

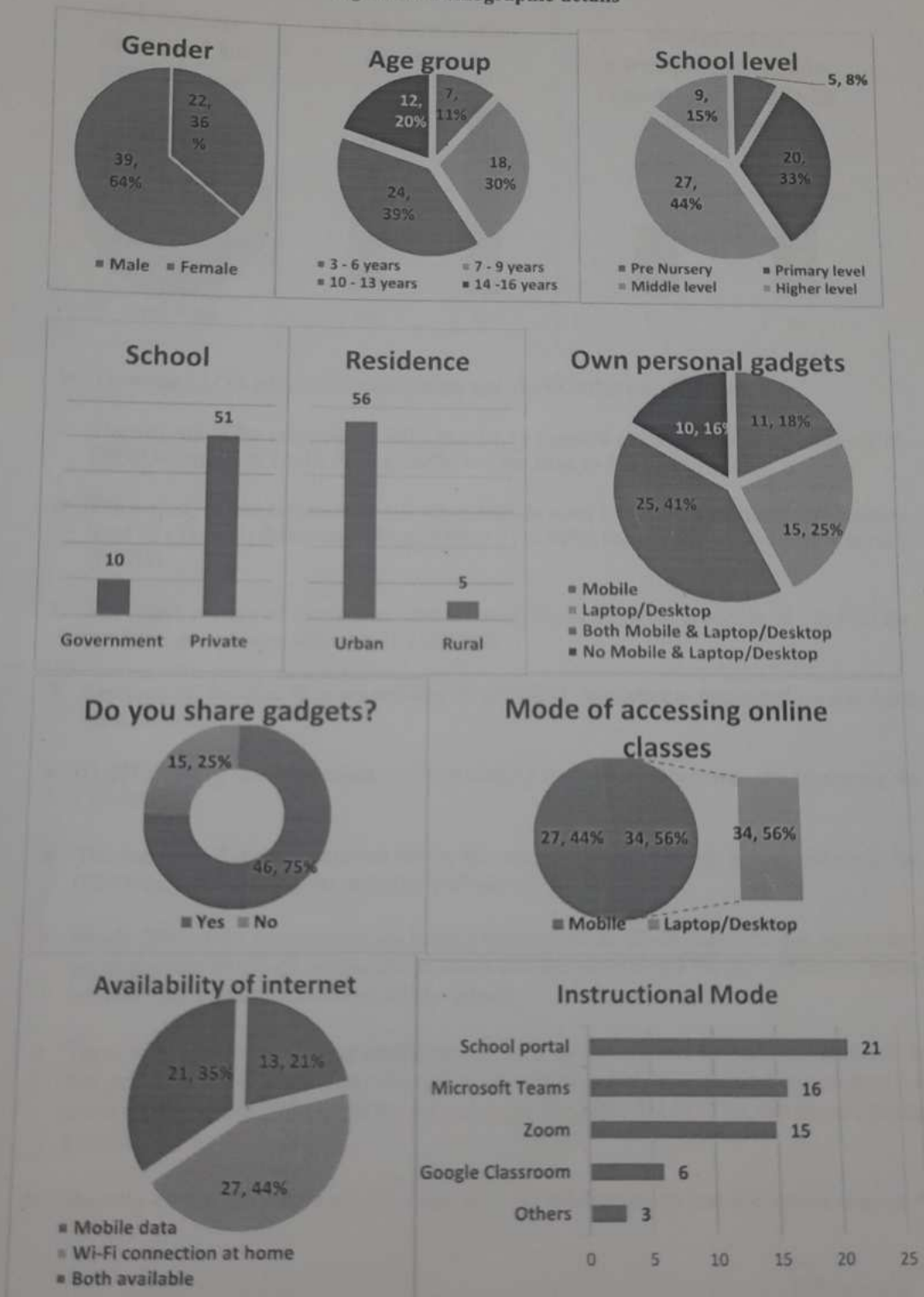
Table – 1: Normality test

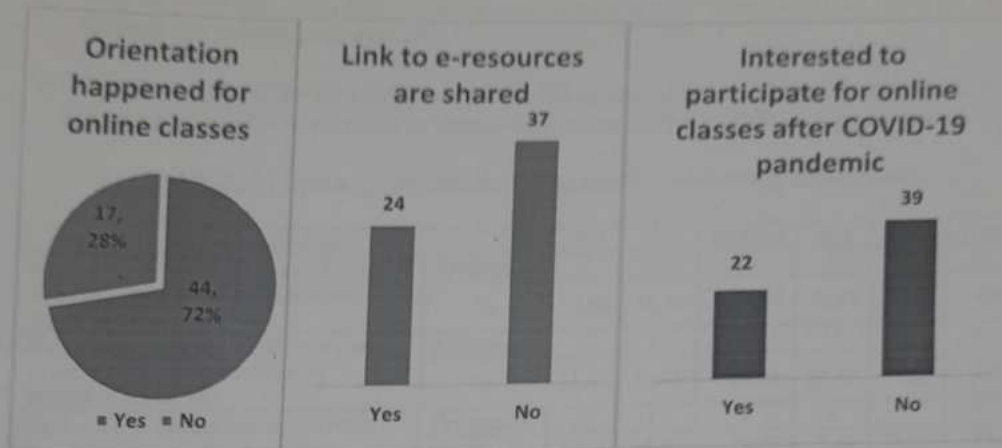
	Skewness		Kurtosis		Skewness Z Value	Kurtosis Z Value	Result ($\alpha = 0.05$)
	Statistic	Std. Error	Statistic	Std. Error			
Do you agree that You have sufficient computer knowledge/skills to attend online classes	-0.268	0.306	-0.645	0.604	-0.874	-1.069	Unable to reject H ₀
Do you agree Online teaching is better than Classroom teaching	1.007	0.306	0.033	0.604	3.288	0.054	Rejected H ₀
Are you missing Physical/personal interaction with your classmates & teachers	-0.861	0.306	-0.072	0.604	-2.810	-0.119	Rejected H ₀
Do you agree that Online tools are easy to use (like Zoom, Google meet, Microsoft teams, etc)	-0.344	0.306	-0.793	0.604	-1.123	-1.314	Unable to reject H ₀
Do you agree online classes are convenient than regular classes	0.712	0.306	-0.504	0.604	2.324	-0.834	Rejected H ₀
Do you agree Online learning is fun than regular classes (learning from animations/ films)	0.909	0.306	0.219	0.604	2.967	0.363	Rejected H ₀
Do you agree that you are Learning extracurricular activities through online classes (like dance/ music/ yoga)	0.935	0.306	-0.221	0.604	3.054	-0.366	Rejected H ₀
Do you agree that your school is following government guidelines relating to online classes	-0.324	0.306	-1.12	0.604	-1.058	-1.854	Unable to reject H ₀


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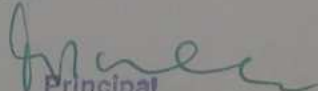
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Figure -1: Demographic details





- There are 22 (36.10%) male respondents and 39 (63.90%) female respondents.
- The majority of the respondents fall under 10-13 years 24 (39%) followed by 7-9 years 18 (30%) followed by 14-16 years 8 (20%) and the least in 3-6 years 7 (11%).
- The majority of the respondents fall under Middle level 27 (44.30%) followed by Primary level 20 (32.80%) followed by Higher level 9 (14.80%) and the least in Pre-school level 5 (8.20%).
- The major portion of the respondents are studying in a private school is 51 (83.6%) the rest from government school is 10 (16.40%).
- Based on the location they are residing 56 (91.80%) are living in urban and the rest from the rural area.
- 15 (24.60%) of the respondents are not sharing their gadgets whereas the remaining 46 (75.40%).
- The majority of respondents can access the online classes by using laptop/desktop is 34, (56%) the rest are using the mobiles is 27 (44%).
- Nearly 35% of the respondents are having mobile data & Wi-Fi connection at home. 44% are dependent on Wi-Fi connection at home and the remaining 21% dependent on limited internet data of mobile to attend online classes.
- There are different e-learning platforms are used by the schools to teach the students. In that private schools are majorly dependent on school portal 21 (34%), Microsoft teams & zoom are freely available are in the second stage 16 (26%) & 15 (25%), the rest are having a minimum rate of usage.
- Majority of the students were provided with an orientation to use the online classes 44 (72%).


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- Sharing the e-resources links make it more convenient to learn & revise. Only 24 (39%) students are getting such prevails.
- This study identified 22 (36%) are interested to attend online classes, rest 39 (64%) are showing interest in conventional face to face classes after COVID -19 pandemic over.

Table-3: Frequency distribution of academic e-learning dimensions

Particulars	SDA	DA	Neutral	AG	SAG	Total	
Do you agree that You have sufficient computer knowledge/skills to attend online classes	Frequency	6	10	19	18	8	61
	%	9.84	16.39	31.15	29.51	13.11	100
Do you agree that Online tools are easy to use (like Zoom, Google meet, Microsoft teams, etc)	Frequency	7	13	18	21	2	61
	%	11.48	21.31	29.51	34.43	3.28	100
Do you agree Online teaching is better than Classroom teaching	Frequency	29	15	9	6	2	61
	%	47.54	24.59	14.75	9.84	3.28	100
Do you agree Online learning is fun than regular classes (learning from animations/ films)	Frequency	20	24	9	6	2	61
	%	32.79	39.34	14.75	9.84	3.28	100
Do you agree that you are Learning extracurricular activities through online classes (like dance/ music/ yoga)	Frequency	25	20	5	9	2	61
	%	40.98	32.79	8.2	14.75	3.28	100
Are you missing Physical/personal interaction with your classmates & teachers	Frequency	3	4	14	14	26	61
	%	4.92	6.56	22.95	22.95	42.62	100
Do you agree online classes are convenient than regular classes	Frequency	25	20	11	5	0	61
	%	40.98	32.79	18.03	8.2	0	100
Do you agree that your school is following government guidelines relating to online classes	Frequency	12	7	13	19	10	61
	%	19.67	11.48	21.31	31.15	16.39	100

SDA: Strongly Disagree; DA: Disagree; AG: Agree; SAG: Strongly Agree

- Nearly 26 (42.62%) respondents have sufficient computer/ technical skills to attend online classes. 16 (26.23%) respondents feel that they are not having sufficient computer/ technical skills to attend online classes. 23 (37.71%) are agreed the online tools are easy to use Whereas 20 (32.79%) of them denied that. This indicates they require someone (Parents/Siblings/Guardians) help to attend the online classes.
- The higher proportion of the respondents 44 (72.13%) disagree & strongly disagree Online teaching is better than Classroom teaching as they feel Online learning is fun than regular classes 44 (72.13%) and 45 (73.77%) not Learning extracurricular activities through online classes (like dance/ music/ yoga).
- The higher proportion of the respondents 45 (73.77%) felt online classes are not convenient than regular classes as they feel missing personal interaction with their class teachers & friends 40 (65.47%).
- 29 (47.54%) respondents agree & strongly agree that their school is following government guidelines relating to online classes and 19 (31.15%) have disagreed with this statement.

H₀: Students class level and their Interested to participate for online session with conventional sessions after COVID-19 pandemic are independent

Table-3: Cross-tabulation of Students class level and their Interested to participate for online session with conventional sessions after COVID-19 pandemic

Class Level	Interested to participate for online session with conventional sessions after COVID-19 pandemic		Total
	Yes	No	
Pre Nursery & Primary level	8	17	25
Middle level & Higher level	14	22	36
Total	22	39	61

A chi-square test of independence showed that Students class level and their Interested to participate for online session with conventional sessions after COVID-19 pandemic are not independent, $\chi^2(1, N = 61) = 0.30, p = .58$.

H₀: There is no significant difference between means of Students class level and their computer knowledge/skills to attend online classes.

There was no statistically significant difference between means of Students class level and their computer knowledge/skills to attend online classes as determined by one-way ANOVA [$F(1, 59) = 1.21, p = .28$].

8) Conclusion:

Key learning from the study, it can be inferred that the majority of the stakeholders prefer conventional face to face mode of learning after COVID-19 pandemic over. True, for the holistic development of the child, school campuses play a pivotal role in the physical and mental well-being of the individuals. The sudden disaster of the Coronavirus forced all to embrace e-learning with no other options. A country like India, cannot ignore the future life of students who comes from the less affluent group, monetary restrictions, and also belong from less tech-savvy families. The constitutional rights are questionable, further creating the digital divide and widening the gaps of inequality. With proper planning, the blended mode can be adopted especially in rural and in government schools. The sample size itself is relatively small, which is one of the limitations of this study.

9) Scope for further study:

From the current paper, with fewer responses from rural and students studying in government schools, this topic has the potential for further study and can be addressed by the researchers.

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A Pragmatic Study on Customer Retention From Entrepreneurs' Perspective: A Proposed Model

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ABSTRACT

With the globalization, expectations of the customers are increasing at an exponential rate and entrepreneurs/firms are compelled to fulfil the demands and meet anticipations of buyers. In the competitive scenario, entrepreneurs/firms find a challenging situation in which they must build a strong customer base. It is imperative for entrepreneurs/firms to execute customer retention strategies to build strong customer base. In this research paper, customer retention management is one of the competitive strategy undertaken by entrepreneurs/firms wherein combined efforts of customer perception and satisfaction and complaint-handling methods are taken in understanding the constant buying pattern. The paper focuses on the efforts taken by 418 entrepreneurs in retaining the customers, the crucial measure of an organisation's monetary success, its market value and long-term customer relationship. The empirical research paper revealed that there is a constructive correlation between the factors identified and the results were analysed through Structural Equation Modeling (SEM) to prove it.

Keywords: Customer Complaints, Customer Perception, Customer Satisfaction, Customer Retention, Entrepreneurs.

1. INTRODUCTION

With the globalization, expectations of the customers are increasing at an exponential rate and entrepreneurs/firms are compelled to fulfil the demands as well as meet predictions of customers which is goal of a company. (Reichheld & Dawkins, 1990) discussed that a five percent growth in maintaining the purchasers, produces a net value of 25 percent and 95 per cent across the company's business activities. Holding customers in much-focused business conditions is critical for any company's survival in considering this fact that a lost customer speaks to the loss of the future deal. Factors which influence customer retention becomes vital for the firm which has the implication in structuring business strategy and on regulatory policies (Tamuliene & Gabryte, 2014). There is ambiguity on the definition of customer retention but customer retention is defined as a process or series of steps taken by entrepreneurs or firms to reduce customer defection. Thereby, creating lifetime value with the organization. A satisfied customer will influence another customer who can prove to be potential customers for the business. Customers will establish relationship with the specific entrepreneurs or firms when they experience a sense of identity and perceive value in relationship (Nikhashemi, Paim, Haque, Khatibi, & Tarofder, 2013).

A Pragmatic Study on Customer Retention From Entrepreneurs' Perspective: A Proposed Model

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ABSTRACT

With the globalization, expectations of the customers are increasing at an exponential rate and entrepreneurs/firms are compelled to fulfil the demands and meet anticipations of buyers. In the competitive scenario, entrepreneurs/firms find a challenging situation in which they must build a strong customer base. It is imperative for entrepreneurs/firms to execute customer retention strategies to build strong customer base. In this research paper, customer retention management is one of the competitive strategy undertaken by entrepreneurs/firms wherein combined efforts of customer perception and satisfaction and complaint-handling methods are taken in understanding the constant buying pattern. The paper focuses on the efforts taken by 418 entrepreneurs in retaining the customers, the crucial measure of an organisation's monetary success, its market value and long-term customer relationship. The empirical research paper revealed that there is a constructive correlation between the factors identified and the results were analysed through Structural Equation Modeling (SEM) to prove it.

Keywords: Customer Complaints, Customer Perception, Customer Satisfaction, Customer Retention, Entrepreneurs.

1. INTRODUCTION

With the globalization, expectations of the customers are increasing at an exponential rate and entrepreneurs/firms are compelled to fulfil the demands as well as meet predictions of customers which is goal of a company. (Reichheld & Dawkins, 1990) discussed that a five percent growth in maintaining the purchasers, produces a net value of 25 percent and 95 per cent across the company's business activities. Holding customers in much-focused business conditions is critical for any company's survival in considering this fact that a lost customer speaks to the loss of the future deal. Factors which influence customer retention becomes vital for the firm which has the implication in structuring business strategy and on regulatory policies (Tamuliene & Gabryte, 2014). There is ambiguity on the definition of customer retention but customer retention is defined as a process or series of steps taken by entrepreneurs or firms to reduce customer defection. Thereby, creating lifetime value with the organization. A satisfied customer will influence another customer who can prove to be potential customers for the business. Customers will establish relationship with the specific entrepreneurs or firms when they experience a sense of identity and perceive value in relationship (Nikhashemi, Paim, Haque, Khatibi, & Tarofder, 2013).

(Chandar, Laha, & Krishna, 2006) highlights that in obtaining new customers is costlier process than retaining existing customer whereas, (Venkatesan & Kumar, 2004) developed a resource allocation model for focusing only on existing customers and provide guidance as how much to invest in distinct communication channels. Consumer marketing companies using more resources lavishly in attracting new customers than satisfying old customer. Marketers need to come up in designing an optimal customer portfolio, formulate special marketing mix for strong customer base and retaining customers (Rosenberg & Czepiel, 1984). Thus, the challenge lies in understanding as to how long a customer stays with the firm and generate profits.

Dynamic entrepreneurs initiate change and innovations, thereby creating a new order in society (Hisrich, Langan-Fox, & Grant, 2007). An entrepreneur with creative concepts produces new products/services, introduce new production methods, explores new markets and introduce new business models. To illustrate the fact, a business model has been developed by Indian women's organization called Lijjat which is one of the successful business enterprises which meets global standards and empowers women and their families which has become a business model for third and fourth world to fight against poverty and restore dignity. (Roy & Lahiri, 2010). By research it is found that small entrepreneurial business(SME) employ relationship marketing in retaining customers more effectively and derive commercial benefits like higher growth rates and less of customer defections than entrepreneurial organizations (Day, Dean, & Reynolds, 1998). It is the right time for the entrepreneurs and firms to explore different strategies for customer satisfaction through their products /services, thereby leading to customer retention. Infosys organization adopted philosophy-'Under promise over delivery' thereby quality service is the core value adopted in their business model leading to customer satisfaction and customer retention. (Mastakar & Bowonder, 2005). Marketing literature emphasis, entrepreneurial firms such as Starbucks, Amazon, Dell are understanding market-driven behaviour and demonstrating innovation as the business model for firm's sustainability and superior long-term performance in the wide array of industries. (Schindehutte, Morris, & Kocak, 2008). A few companies concentrated on customer satisfaction and loyalty and large proportion focused on measurement of the customers, but priorities of the customers to be studied -gap between perceived and expected levels of service, customer improvement and competitive performance. (David, 1994).

Companies/ entrepreneurs need to proactive with customers by keeping open dialogues with them and to have lifetime value with the satisfied customer, rather focusing on profit. (Mosad, 2006). A new paradigm has been created wherein the consumer has a specific want likewise the dealer has distinctive to offer to build long-term interaction, relationship and networking. In research, new concept emerged as "Relationship Marketing", according to it, there must be commitment to participate in relational marketing between consumers and the entrepreneur/ marketers resulting in greater efficiency, unless either consumers or marketers misuse the interdependence and collaboration between them (Sheth & Parvatlyar, 1995)

Traditionally, the firm's effectiveness projected on the tangible possessions and the resultant data presented in annual reports. But now, in the era of e-commerce, where customers can interact with other customers, so also firms through social networks and other new media develop customer management. Small entrepreneurial firms must develop internet competencies in managing customer relationship (Durkin, McGowan, Allen, Dougan, & Nixon, 2001). (Peter, Werner, & Manfred, 2010) is of the opinion that intangible assets are taken into consideration such as customer perception and satisfaction to create a long-term relationship, which is also known as

customer relationship management. Researchers work on 'Customer Relationship Management' tools have been developed and administered in order to strengthen customer acquisition and retention (Eswaramurthy & Induja, 2014). Any enterprises which focus in strengthening customers/ client relationship and broadens service offerings helps the firm in generating organic growth (Mastakar & Bowonder, 2005). (Henning, 2000) analysed the factors contributing customer retention and creates a linear model, in which stressed on 'relationship quality' equally important factor between customer satisfaction and customer retention.

Companies in the early 1970s attempted to assess and focused on the customers' satisfaction with the intention to thrive better, in the 1980s, started to evaluate the rate of defection of the customers and studied the root causes of it (Coyles & Gokey, 2002). Customer retention is seen more as managerial issue and pose as a challenge in the saturated market or lower growth on the number of new customer, as it costs less to retain than in acquiring new customers (Ahmad & Buttle, 2003). Customer retention can be analyzed from the behavioral and from economic point of view for better understanding the market interaction (Weißenberger, 1997)

2. REVIEW OF LITERATURE

Any business to flourish, there is pertinent need to have engaged partnership between the firm and customer. In a highly competitive world, there lies a challenge for the entrepreneurs to have a long-standing relationship with customers which indicates the level of emotional connectedness. (Anita & Kumar, 2016) The goals of the organization have changed with the passage of time, from a business-based perspective to relationship marketing, thereby from the 2000s onwards, the basic goal of firms is to keep up positive associations with clients. Studies revealed that there is strong correlation between retention and satisfaction strategies which later turned out to be in terms of relationship and confidence with the customer (Hansemark & Albinsson, 2004)

There exists an ambiguity on the definition of customer retention as many concepts overlap within its conceptual domain. (Oliver, 1999) is of the opinion that customer retention as engagement to consistently rebuy or re-patronize the favoured products or services, regardless of situational impacts and promoting endeavours as the potential motive for customer exchanging activities. Academic scholarship emphasis on customer engagement and studies uncovers that customer engagement turns customer into fans, in this process, customer pass through stages of the customer engagement cycle, (Sashi, 2012) developed a model on customer engagement cycle which includes interaction, satisfaction, retention, loyalty, advocacy, and engagement as stages in the cycle.

(Kassim & Souiden, 2007) is under the view that future inclination of the customer depends on the service provider in satisfying customers' expectations. To add up, in understanding the customer retention as all, formulate all strategies and actions that maintain or engaged to keep up both present and new customers, by means of organising, preserving, and maximizing mutual lengthy-time period that makes stronger and makes bigger the joint relationship among events. (Anderson & Weitz).

The Customer retention paradigm assumes that customer activities are stimulated on their view of value and satisfaction. Aloyal customer creates a lot of profit for the organization than the less

loyal customer. (Anderson, Fornell, & Lehmann, 1994) Customer rapport guarantees the firm and safeguards market share and profits. (Lindgreen & Shergill, 2003) Customer Relationship Management can be all-embracing arrangements and techniques of getting, holding and partnering with the particular segment of the consumer so to create an edge with the organization. (Parvatiyar & Sheth, 2001) In other words, the interaction between buyer and seller is characterised in trust, commitment and co-operation. There is ample evidence that customer retention leads to bigger profits and a larger market share (Buttle, 1996). With the new paradigm, the nature of marketing exchange changed from standardisation of product and services to on customization product and services to offer. Thus entrepreneurs /firms are thriving hard to retain the customers.

There is a need for the entrepreneurs/managers of the firm to evolve to sustain the vital competitive advantage at a greater level of differentiation. It has resulted in relationship marketing and engaging customers. Therefore, new and emerging perspective where in, customers will co-create worth, co-create competitive ways, add partnership within innovation method of the corporate and become endogenous to the company. (Bijmolt, et al., 2010) The purchaser would be involved with the business firm if they get product/service at a lower price and gain maximum benefits from the products or services delivered. (Anita & Kumar, 2016) It is noted that the customer or the organisation initiates the intensity of employee involvement in connection with the business enterprise's contribution (Vivek, Beatty, & Morgan, 2012).

A principal point of firms/business visionaries is to look to oversee and expand consumer loyalty, in this way the financial advantage for companies who serve them. (Fornell & Westbrook, The Vicious Circle of Consumer Complaints, 1984) Innovation drives new technologies thereby, draws the attention of the customers and creates customer satisfaction and companies desire for continuous customer engagement. Committed customers generate product/brand reference, create knowledge and value and contribute to the process of organizational innovation and customer loyalty (Hoyer, Chandy, Dortotic, Krafft, & Singh, 2010).

Grievances are viewed as a normal outcome in any service process as errors are inevitable characteristic in human efforts and therefore also in the delivery of services. (Boshoff C., 1997) Customer Complaints are regarded as an opportunity for the entrepreneur in improving business growth, it creates awareness of the problem and timely & spontaneously rectification can be taken by concerned individuals.

A competitive model must concentrate on retention approach requiring a powerful system capable of dealing with complainants. (Tronvoll, 2012) Complaint-handling mechanism (after-sales support activities) must be taken as a proactive step in building a strong customer base. Customer feedback on the products or services will provide useful information for the entrepreneurs/ firms in the growth of the business. In recent years, academic researchers focusing on customer complaint behaviour. (Rogers, Ross, & Williams, 1992) The motive, of this, complaining, customer evaluates cost-benefit trade-off is (Dan, Eui, & Yujong, 2015).

In a competitive world, the complaint-handling mechanism is equally important, and care needs to be taken in managing customers (Tronvoll, 2012). An entrepreneur/company which handles complaints in a well-organized way develops excellent client interactions (Boshoff & Allen, 2000) as each customer has different issues in the complaints, which needs to be dealt differently (Singh, Jain, & Choraria, 2016).

3. OBJECTIVES OF THE STUDY

- To evaluate the problems affecting customer retention.
- To create a model and analyse the interfaces between entrepreneurs/ firms and the customers.

RESEARCH AIM: THEORETICAL PERSPECTIVES

CUSTOMER PERCEPTION AND SATISFACTION ON CUSTOMER RETENTION FROM ENTREPRENEURS'/ FIRMS PERSPECTIVES

Customer Perception and customer satisfaction: Every customer has their own perceptions on the quality products / services which is delivered by the firms/ entrepreneurs. The product embeds customers' needs and expectations in it leading to customer satisfaction. The fundamental aim of a firm is to seek and manage an increase in customer satisfaction. (Ranaweera & Prabhu, 2003). The more satisfied customers are, the greater is their retention (Anderson & Sullivan, 1993); (Fornell, 1992). A framework has been created - customer retention management leading to long-term customer relationship. Customer Retention Management (CRM) focuses on defection management, compatibility management, service failure management and service recovery efforts (Petzer, 2005). Therefore, a following hypothesis can be formulated

H₁: There is an impact on Customer Perception & Customer Satisfaction on Customer Retention.

COMPLAINT HANDLING METHODS ON CUSTOMER RETENTION FROM ENTREPRENEURS'/ FIRMS PERSPECTIVES

With growing competition both in services and manufacturing sectors, it is important for entrepreneurs/firms to meet customer expectations. However, it becomes difficult to understand customer expectations unless the customer has the intention to give feedback or share opinions on the products or services. (Heung, V C; Lam, T, 2003). So customer complaint handling should be taken more seriously than ever before, entrepreneurs /firms must develop a mechanism in handling customer complaints. Added to it, legal implications for defective products, especially food, is also a triggering factor which contributes to the importance of complaint handling. Ramification has increased for entrepreneurs/ firms in reducing the number of defective products reaching the final consumer and secondly focus on complaint-handling activities to ensure customer satisfaction on second time purchase. (Mitchell, 1993).

In the competitive era, it is pertinent for the entrepreneurs/firms to develop well-designed complaint management process which includes: Providing a speedy response; clear procedures on handling complaints; having a single point of contact for complaints; staff understand the complaint processes; employees are empowered to deal with the situations; taking measures based on cause reduction rather than complaint volume reduction. (Johnston, 2001). Therefore, a following hypothesis can be formulated.

H₁: There is an impact on Customer Complaints Handling Methods on Customer Retention

4. RESEARCH METHODOLOGY

A survey through a questionnaire was conducted and the sample consisted of entrepreneurs doing business. Entrepreneurs doing business in varied areas are on rising and pertinent to understand customers from entrepreneurs' perspectives.

SAMPLING METHOD AND SAMPLE

Convenient Sampling was used for the survey. The questionnaire was administered to entrepreneurs/firms run by them in and around Bangalore.

HYPOTHESIS

H₀: There is no impact on Customer Perception & Customer Complaints Handling Methods on Customer Retention.

H₁: There is an impact on Customer Perception & Customer Complaints Handling Methods on Customer Retention.

VARIABLES

CUSTOMER PERCEPTION & SATISFACTION (CPS)

- V1 = Customer prefer your shop
- V2 = Customer perception of your shop
- V3 = Your product/service meets the expectations of the customer
- V4 = Your product/service exceed customer expectations
- V5 = Customer expectations continuously escalate in your product/service
- V6 = Measures adopted in meeting customer expectation
- V7 = No. of customers visit shop daily
- V8 = Product/service differentiate from your competitors

CUSTOMER COMPLAINTS HANDLING METHODS (CCHM)

- V9 = Firm handle complaint Resolution policy
- V10 = Organization staff understands complaint handling process
- V11 = Different methods a customer can reach with respect to complaints
- V12 = No of days the complaints are resolved by the organization

CUSTOMER RETENTION

V13 = Wide range of product/service, Exclusive Features, Innovative application, Customized product, Affordable price, Transparency in transactions & Adherence to governmental regulation
V14 = Wishing the customers on their special day
V15 = Communication of Special discount during festivals, Anniversary special offer to your customers.

DATA ANALYSIS

The structural equation model (SEM) is created by using the three different factors called Customer Perception & Customer Complaints Handling Methods (CCHM) on Customer Retention. By using SPSS AMOS V.24 drawn the diagram & mapped the variable as follows. The researcher used Cronbach's Alpha reliability test to assess the questionnaire reliability for the survey research.

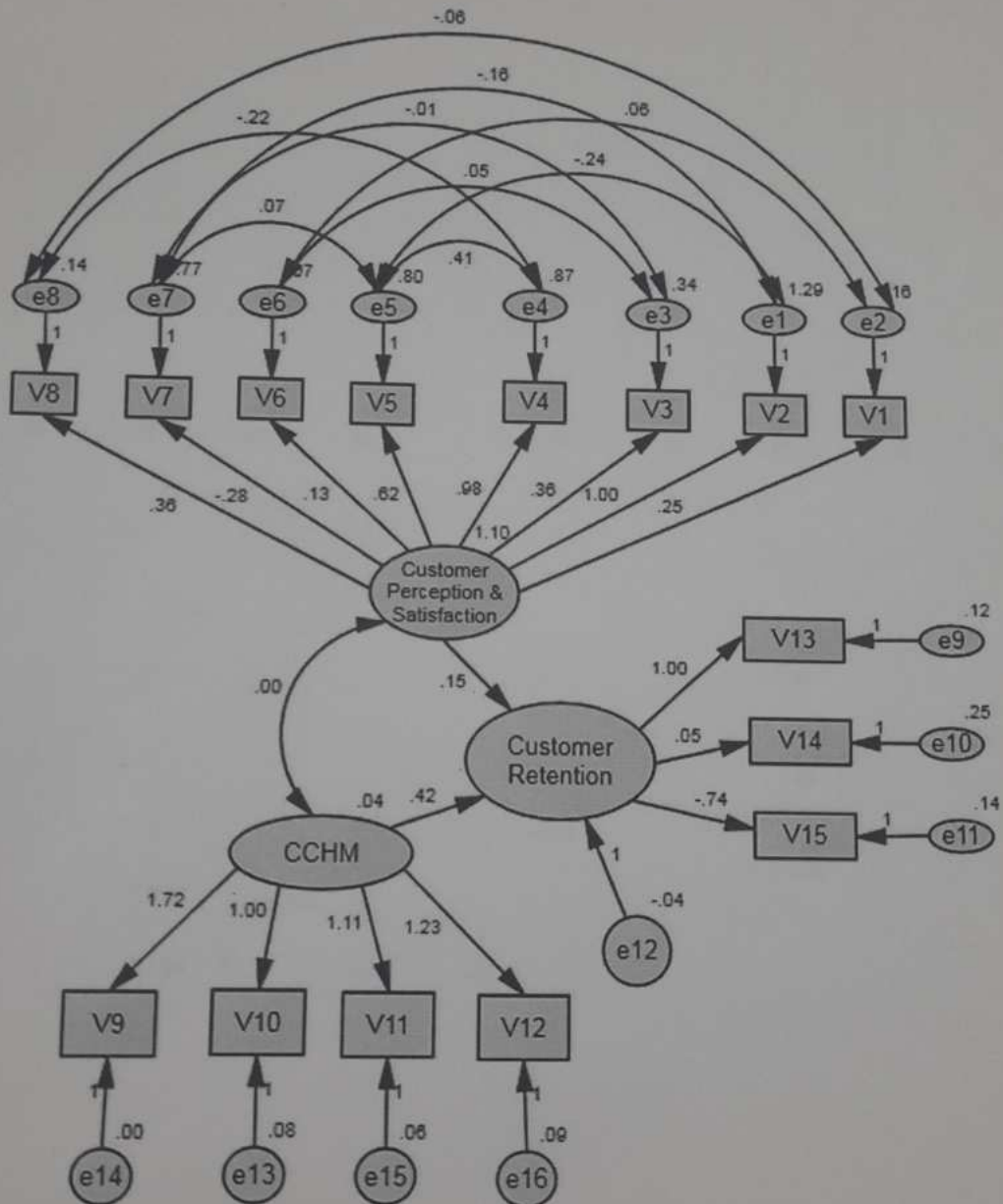
TABLE NO 1
CRONBACH'S ALPHA RELIABILITY TEST

VARIABLES GROUP	CRONBACH'S ALPHA	NO OF ITEMS
Customer Perception	.91	8
Customer Complaints Handling Methods (CCHM)	.90	4
Customer Retention	.90	3

Source: Compiled by using SPSS v.24

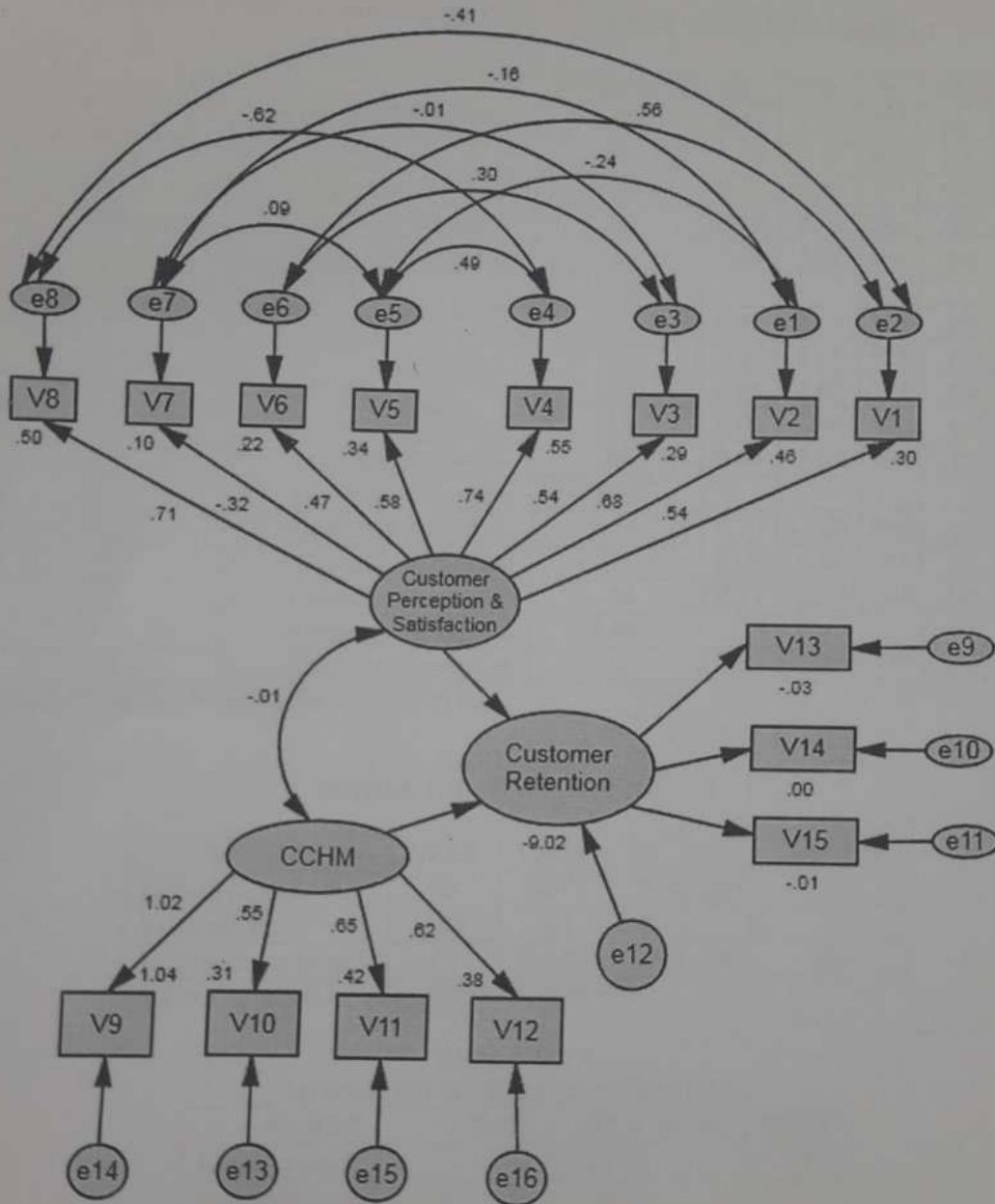
As statistics tell more the Alpha value near to 1 more will be the reliability. The table 1 shows the Alpha value of the Cronbach= 0.91, 0.90, 0.90. It is, therefore, possible to decide on the basis of the Alpha value that the framed questionnaires are more accurate with each other and that the survey can be carried out using the questionnaire.

FIG NO 1
SEM UN STANDARDIZED WEIGHTS



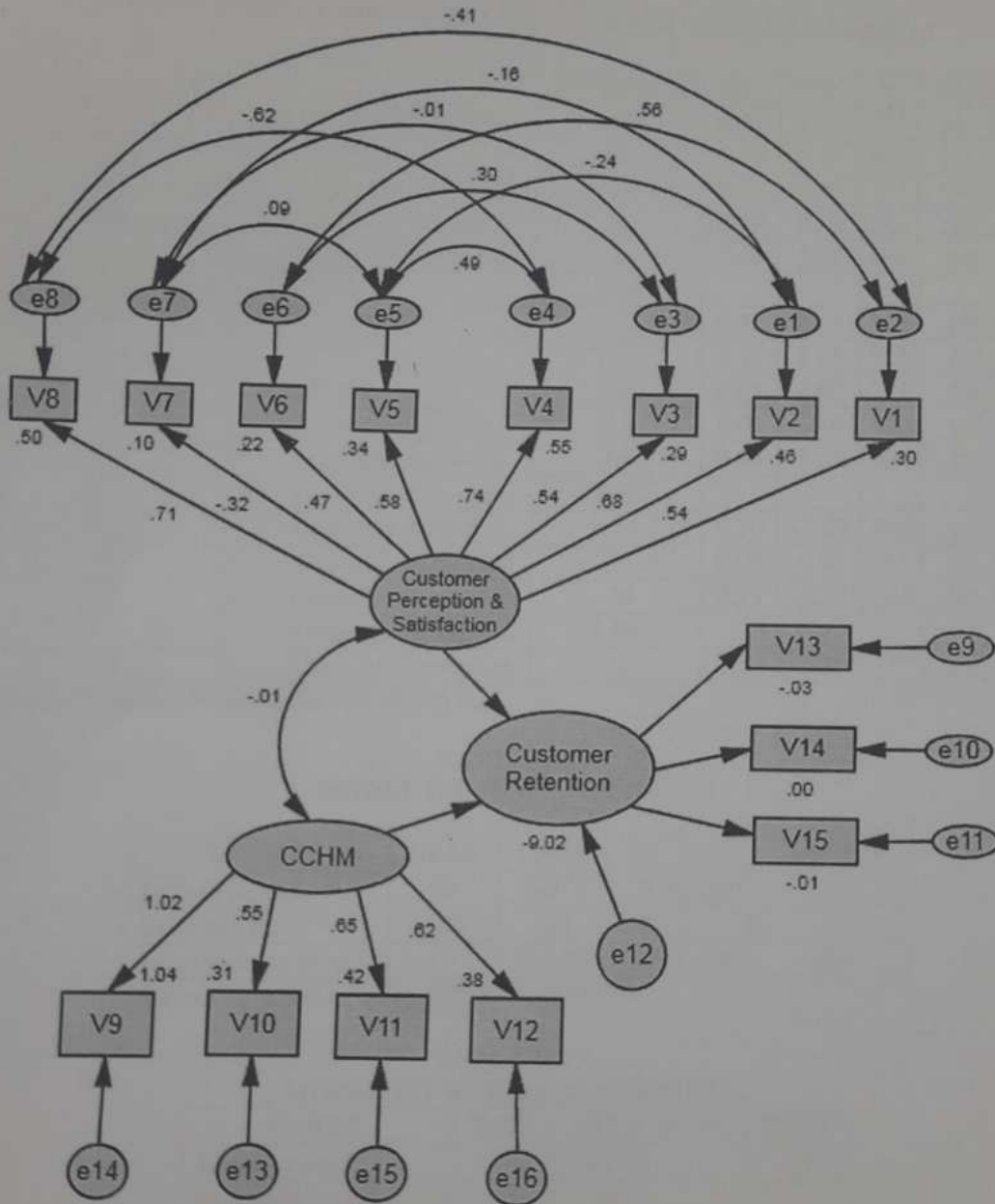
Source: Compiled by using (SPSS) AMOS v.24

FIG NO 2
SEM STANDARDIZED WEIGHTS



Source: Compiled by using (SPSS) AMOS v.24

FIG NO 2
SEM STANDARDIZED WEIGHTS



Source: Compiled by using (SPSS) AMOS v.24

RESULTS

TABLE NO 2
REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)

			ESTIMATE	S.E.	C.R.	P	LABEL
Customer Retention	<---	Customer Perception	.15	0.05	3.37	***	par_10
Customer Retention	<---	CCHM	.42	0.19	2.19	.029	par_11
V4	<---	Customer Perception	.98	0.23	4.20	***	par_1
V5	<---	Customer Perception	.62	0.19	3.22	.001	par_2
V6	<---	Customer Perception	.13	0.04	3.07	.002	par_3
V10	<---	CCHM	1.00				
V9	<---	CCHM	1.72	0.42	4.10	***	par_4
V11	<---	CCHM	1.11	0.30	3.75	***	par_5
V12	<---	CCHM	1.23	0.34	3.62	***	par_6
V1	<---	Customer Perception	.25	0.08	3.34	***	par_7
V14	<---	Customer Retention	.05	0.04	1.38	.025	par_8
V13	<---	Customer Retention	1.00				
V15	<---	Customer Retention	-.74	0.36	-2.02	.043	par_9
V8	<---	Customer Perception	.36	0.09	4.10	***	par_12
V7	<---	Customer Perception	-.28	0.13	-2.22	.026	par_13
V2	<---	Customer Perception	1.00				
V3	<---	Customer Perception	.36	0.10	3.55	***	par_14

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 1
MODEL FIT SUMMARY (CMIN)

MODEL	NPAR	CMIN	DF	P	CMIN/DF
Default model	42	100.78	78	.04	1.29
Saturated model	120	.00	0		
Independence model	15	351.93	105	.00	3.35

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 4
MODEL FIT SUMMARY (RMR, GFI)

MODEL	RMR	GFI	AGFI	PGFI
Default model	.04	.91	.71	.53
Saturated model	.00	1.00		
Independence model	.18	.48	.40	.42

Source: Compiled by using (SPSS) AMOS v.24

RESULTS

TABLE NO 2
REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)

			ESTIMATE	S.E.	C.R.	P	LABEL
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V6	<---	Customer Perception	.13	0.04	3.07	.002	par_3
V10	<---	CCHM	1.00				
V9	<---	CCHM	1.72	0.42	4.10	***	par_4
V11	<---	CCHM	1.11	0.30	3.75	***	par_5
V12	<---	CCHM	1.23	0.34	3.62	***	par_6
V1	<---	Customer Perception	.25	0.08	3.34	***	par_7
V14	<---	Customer Retention	.05	0.04	1.38	.025	par_8
V13	<---	Customer Retention	1.00				
V15	<---	Customer Retention	-.74	0.36	-2.02	.043	par_9
V8	<---	Customer Perception	.36	0.09	4.10	***	par_12
V7	<---	Customer Perception	-.28	0.13	-2.22	.026	par_13
V2	<---	Customer Perception	1.00				
V3	<---	Customer Perception	.36	0.10	3.55	***	par_14

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 1
MODEL FIT SUMMARY (CMIN)

MODEL	NP	DF	CMIN	P	CMIN/DF
Default model	42	78	100.78	.04	1.29
Saturated model	120	0	.00		
Independence model	15	105	351.93	.00	3.35

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 4
MODEL FIT SUMMARY (RMR, GFI)

MODEL	RMR	GFI	AGFI	PGFI
Default model	.04	.91	.71	.53
Saturated model	.00	1.00		
Independence model	.18	.48	.40	.42

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 5
MODEL FIT SUMMARY (BASELINE COMPARISONS)

MODEL	NFI DELTA1	RFI RHO1	IFI DELTA2	TLI RHO2	CFI
Default model	.71	.61	.92	.88	.91
Saturated model	1.00		1.00		1.00
Independence model	.00	.00	.00	.00	.00

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 6
MODEL FIT SUMMARY (PARSIMONY-ADJUSTED MEASURES)

Model	PRATIO	PNFI	PCFI
Default model	.74	.53	.67
Saturated model	.00	.00	.00
Independence model	1.00	.00	.00

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 7
MODEL FIT SUMMARY (NCP)

MODEL	NCP	LO 90	HI 90
Default model	22.78	.91	52.76
Saturated model	.00	.00	.00
Independence model	246.93	193.76	307.70

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 8
MODEL FIT SUMMARY (FMIN)

MODEL	FMIN	F0	LO 90	HI 90
Default model	2.06	.46	.02	1.08
Saturated model	.00	.00	.00	.00
Independence model	7.18	5.04	3.95	6.28

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 9
MODEL FIT SUMMARY (RMSEA)

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.08	.02	.12	.17
Independence model	.22	.19	.24	.00

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 10
MODEL FIT SUMMARY (AIC)

MODEL	AIC	BCC	BIC	CAIC
Default model	184.78	225.51	265.09	307.09
Saturated model	240.00	356.36	469.44	589.44
Independence model	381.93	396.47	410.61	425.61

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 11
MODEL FIT SUMMARY (ECVI)

MODEL	ECVI	LO 90	HI 90	MECVI
Default model	3.77	3.33	4.38	4.60
Saturated model	4.90	4.90	4.90	7.27
Independence model	7.79	6.71	9.04	8.09

Source: Compiled by using (SPSS) AMOS v.24

TABLE NO 12
MODEL FIT SUMMARY (HOELTER)

MODEL	HOELTER	HOELTER
	.05	.01
Default model	49	54
Independence model	19	20

Source: Compiled by using (SPSS) AMOS v.24

NOTES FOR MODEL (DEFAULT MODEL)

Computation of degrees of freedom (Default model)
A number of distinct sample moments: 120
A number of distinct parameters to be estimated: 42
Degrees of freedom (120 - 42): 78

RESULT (DEFAULT MODEL)

Minimum was achieved
Chi-square = 100.78
Degrees of freedom = 78
Probability level = .042
* $P \leq 0.05$.

TABLE NO 13
SUMMARY OF RESULTS

PARAMETERS	STANDARD	ACTUAL RESULT	RESULT
Goodness of Fit Index (GFI)	> 0.9	0.91	Satisfied
Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.08	Satisfied
Chi-square value & Probability value	P < 0.05	0.042	Satisfied

Source: Compiled by using (SPSS) AMOS v.24

The model satisfied the above conditions and said to be an absolute fit model. Chi-square = 100.78, Degree of freedom = 78, P = 0.042. The Null hypothesis is rejected since $P \leq 0.05$. That implies that there is an impact on Customer Perception & Customer Complaints Handling Methods on Customer Retention.

5. CONCLUSION

In a competitive era, retaining an existing customer is a challenging task for any entrepreneurs. The value of the firm increases with a strong customer base. It is assumed like product life cycle, consumer life span with the organization lengthens in customer tenure, increased purchased volumes and enhances customer referrals. It is evident to combine these conditions to enhance net present value firm. It is pertinent and must be the goal of the entrepreneurs to focus look on customer retention planning.

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NIL

CONFLICT OF INTEREST STATEMENT

The authors declare that there is no conflict of interest.

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Issues and Challenges of Digital Banking With Its Financial Services For Financial Inclusion

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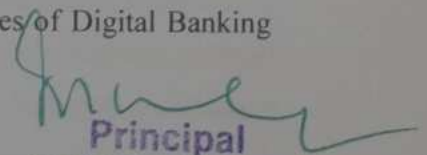
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Abstract

Now a day's Digital Technology, Digital Banking and Mobile Banking are very familiar words. These are electronic tools ,systems ,devices that generate , store or process data. The digital banking provides various financial services which are very convenient to common man. But the question is, are people making use of the digital technology to the fullest extent? The rural people and MSMEs must be educated in making use of Digital Banking and Mobile Banking.

The people of the MSME-Micro Small and Medium Enterprises segment have knowledge, skills and know-how techniques. They are responsible for employment generation and also for the economic growth of the country. The problem of these entrepreneurs is procuring the working capital/capital. They rely on bank finance for their operations. This sector has many requirements from the finance services. To make the services like determining the amount of loan, pricing and actual servicing of the loan etc., the Digital Banking makes it easy. The digital Banking provides a range of financial services by reducing the manual paperwork and documentations. It serves the customers in a satisfactory manner by helping them to save time and cost. The present study aims at examining the issues & challenges of Digital Banking its financial services and also financial inclusion.

Key Words: Digital Banking, Financial Inclusion, Financial services


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INTRODUCTION

Banking sector is one of the most important service oriented sector, which uses the human skills and latest technology to serve the customers in a satisfactory manner by helping them to save time and cost. So to provide a range of financial services by reducing the manual paperwork and documentations we have what is known as „Digital Banking“. The words Digitization, Digital Banking, Online Trading and Online Transactions are familiar and are in common usage. But what is Digitization? In simple words we can say that” the process of converting information into a computer-readable (i.e. digital) format is called digitization”.

It is of crucial importance to data processing, storage and transmission. It allows information of all kinds in all formats to be carried with the same efficiency and accuracy. The digital data can more easily be shared and accessed.

As the topic is Financial services and Financial Inclusion through Digital Banking (digital technology), so it is better to define these technical words. In traditional banking we know that a bank customer goes to the bank branch during business hours for bank transactions like cash withdrawal, cash deposit, interest payment, demand draft and for various other banking activities by standing in que for long hours spending time & energy, indeed a cumbersome procedure. Whereas the Digital banking is the digitization of all banking activities/transactions, it is a new banking technology. Online banking focuses on digitizing the „core“ aspects of banking. As all the banking activities are related to finance, we can say that bank provides Digital Financial Services using new banking technology. It is more convenient and affordable than traditional banking. The technology provides convenient and easy financial transactions through debit cards, credit cards, mobile banking, internet banking. But there are some challenges, which will be discussed later in this paper.

Now let us know about Financial Inclusion. The Financial Inclusion through Digital Banking enables the individuals and MSMEs to access financial products & services like transactions, payments and savings within seconds and also get 24x7 service.

Financial Inclusion is the method of offering banking and financial solutions & services to every individual in the society without any form of discrimination. It is bridging the gap between cash and digital payments. It is also committed to being transparent while offering

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financial assistance without any hidden transactions or costs. Moreover, it wants to develop formal and systematic credit avenues for MSMEs and to others.

To enable MSMEs to procure funds easily and start their business, the Ministry of MSME urged the banks to set their priorities in line with the policies and financial guarantees of the Government and provide loans to youth and small entrepreneurs. Further it is informed that Advances extended to the micro and small enterprises sector are treated as priority sector advances.

Also to provide social security to the underprivileged, the government of India has been introducing several exclusive schemes. After a lot of planning and research by several financial experts and policy makers, the government launched schemes keeping financial inclusion in mind. Some of the financial inclusion schemes in the country are:

- Pradhan Mantri Jan Dhan Yojana (PMJDY)
- Atal Pension Yojana (APY)
- Pradhan Mantri Vaya Vandana Yojana
- Stand Up India Scheme
- Pradhan Mantri Mudra Yojana
- Pradhan Mantri Suraksha Bima Yojana (PMSBY)
- Sukanya Samdrudhi Yojana
- Jeevan Suraksha Bandhan Yojana
- Credit Enhancement Gauranty Scheme (CEGS) for scheduled caste
- Venture Capital Fund for Scheduled Castes under the Social Sector initiatives
- Varishta Pension Bima Yojana (VPBY)

To facilitate Financial Inclusion through Digital Banking, the government of India has made it mandatory to all the under privileged class to open a Savings Bank Account with zero Bank balance by linking their Aadhar & Mobile Number. Each and every account holder will get RuPay card. The RuPay card was created to fulfil the Reserve Bank of India's vision to have a domestic, open and multilateral system of payments. RuPay facilitates electronic payment at all Indian banks and financial institutions. That is, it can be used for bank transactions. By this the role of middle men is eliminated. The Government of India has launched several electronic


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wallet systems through smart phone apps, such as Bharat Interface for Money (BHIM). The person need to down load the e-wallet app on his/her mobile phone and utilize it to make transactions, like mobile recharges, utility bill payments, grocery stores etc., These are very helpful, time saving & cost saving and also one can get attractive offers and gifts. By using the digital financial apps corruption gets eliminated apart from achieving financial inclusion.

Above there are 11 Financial Inclusion schemes launched by the Government of India, it is better to know each of these schemes briefly.

- Pradhan Mantri Jan Dhan Yojana (PMJDY)-
PMJDY is Financial Inclusion program of Government of India which is applicable to 20 to 65 years age group that aims to expand and make affordable access to financial services such as bank accounts, remittances, credit, insurance & pensions.
More than Rs 1 lakh crore have been deposited in over 36 crore Bank accounts opened under this scheme as on 17/8/2019.
- Atal Pension Yojana (APY) – a pension scheme primarily for unorganized sector, launched by PM Narendra Modi on 9th May 2015. The benefit of APY is a fixed pension for the subscribers ranging between Rs. 1000 to Rs. 5000, if a person joins and contributes between the age of 18 years and 40 years. The contribution levels would vary and would be low if subscriber joins early and increase if he joins late. For example to get a fixed monthly pension between Rs. 1,000 per month and Rs. 5,000 per month, the subscriber has to contribute on monthly basis between Rs. 42 and Rs. 210, if he joins at the age of 18 years. For the same fixed pension levels, the contribution would range between Rs. 291 and Rs. 1,454, if the subscriber joins at the age of 40 years.
- Pradhan Mantri Vaya Vandana Yojana (PMVVY) is a pension scheme available for senior citizens. The scheme offers a guaranteed payout of pension at a specified rate for 10 years. It also offers a death benefit in the form of return of purchase price to the nominee. This policy was open for a short period and was then extended to 31 March 2020. Minimum entry age for this scheme is 60 years. There is no maximum age limit. The maximum investment allowed per person is Rs 15 lakh.

- **Stand-Up India Scheme:** for financing SC/ST and/or women entrepreneurs. The objective of the stand-up India scheme is to facilitate bank loans between Rs 10 lakh and Rs 1 crore to at least one SC or ST borrower and at least one woman borrower per bank branch for setting up a green field enterprises. This enterprise may be in manufacturing, services or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either SC/ST or woman entrepreneur.
- **Pradhan Mantri Mudra Yojana (PMMY):** It is a scheme launched by the Honorable Prime Minister Narendra Modiji on April 8, 2015 for providing loans upto Rs 10 lakh to the non-corporate, non-farm small/micro enterprises. These loans are classified as MUDRA loans under PMMY. The Government of India has designed MUDRA loans to help *small business owners* in the country and help them meet capital expenses as well as operating costs. Interest rates on MUDRA loans are between 8.40% and 12.45% p.a. These loans are given by commercial banks, RRBs, Small Finance Banks, co-operative Banks, MFIs and NBFCs. The borrower can approach any of the lending institutions mentioned above or can apply online through this portal.

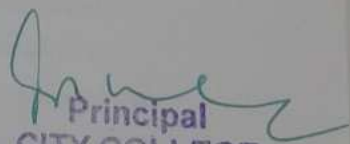
Types of MUDRA Loan

There are three schemes, namely Tarun, Kishor, and Shishu.

- **Shishu:** scheme offers loans up to Rs.50,000
- **Kishor:** scheme offers loans more than Rs.50, 000 and less than Rs.5 lakh
- **Tarun:** scheme offers loans more than Rs.5 lakh and below Rs.10 lakh

These schemes are designed to help in meeting the requirements of different business activities and sectors as well as the requirements of entrepreneur/business segments (MSMEs). Under the aegis of PMMY, MUDRA has created the above types to signify the stage of growth/development and funding needs of the beneficiary micro unit/ entrepreneur and also provide a reference point for the next phase of graduation/growth.

- **Pradhan Mantri Suraksha Bima Yojana (PMSBY)** The scheme is available to people in the age group 18 to 70 years with a bank account who give their consent to join / enable auto


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debit on or before 31st May for the coverage period 1st June to 31st May on an annual renewal basis. Aadhar would be the primary KYC for the bank account. The risk coverage under the scheme is Rs 2 lakh for accidental death and full disability and Rs 1 lakh for partial disability. The premium of Rs 12 per annum is to be deducted from the account holder's bank account through „auto-debit“ facility in one installment. The scheme is being offered by Public Sector General Insurance Companies.

- Sukanya Samriddhi Yojana (SSY) is a small deposit scheme for the girl child launched as a part of Beti Bacho Beti Padhao campaign. The minimum investment amount is Rs 250 and maximum is Rs 1.5 lakh in a single financial year. One can avail tax benefit u/s 80C.
- Pradhan Mantri Suraksha Bandhan Yojana It is a fixed deposit scheme being started at all nationalized banks that would offer a handsome interest rate of 8% on investments. The fixed deposits would be in the form of Gift cards or Banker's cheque that anyone gift their loved ones on any occasions. The gifts would carry a fixed value of Rs 201, Rs 351 and Rs 5001.
- Credit Enhancement Guarantee Scheme (CEGS) for SCs It is Social Sector Initiative to be implemented nationally in order to promote entrepreneurship among the scheduled caste population in India.
- Venture Capital fund for SC under the social sector initiatives.
- Varishta Pension Bima Yojana (VPBY) pension scheme for senior citizens.

ISSUES AND CHALLENGES

From this conceptual paper, we can understand the importance and necessity of digital banking-it is time saving, cost effective, convenient and cashless transactions. But majority of Indians do not make use of the Digital Banking for transfer of funds, payment of bills. We do see long queues in front of bank counters, railway booking counters, post offices, Bangalore-One Bill Payment centers. Majority of Indians are not aware of the above mentioned Financial Inclusions through Digitization. The Digital Banking services provided by the banks like NEFT- National Electronic Fund Transfer, RTGS- Real Time Gross Settlement, Mobile Banking, Inter Bank Mobile payment system are not utilized by rural people. So this clearly tells us that there are some Issues and Challenges which need to be addressed immediately to make Digital Banking more

successful.

- 1) The first and foremost issue is infrastructural facilities: the lack of infrastructural facilities acts as hindrance for the complete implementation of digital banking in entire India (rural & urban). Server down is quite common in most all banks, especially during peak hours. Therefore, priority should be given in upgrading the technology especially financial technology.
- 2) Lack of education in Digital Banking: the greatest challenge lies in educating the rural people and creating awareness regarding Financial Inclusion through Digital Banking.
- 3) It appears to me that, majority of Indians (especially rural people) are averse to the Digital Banking. People always want to carry cash with them, because it is safe and protects them. They are afraid of cybercrime, hacking, also fear of failure of ATM machine (when two consecutive holidays happen there will be No Cash board), Debit card may not be active.
- 4) Smart phones are needed for digital banking. Most of them do not possess it as they are very expensive.
- 5) Customers are averse to new technology
- 6) The Risk in Digital Banking-security breach, disrupted service, loss of data.
- 7) Digital Banking relies on internet connectivity. So those who do not have internet connection are deprived of digital banking. They may have to depend on agencies.

CONCLUSION

The Digital Banking is most useful, beneficial, essential and convenient way in performing various banking activities in less time. The digitalization helps in maintaining the records of all transactions, which are easily accessible to the concerned parties at any time. The digitalization leads to Digital Finance which is cashless and paperless. The Financial Inclusion can lead to greater Digital Financial services, this enables the customers/MSMEs to know about the digital finance platforms which they can use for their own convenience. The greater Financial Inclusion will certainly lead to greater usage of Digital Finance. We can boldly say that Financial Inclusion intends to improve financial literacy and financial awareness amongst the people of the country. The usage and benefits of Financial Inclusion through digitalization must be well

explained to the rural people by the government agencies and Non-governmental Organizations (NGOs). The people should be encouraged to pay electricity bill, water bills, municipality tax, telephone bills,

mobile recharge, transfer of money etc., through e-wallets and on-line payments. This will be helpful in implementing digitalization successfully with advanced technology. The governments benefit when all citizens are connected. Now-a days in cities, we see people using government owned payment apps, private mobile electronic wallet (e-wallet).

The most popular private e-wallets in India are pay-tm & phone-pe. These e-wallets enable users to make payments digitally in a convenient manner any time anywhere provided they have sufficient bank balance and money in e-wallet. It is better to emphasize again that financial institutions can reach new customers with more Financial Inclusion through digital banking.

When a micro enterprise makes use of financial support and resources provided by the Government and also by using Digital Technology, can expand its business and eventually become a multi-national enterprise.

The digitalization eliminates corruption, black money and creates transparency.

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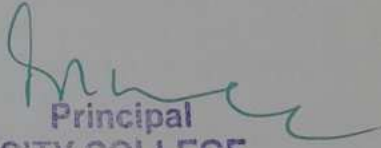
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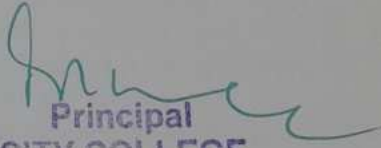
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HUMAN CAPITAL MANAGEMENT AND PSYCHOLOGICAL ASPECTS OF WORK PLACE

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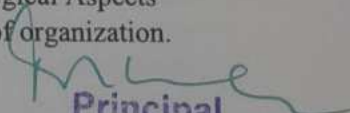
ABSTRACT

Every finance student is familiar with the word called Capital, which means fund or large sum of money invested in business by the proprietor so as to make more money. It is also called proprietors fund. Whereas Human capital is always owned by the employee. It refers to knowledge, skills, habits, good health, moral character, motivation, social & personality attributes held by a person which can be used by an organization to achieve its goals. The employees with their skill and know-how techniques, increase the production and maximize the profits of the organization within a specified time are certainly valuable and needy to the organization. They are considered to be asset of the organization. The expenses incurred on training the employees and sending them to multi-national companies to equip themselves with latest technology will be an Investment called Human capital. The Human Capital Management plays an important role in motivating and developing the skills of employees. Psychologically, the workers of organization will get confidence to perform better. So there is a strong correlation between Human Capital Management and Psychological aspects of work place. This conceptual paper makes an attempt in showing how the strong relationship between Psychological Aspects of work place and Human Capital Management promotes the Economic Growth of organization.

Key words: Capital, Human Capital, Psychology, Psychological Aspects

INTRODUCTION

Every organization is composed of men, money, materials and machines. Of these men is the most important and essential factor. By men we mean the workers and staff in other words employees of the organization. All other elements are inanimate and can be controlled, but the element 'men' is most unpredictable and sometimes uncontrollable. To control and convince them requires a positive and supportive psychological work environment. Amongst all the resources Human Resources takes the prominent place in an organization. The Human Resource Managers must take utmost care in recruiting right efficient and talented workers. The


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employees can either make or break an organization. The individuals who spend maximum part of their day contributing towards the success of an organization are its most crucial resource.

As the topic for study is Human Capital Management and Psychological Aspects of work place, it is better to consider them as two important and relevant factors for the growth and expansion of organization. The study makes an attempt to show that one factor influences the other and finally concludes that both are essential for the Economic Growth of organization.

The first factor is Human Capital Management:

Before defining the Human Capital, it is better to know the two common Capitals which are frequently used in Business and Industry, they are Physical Capital and Financial Capital.

The Physical Capital consists of machinery, cash, inventory, computers that is tangible items used for actual production of the good or service provided by a company. Whereas Financial Capital is the money, credit and other forms of funding that build wealth. They are the economic resources of the organization measured in terms of money.

To produce and make use of the resources, qualified and talented employees are needed. Which we usually call as Human Capital. Every Business and Industry must give priority to this capital. The Human Capital makes Physical Capital more productive.

What comprises Human Capital?

The Human Capital comprises the knowledge, skills, motivation, qualification, abilities, judgement, experience, habits, moral character, personality, social, good health, know-how techniques, creativity and talent of an employee. So Human capital speaks about only the men of an organization. They are the back bone of the organization.

The efficient and talented employees who contribute for the growth and expansion of business are considered to be asset. Any investment made in the job training and education of right employees is a Human Capital. It pays off in terms of higher productivity. These valuable employees deserve to be in the organization to advance its goals. To recruit and retain valuable employees is not an easy task. Every HR professional finds it a difficult task. When a right and productive candidate is employed, retaining him/her becomes a problem due to various reasons like, organizational culture, organizational environment and psychological aspects of a work place. To overcome this we have what is known as Human Capital Management. It plays an important role in making new employees comfortable and retain them in the organization so that economic growth is not disturbed.

What is Human Capital Management?

It is a well-defined set of practices, procedures for recruiting, managing and optimizing the human resources of an organization. It plays an important role in the growth and expansion of business by not only recruiting and retaining the employees but also in increasing their efficiency, making them self-sufficient and prepare them for adverse conditions.

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According to Mr. Raghavan N.S employee No.1 of Infosys makes it clear that 'learnability' was the most critical factor for success in the software profession. He defines Learnability as "the ability of the individual to make generic inferences from specific experiences being able to apply such knowledge in new unstructured situations". He says Infosys has become a globally respected corporation because of recruiting fresh engineers from various disciplines purely based on their performance in well designed and developed tests like Arithmetical Reasoning (AR) and Analytical Thinking (AT).

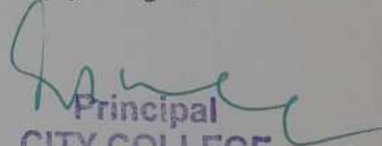
So Human Capital Management is a business strategy that should be developed and implemented using modern technologies for the welfare of the organization. The recruited employees are the valuable asset they must be protected and promoted. Any deviation from the values of organizational culture will have psychological impact on talented employees.

The company's overall performance can be improved by developing the human capital. The human capital even though intangible asset can be measured by several methods. Easy way of knowing human capital is ROI method i.e., ratio of total Organization profits to the Investments on Human capital. The investment on human capital consists of recruitment, selection, training & development, compensation, etc., As per The Economic Times each employee of Infosys is worth more than a crore (Infosys has valued each of its 1.3 lakh employees based on their earning potentials till retirement). Now let us analyze the second factor, the psychological aspects.

The Psychological Aspects of Work Place:

Employees of the organization are human beings, they have their own likes and dislikes. They are recruited on the basis of their knowledge, skill, talent, experience and on other relevant factors. Each individual is unique, but in an organization they have to perform the assigned duty efficiently and effectively. There must be harmonious relationship between superiors and subordinates. But we do see that harmony gets disturbed due to ego, misunderstanding, lack of co-ordination between the superiors and subordinates. Highly talented employees quit the organization due to lack of basic facilities, not recognizing and rewarding their contribution, rigid rules and policies, lack of infrastructure, heavy work load all these and more psychologically disturb the employee and he/she may not be happy to work. The talented employees search for better opportunities. So the organizations in addition to the Human Capital Management must also give importance to the psychological aspects of employees at work place. The highly qualified, talented recruited individuals must feel comfortable and at ease to perform their duties. When workers are psychologically disturbed, their efficiency level comes down. This will have an adverse effect on the economic growth and welfare of the organization.

It is already mentioned in factor one that talented, qualified employees are Human Capital any expenses incurred on them in training, education will be treated as investment which in turn becomes asset of the organization. Their ability and performance will increase the wealth of the

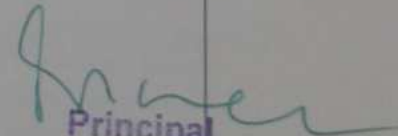

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organization. Hence it is the moral obligation on every growth oriented organization, after focusing on Human Capital the next immediate task is to retain the valuable recruited employees by taking care of the second factor called Psychological Aspects of work place.

Now let us examine closely these aspects and see how they influence on the employee & on economic welfare of the organization.

AREAS	POSITIVE EFFECT	NEGATIVE EFFECT
Employee Engagement	Lead to psychological satisfaction, morale booster, committed to the organization, economic growth	In its absence- slow economic growth, conflict, withdrawal behavior
Environment	Co-operative & guiding superiors, good office infrastructure, clean & tidy wash rooms, pantry. Promotes healthy atmosphere to work	Shouting boss, irritating colleagues, lack of basic facilities-leads to slow progress
Recognition and Reward	Timely acknowledgement and appreciation of employees efforts-builds self-esteem, motivates to excel and inspires others to perform well and hence growth in production	In its absence- energy and enthusiasm to excel comes down. Employees get demotivated and some of them may quit. Organization suffers
Medical facilities	Timely medical facilities help the workers to recover fast and enable them to be fit for work.	In its absence- employees absenteeism increases and work suffers
Involvement and influence	Creates team spirit, encourages them to learn more and participate in the discussion. Job involvement is associated with increased psychological well-being, enhanced innovation and job commitment	Non-involvement leads to indifference attitude or helplessness, workers may not work satisfactorily. This may lead to more wastage and loss
Performance appraisal	This enables employee to perform better and show progress. In his/her improvement lies the organizational development	In its absence- employees will be lethargic; they do routine work without much progress. Enthusiasm and involvement will be absent and no greater progress
Education & training	Timely education and training to the deserving employees and sending them abroad to	In its absence- no up-gradation, workers may not be efficient and hence slow

	learn advanced technologies when needed will certainly help the organization because of their effective and efficient performance. This creates sense of belongingness in workers and they feel happy	progress
Co-ordination	Proper co-ordination between the superiors and subordinates and also with co-workers is essential for smooth functioning. It helps to meet the target well in time. Employees feel happy and productivity increases	Lack of co-ordination between the workers leads to slow progress. Psychologically disturbed, irritation increases in the work place
Justice	When an organization is fair to its employees in promotion, salary, compensation, remuneration, education, training, rewards, recognition and in all other facilities, the work force will be happy. There will be neither complaints nor ill feelings. This, psychologically makes them to continue and serve their organization	In case injustice is noticed by workers, they will be mentally disturbed. Some employees may quit. This may disturb the productivity.
Employees welfare	The comforts provided to the workers to work at ease. Some of the welfare measures could be canteen facilities, restrooms, housing, leave travel facilities, transportation facilities, interest free loans etc.,. These are some of the measures to take care of the well-being of the employees by the employers. The employees will feel happy & comfortable when all the necessary facilities are provided to them. This makes them to be loyal to the organization.	Lack of facilities demotivates the employees. Will be Psychologically disturbed. They will be lethargic. Productivity suffers.
Psychological support	When some employees gets	Lack of psychological


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	stressed or mentally disturbed due to various reasons, the co-workers or superiors must listen to the problem and counsel them and give moral support. Such employees feel they have psychological support and develop positive work moods and continue to remain loyal to the organization	support can lead to depression, loneliness, strain, withdrawal behavior and frequent absenteeism.
Yoga & Meditation	When this is implemented every day for 30 minutes, just before starting the work, psychologically workers will be relaxed, there will be inner peace and happiness. Stress, restlessness, enmity, irritation, anger if any will be reduced and work efficiency increases. This leads to more productiveness.	It is an option, depends on the organization.

CONCLUSION

The conceptual analysis of the above topic has finally led us to the three factors. The first factor is about Human Capital that is recruiting the right, efficient, able candidates. Whom we can call as performers. Investment made on them in job- training, coaching and money spent on other learning activities connected with job can all be considered as an Asset of the organization. Their effective and efficient performance contributes to the growth and expansion of the business.

The second factor focuses on how to retain these valuable employees by taking into account the psychological aspects of work place. As it is a conceptual paper, 12 psychological Areas were considered based on references and personal experience. Certainly these will have an impact on the organization and on the employees.

The psychological aspects varies from organization to organization. It is based on nature and type of business. The focal point is the conducive atmosphere, which must be created to retain the valuable employees for the welfare of the organization. The competent and qualified employees prefer only those organizations which have good culture, follow value based principles like recognizing, encouraging and promoting the deserving candidates. The attractive Organization Environment with happy & harmonious atmosphere certainly impresses upon the skilled, talented and qualified workers to stay, learn, perform better and contribute more to the welfare of the organization. The employees will be loyal to such organization. To create healthy

atmosphere some of the top IT sectors and others have introduced Yoga & Meditation as part of work life. The company **Apple** identifies meditation and Yoga as "practicing discipline". This helps them to create innovative products. **Google** Company offers regular meditation courses like "search Inside Yourself". **Nike**-the sports mega brand company actively incorporating meditation & mindfulness into the corporate culture. **AstraZeneca**, **AOL Time Warner**, **Deutsche Bank**, **Procter & Gamble** conduct meditation classes into the work day to increase the work efficiency.

The importance and significance of above two factors is due to the third factor called **Economic Growth** and welfare of the organization. The positive relationship between the Human capital and psychological aspects of workplace results in the growth and expansion of the organization.

The organizations with abundant resources without effective "men" will be a disaster. That organization alone survives which protects and takes care of Human Capital. In the welfare of employees lies the welfare of the organization.

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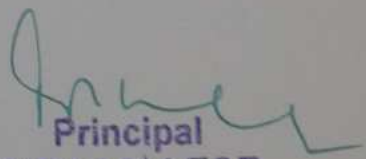
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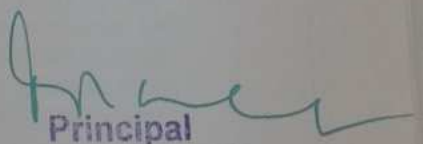
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HUMAN CAPITAL MANAGEMENT AND PSYCHOLOGICAL ASPECTS OF WORKPLACE

RAJA MOHAN S*

Dr. BALAJI V**

ABSTRACT

Every finance student is familiar with the word called Capital, which means fund or a large sum of money invested in the business by the proprietor so as to make more money. It is also called a proprietor fund. Whereas Human Capital is always owned by the employee. It refers to knowledge, skills, habits, good health, moral character, motivation, social & personality attributes of a person which can be utilised by an organization for achieving its corporate goals. The employees with their skill and know-how techniques, increase the production, and maximize the profits of the organization within a specified time are certainly valuable and needy to the organization. They are considered to be an asset of the organization. The expenses incurred on training the employees and sending them to multinational companies to equip themselves with the latest technology will be an Investment called Human capital. HCM (Human Capital Management) plays a significant role in motivating and developing skills of the company's employees. Psychologically, the workers of the organization will get the confidence to perform better. Therefore, a strong correlation between HCM and Psychological aspects of the workplace, exist. This conceptual paper makes an attempt to show how the strong relationship between Psychological Aspects of the workplace and Human Capital Management promotes the Economic Growth of the organization.

Keywords: Capital, Human Capital, Psychology, Psychological Aspects, Economic Growth

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INTRODUCTION

Every organization is composed of men, money, materials, and machines. Of these, men are the most important and essential factor. By men, we mean the workers and staff, in other words, employees of the organization. All other elements are inanimate and can be controlled, but the element 'men' is most unpredictable and sometimes uncontrollable. To control and convince them requires a positive and supportive psychological work environment. Amongst all the resources, Human Resources takes a prominent place in an organization. The Human Resource Managers must take the utmost care in recruiting the right, efficient, and talented workers.

As the topic for study is HCM and Psychological Aspects of the workplace, it is better to consider them as two important and relevant factors for the growth and expansion of the organization. The study makes an attempt to show that one factor influences the other and finally concludes that both are essential for the Economic Growth of the organization.

The first factor is Human Capital Management:

Before defining the Human Capital, it is better to know the two common Capitals which are frequently used in Business and Industry; they are Physical Capital and Financial Capital.

The Physical Capital consists of machinery, cash, inventory, computers that are items employed for producing goods or services of the company, whereas Financial Capital includes credit, cash which builds the overall valuation of the company. They are the economic resources of the organization measured in terms of money.

To produce and make use of the resources, qualified and talented employees are needed. Which we usually call as Human Capital. Every Business and Industry must give priority to this Capital. Human Capital makes Physical Capital more productive.

What comprises Human Capital?

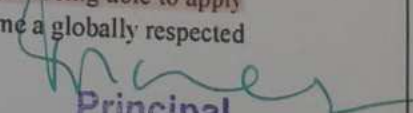
The Human Capital comprises the knowledge, skills, motivation, qualification, abilities, judgment, experience, habits, moral character, personality, social, good health, know-how techniques, creativity, and talent of an employee. So Human Capital speaks about only the men of an organization. They are the backbone of the organization.

The efficient and talented employees who contribute to the growth and expansion of business are considered to be an asset. Any investment made in the job training and education of the right employees is a Human Capital. It pays off in terms of higher productivity. These valuable employees deserve to be in the organization to advance its goals. To recruit and retain valuable employees is not an easy task. Every HR professional finds it a difficult task. When a right and the product candidate is employed, retaining him/her becomes a problem due to various reasons like organizational culture, organizational environment, and psychological aspects of a workplace. To overcome this, we have what is known as HCM. It plays a significant part in making new employees comfortable and retains them in the organization so that economic growth is not disturbed.

What is HCM?

It can be defined as a well-defined set of procedures for recruiting, practises, managing, and optimizing the resources of a company. It plays a very significant role in the growth and expansion of business by not only recruiting and retaining the employees but also in increasing their efficiency, all the while making sure that they are self sufficient and can handle adverse conditions.

According to Mr. Raghavan N.S, employee No.1 of Infosys makes it clear that 'learnability' was the most critical factor for success in the software profession. He defines Learnability as "the ability of the individual to make generic inferences from specific experiences being able to apply such knowledge in new unstructured situations." He says Infosys has become a globally respected


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So Human Capital Management is a business strategy that should be developed and implemented using modern technologies for the welfare of the organization. The recruited employees are a valuable asset. They must be protected and promoted. Any deviation from the values of organizational culture will have a psychological impact on talented employees.

The company's overall performance can be improved by developing Human Capital. The human capital, even though intangible assets can be measured by several methods. An easy way of knowing human Capital is the ROI method, i.e., the ratio of total Organization profits to the Investments on Human Capital. The investment in human Capital consists of recruitment, selection, training & development, compensation, etc... As per The Economic Times, each employee of Infosys is worth more than a crore. Now let us analyze the second factor, the psychological aspects.

The Psychological Aspects of Work Place:

Employees of the organization are human beings; they have their own likes and dislikes. They are recruited on the basis of their knowledge, skill, talent, experience, and other relevant factors. Each individual is unique, but in an organization, they have to perform the assigned duty efficiently and effectively. There must be a harmonious relationship between superiors and subordinates. But we do see that harmony gets disturbed due to ego, misunderstanding, lack of coordination between the superiors and subordinates. Highly talented employees quit the organization due to lack of basic facilities, not recognizing and rewarding their contribution, rigid rules and policies, lack of infrastructure, heavy workload all these and more psychologically disturb the employee and he/she may not be happy to work. The talented employees search for better opportunities. So the organizations, in addition to Human Capital Management, must also give importance to the psychological aspects of employees at the workplace. The highly qualified, talented, recruited individuals must feel comfortable and at ease to perform their duties. When workers are psychologically disturbed, their efficiency level comes down, which will affect the economic growth and welfare of the organization.

It is already mentioned in factor one that talented, qualified employees are Human Capital any expenses incurred on them in training; education will be treated as an investment, which in turn becomes an asset of the organization. Their ability and performance will increase the wealth of the organization. Hence it is the moral obligation on every growth-oriented organization; after focusing on Human Capital, the next immediate task is to retain the valuable recruited employees by taking care of the second factor called Psychological Aspects of the workplace.

Now let us examine these aspects closely and see how they influence the employee & on the economic welfare of the organization.

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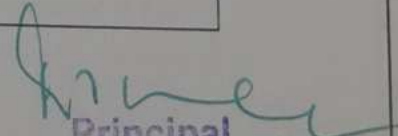
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AREAS	POSITIVE EFFECT	NEGATIVE EFFECT
Employee Engagement	Lead to psychological satisfaction: morale booster committed to the organization. economic growth	In its absence- slow economic growth, conflict, withdrawal behavior
Environment	Co-operative & guiding superiors, good office infrastructure, clean & tidy washrooms, pantry. Promotes a healthy atmosphere to work	Shouting boss, irritating colleagues, lack of basic facilities-leads to slow progress
Recognition and Reward	Timely acknowledgment and appreciation of employees efforts-builds self-esteem motivates to excel and inspires others to perform well and hence the growth in production	In its absence- energy and enthusiasm to excel come down. Employees get demotivated, and some of them may quit. Organization suffers
Medical facilities	Timely medical facilities help the workers to recover fast and enables them to be fit for work.	In its absence- employees absenteeism increases and work suffers
Involvement and influence	Creates team spirit, encourages them to learn more and participate in the discussion. Job involvement is associated with increased psychological well-being, enhanced innovation, and job commitment	Non-involvement leads to an indifference attitude of helplessness; workers may not work satisfactorily. This may lead to more wastage and loss
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Coordination	Proper coordination between the superiors and subordinates and also with co-workers is essential for smooth functioning. It helps to meet the target well in time. Employees feel happy and productivity increases	Lack of coordination between the workers leads to slow progress. Psychologically disturbed. irritation increases in the workplace
Justice	When an organization is fair to its employees in promotion, salary, compensation, remuneration, education, training, rewards, recognition, and all other facilities, the workforce will be happy. There will be neither complaints nor ill feelings. This, psychologically makes them continue and serve their organization	In case injustice is noticed by workers, they will be mentally disturbed. Some employees may quit. This may disturb the productivity.
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Psychological support	When some employees get stressed or mentally disturbed due to various reasons, co-workers or superiors must listen to the problem and counsel them and give moral support.	Lack of psychological support can lead to depression, loneliness, strain, withdrawal behavior, and frequent absenteeism.
Yoga & Meditation	When this is implemented every day for 30 minutes, just	It is an option, depends on the organization.

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CONCLUSION

The conceptual analysis of the above topic has finally led us to the three factors. The first factor is about Human Capital that is recruiting the right, efficient, able candidates. Whom we can call as performers. The investment made on them in job-training, coaching, and money spent on other learning activities connected with a job can all be considered as an Asset of the organization. Their effective and efficient performance contributes to the growth and expansion of the business.

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The importance and significance of the above two factors are due to the third factor called Economic Growth and welfare of the organization. The positive relationship between the Human Capital and the psychological aspects of the workplace results in the growth and expansion of the organization.


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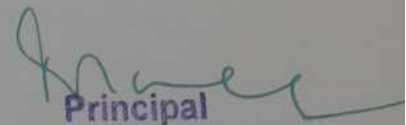
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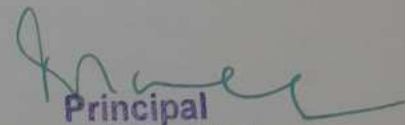
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“A Study on Recent Tendency in Pooling the Finance for Start-up Business”

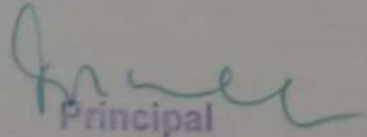
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Abstract:

Pooling funds for startups have become an increasingly popular way to finance startups in recent years. With the emergence of crowd-funding platforms such as Kick starter and Indie go-go, as well as angel investors, venture capitalists, and other private investors, there are now more options than ever before for entrepreneurs to get the capital they need to launch their businesses. Pooling funds for startups have become a viable option for many entrepreneurs, as it allows them to pool resources from multiple sources to finance their startups. This can be beneficial for startups as it encourages collaboration between investors, encourages a diversity of input and opinion, and can reduce the risk of failure for a new venture. Pooling funds for startups have allowed more entrepreneurs to get the capital they need to launch their businesses, and is an increasingly popular way to finance startups.

Startup businesses face the problem of restricted access to get funds which becomes the main barrier to the growth of startups. Start-ups often face the problems in commercializing the products and services, because of their limited capital and experience, startup business may not qualify for institutional equity investments at the start. The purpose of this research is to identify the different types of finance or funds available for the startups and initiation taken by the government of India to facilitate the startups to find their funds. This paper explains the sources of finance, types of finance, advantages and disadvantages of finance for the startups and also, we included the stages or cycles of the start-ups, it will give you the information about the contribution of the finance at each stage of start-up business life cycle.

Key Words: - Sources of finance - Equity Crowd funding, Equity Crowd funding, Angel Investors, Angel Investors, Initial Public Offering (IPO), Debt Financing, Start-up business Life cycle, Finance, Pooling.


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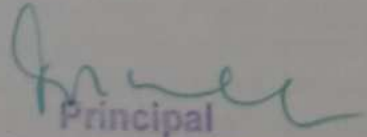
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Introduction:

The main aim of the Government is to provide maximum help and support for the new emerging businesses and ideas. The support will be in the form of finance, technology, economic, social as well as environment. The startups received total funding of **\$13.2 billion in 2019, \$10.9 billion in 2020 and \$35.2 billion in 2021**. Funding for Indian startups dropped by 33% to \$24 billion in 2022 as compared to the previous year though it was nearly double the amount recorded in 2019 or 2020, said a PwC India report

A start-ups company is an entrepreneurial venture which is typically a newly emerged, rapidly-growing business that aims to meet a market need by developing or offering an innovative and extraordinary product, process or service. They are most commonly associated with high-tech projects, development and production, distribution of new products, processes or services.

A start-up is a newly emerged business venture that aims to develop a viable business model to meet a marketplace need or problem.



The main concern for these startup firms is not only limited up to the fact that how these sources of finance are successfully acquired but also how these sources are effectively implemented once they are made available, since the startup firms lack both the experience and expertise in dealing with the core business operations.

Review of literature for recent tendency in pooling the finance for Start-up business

The literature review on recent trends in pooling finance for start-up businesses reveals that the majority of start-ups rely heavily on external funding sources to launch and grow their businesses. This includes a variety of sources, such as venture capital, angel investors, crowd funding, and government grants. Venture capital is the most common source of funding for start-ups, as it provides both capital and advice that can help the business grow and succeed. Angel investors are another source of funding, often offering small amounts of capital to start-ups with potential. Crowd funding has become increasingly popular in recent years, with platforms such as Kick starter and Indie gogo allowing entrepreneurs to reach out to the public for funding.

Finally, government grants are also available for start-ups, providing funding for research and development, capital, and other expenses. In addition to these traditional sources of financing, the literature review shows that there is a recent trend towards the use of pooled finance for start-ups. Pooled finance involves the pooling of resources from multiple sources to provide funding for a start-up.

This can include venture capital, angel investments, crowd funding, and government grants. Pooled finance can be an effective way to provide start-ups with the capital they need to launch and grow their businesses. Overall, the literature review reveals that there is a growing trend towards the use of pooled finance for start-ups. This can be an effective way to provide capital and advice to entrepreneurs, allowing them to launch and grow their businesses.

Recent research on pooling finance for start-up businesses has focused on the role of online crowd funding platforms, venture capital, and angel investors. Studies have found that online crowd funding platforms can provide a viable source of funding for start-ups, particularly when the entrepreneur has a strong social media presence or "brand" (Brounen et al., 2018). Venture capital and angel investors have also been shown to be reliable sources of funding for start-ups, particularly when the start-up has a high growth potential and the investors have a track record of successful investments (Cummings et al., 2019).

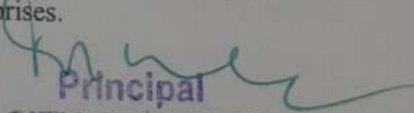
However, there is a lack of research on the role of other non-traditional sources of finance, such as peer-to-peer (P2P) lending platforms. P2P lending platforms are becoming increasingly popular among small business owners, as they offer more flexible terms than traditional banks (Liu et al., 2019). Moreover, there is a lack of research on the impact of these new financing sources on start-up businesses, particularly in terms of their ability to create value for the business.

In addition, there is a lack of empirical evidence on the effectiveness of different financing strategies for start-ups. Most studies have focused on the impact of individual sources of finance, such as venture capital or angel investors, but there is a need for research on the effectiveness of combining these sources of finance. This would help entrepreneurs identify the best financing sources for their start-up, and enable them to maximize the value created by their start-up. Overall, there is a need for more research on the role of non-traditional sources of finance, such as P2P lending platforms, on start-up businesses. Additionally, research is needed on the effectiveness of combining different financing sources for start-ups, and the impact of these financing strategies on the value created by the business.

Chapter 5 Government Schemes for Startups and MSMEs In India

- Pradhan Mantri Mudra Yojana. ...
- Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTSME) ...
- Financial Support to MSMEs in ZED Certification Scheme. ...
- Credit Linked Capital Subsidy for Technology Upgradation (CLCSS) ...
- Design Clinic for Design Expertise to MSMEs.

The Startup India Seed Fund Scheme (SISFS) provides financial assistance to early-stage startups for market entry, product trials, commercialization, prototype development, and proof of concept. The government has allocated a total budget of 945 crores to this scheme. The MUDRA banks provide startup loans of up to INR 10 lakhs to small enterprises, and businesses, which are non-corporate, and non-farm small/micro-enterprises.


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Four primary financial objectives of a startup

1. Profitability
2. Liquidity
3. Efficiency
4. Stability

7 sources of finance

- Retained earnings
- Equity
- Term loans
- Debt
- Letter of credit
- Debentures
- Euro issue
- Working Capital loans
- Venture funding

Research methodology for recent tendency in pooling the finance for Start-up business concept

1. Conduct a Literature Review:

The first step in researching the recent trend in pooling finance for start-up businesses is to conduct a literature review. This will involve researching existing literature on the topic, including academic papers, journal articles, industry reports, and relevant blogs. This will provide a good understanding of the current landscape and any existing issues or trends.

2. Interviews:

The next step is to conduct interviews with relevant stakeholders, such as venture capitalists, angel investors, entrepreneurs, and other experts in the field. This will provide valuable insights into the current trends and challenges in the start-up finance pooling space.

3. Surveys:

Surveys are a great way to gather quantitative data on the current trend in pooling finance for start-up businesses. Surveys should be created to target the relevant stakeholders, such as venture capitalists, angel investors, entrepreneurs, and other experts in the field.

4. Analysis of Existing Data:

Once the literature review, interviews, and surveys are completed, the next step is to analyze the available data. This could include analyzing existing data sets on venture capital investments, angel investments, and other financial metrics related to start-up businesses.

5. Case Studies:

Case studies are a great way to explore the current trend in pooling finance for start-up businesses. This could involve looking at successful and unsuccessful start-up businesses and studying the financial strategies they have employed.

6. Draw Concl
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6. Draw Conclusions:

Finally, based on the literature review, interviews, surveys, analysis of existing data, and case studies, conclusions can be drawn about the current trend in pooling finance for start-up businesses. These conclusions can then be used to inform the research findings.

7. Results and Discussion:

After the analysis has been completed, the results would then be presented in a report. The report would include a discussion of the findings, the implications of the findings, any limitations of the study, and recommendations for future research.

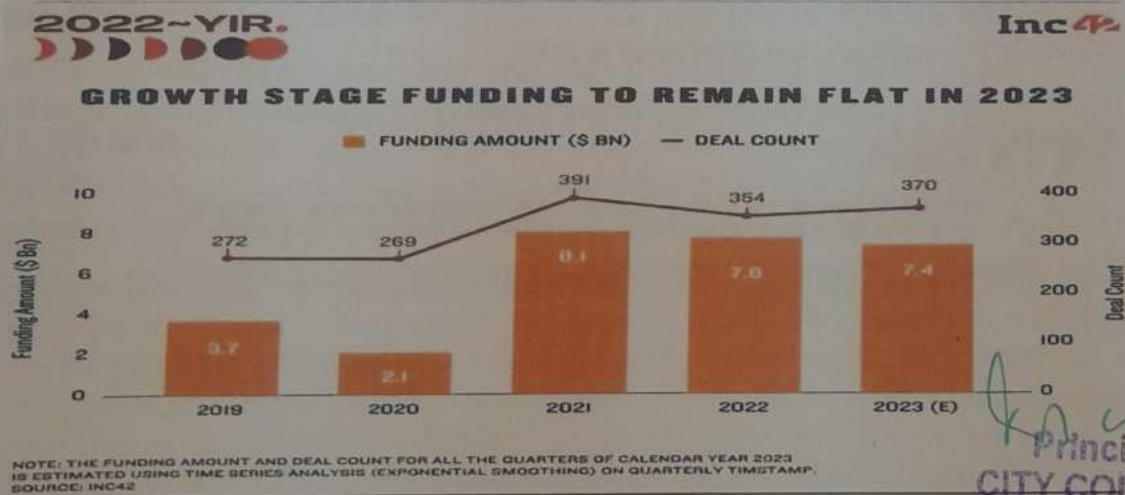
These steps would provide a comprehensive overview of the current trend in pooling the finance for start-up business concept. The research would help to provide valuable insights that can be used to make informed decisions about how to best pool the finance for start-up business concept.

Objectives of the study

1. To identify the current trends in pooling funds for startups and the benefits of pooling funds.
2. To identify the challenges and risks associated with pooling funds for startups.
3. To provide recommendations on how to increase the success rate of startup pooling fund investments.

Current trends in pooling funds for startups

According to Inc42's analysis, the Indian startup ecosystem could see 370 growth-stage startup funding deals in 2023, up only 4.5% from 354 such deals in 2022. Further, the growth-stage funding could touch \$7.4 Bn in 2023, approximately 3.9% less than the \$7.7 Bn raised in 2022.

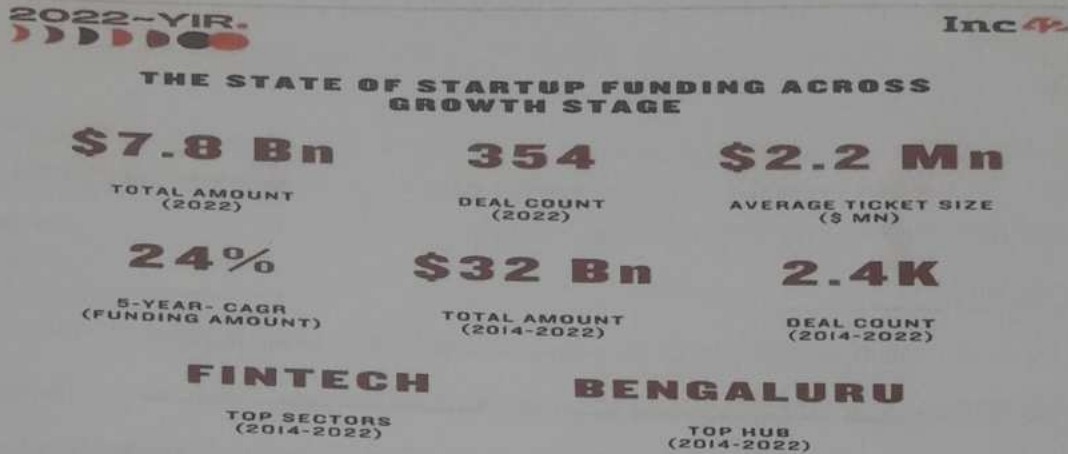


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Speaking with Inc42, market analysts pointed out that the growth-stage startup funding in any country's startup economy is directly linked to the nation's regulatory environment, macroeconomic factors, and the performance of its capital markets. They said after a prosperous 2021, the Indian capital Market witnessed blood bath in 2022 due to the fall in the valuations of listed tech companies. As a result, many companies, including startups, deferred their IPO plans. What further marred the growth-stage startup funding in India was a scared global investor. It is

pertinent to note here is that India has a limited pool of domestic growth-stage investors, and the growth-stage funding in the country is mainly driven by global investors such as Tiger Global and Softbank.

"Growth-stage funding in India fell due to the Russia-Ukraine conflict after the developed countries of the world took stock of rising energy and food prices and resisted investing overseas," said Anup Jain, the managing partner at Orios Venture Partners.



Key Growth Stage Funding Trends In 2022

According to Inc42's Annual Indian start-up funding report, growth-stage startup funding slipped a minor 4% YoY to \$7.75 Bn in 2022 from \$8.1 Bn in 2021.

However, between 2020 and 2022, keeping 2021 as an exception, the growth-stage startup funding was up a whopping 273% in 2022, compared to just \$2 Bn raised in 2020.

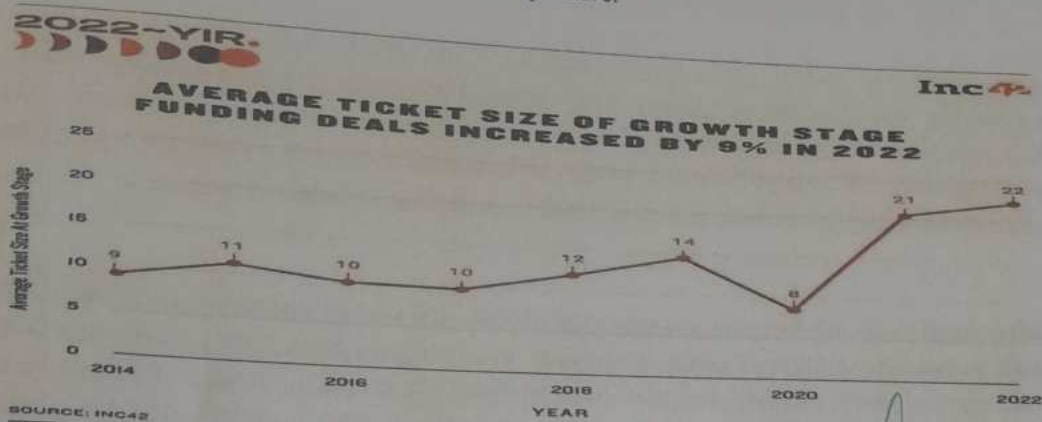
2022-YIR. Inc42

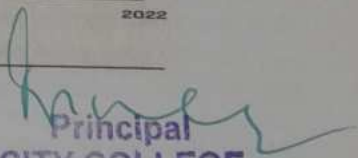
GROWTH STAGE FUNDING INCREASE MORE THAN 3X IN 2022 COMPARED TO 2020

	Amount of Funding (\$ Bn)	YoY Percentage Growth
2020	2.07	-43%
2021	8.1	290%
2022	7.8	-4.4%
2023*	7.4	273% (with respect to 2020, removing 2021 as an outlier year)

SOURCE: INC42

Further, even though the number of growth funding deals was less compared to 2021, the average deal size rose 9% YoY in 2022, which according to the market experts is a positive.




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Types of pooling the funds for startups

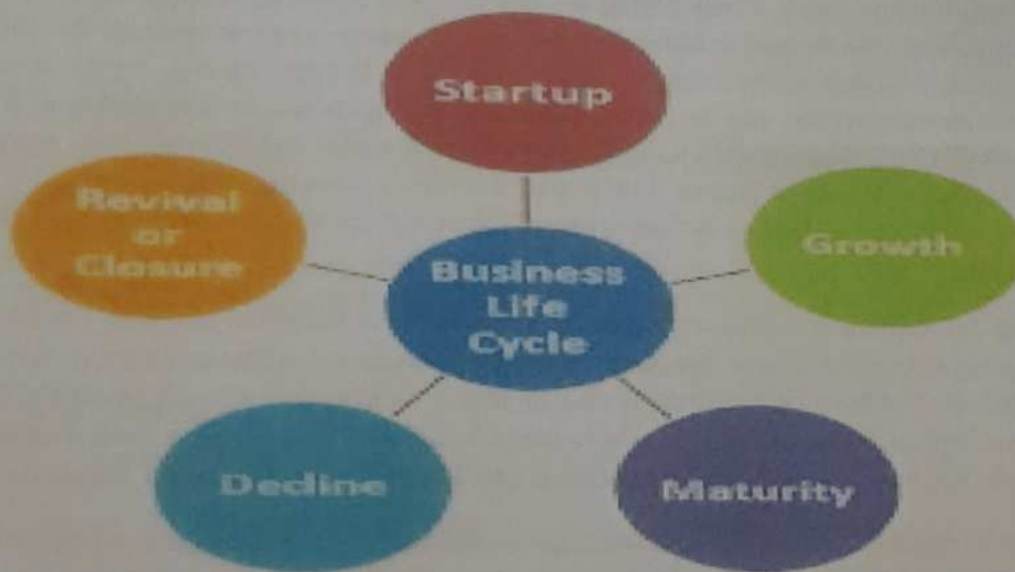
- 1. Equity Crowd funding:** Equity crowd funding is a way of raising capital by selling shares in a company to a large number of people, often through an online platform. Investors receive equity in exchange for their investment, meaning they are shareholders of the company and have a stake in its future success. Equity crowd funding is becoming an increasingly popular way for entrepreneurs and small businesses to raise capital, as it can provide access to large pools of potential investors, reduce the cost of raising capital, and provide a wider range of potential investors than traditional sources of finance. This is when a company raises capital by selling equity or debt to a large number of investors. This type of funding is typically done through an online platform, such as Equity Net, Seed Invest, and We Funder.
- 2. Self-funding:** Self-funding is a term used to describe a business or individual that does not rely on external sources of financing and instead uses its own money to pay for expenses and capital investments. Self-funding may be done by a business that has a large amount of cash on hand or an individual who has saved and invested their money over time. Self-funding can be a good way to start a business or fund a project without taking on debt or giving up equity to investors. This is when the founders of a startup use their own money to finance the venture.
- 3. Angel Investors:** Angel investors are individuals or groups that provide financial capital to start-up companies in exchange for a percentage of ownership equity. Angel investors typically have a higher risk tolerance than venture capital firms and are usually willing to provide capital on more favorable terms than traditional financing sources. Angel investors often provide mentorship and advice in addition to capital and may have industry experience that can be beneficial to a start-up. Angel investors are high net worth individuals who provide financial backing to startups in exchange for equity. They typically invest their own money, and not funds from a venture capital firm.
- 4. Initial Public Offering (IPO):** An Initial Public Offering (IPO) is the process of offering shares of a private corporation to the public in a new stock issuance. Companies undertake IPOs to raise capital to expand their businesses, to pay off debt, or to monetize the investments of early private investors. IPO investors are typically institutional investors, large investment banks, and high-net-worth individuals. An IPO is when a company offers its shares for public trading. This type of funding can be difficult to obtain, but it can be extremely lucrative for the company that succeeds.

5. Debt Financing: Debt financing is a type of financing in which a borrower or company borrows money from a lender, such as a bank, and is obligated to repay the debt with interest. The lender has a legal claim to the borrower's assets in the event of default. Debt financing is attractive to businesses because it does not require the surrender of ownership and control, unlike equity financing. It also allows businesses to leverage their assets to obtain more financing, and it can provide a more stable source of funding than equity financing. Debt financing is generally more suitable for mature companies with a track record of success, as lenders will be more likely to lend to established companies with a good financial history. Debt financing is when a company borrows money to be paid back with interest. This type of funding is often used by companies looking to expand.

6. Bank Loans: Bank loans are the most common type of loan, and they are offered by commercial banks. These loans may come in the form of a line of credit, a term loan, or a mortgage. Bank loans typically have lower interest rates than other types of loans, but they also have more stringent eligibility requirements. For example, borrowers may need to have good credit, collateral, and a steady income. This is when a startup gets a loan from a bank in order to finance its operations. The loan is typically secured by the assets of the company.

Startup business life cycle

Business Life Cycle



1. Idea Generation: This is the first stage in the startup business life cycle. In this stage, entrepreneurs identify and develop ideas for new businesses. This can include researching potential markets, brainstorming new product and service ideas, and identifying customer needs.

2. Business Planning: This is the second stage in the startup business life cycle. In this stage, entrepreneurs create a plan to bring their ideas to life, including researching and analyzing the market, developing a business model and budget and identifying potential sources of funding.

3. Testing & Launching: This is the third stage in the startup business life cycle. At this stage, entrepreneurs launch their business, including registering the business, creating a website, and establishing a customer base.

4. Growing & Expansion: This is the fourth stage in the startup business life cycle. At this stage, entrepreneurs expand their business by developing new product and service offerings, increasing their marketing efforts, and hiring additional staff.

5. Maturing: This is the fifth stage in the startup business life cycle. At this stage, the business has become established and is generating a steady income. The focus is on refining the business model and increasing profits.

6. Sustaining: This is the final stage in the startup business life cycle. At this stage, the business has achieved a stable level of success and profitability. The focus is on maintaining the business by continuing to provide quality products and services, developing new ways to serve customers, and managing costs.

Challenges faced by startups

1. Finding the right talent: Startups must identify and hire the right people to move their business forward. This means finding people with the right skills, the right attitude, and the right cultural fit.

2. Managing cash flow: Cash flow is the lifeblood of any business, and startups can be especially vulnerable to cash flow issues. Without adequate cash, a business can't pay its bills, invest in growth, or cover unexpected expenses.

3. Developing a marketing strategy: Startups must create an effective marketing strategy to get their product or service in front of the right people. This involves identifying the target audience, understanding their needs, and developing a plan to reach them.

4. Building a customer base: Startups must develop a customer base to stay in business. This requires understanding customer needs, creating a product or service that meets those needs, and finding ways to reach potential customers.

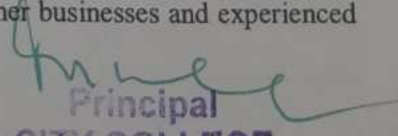
5. Dealing with competition: Startups often face intense competition from established companies and other startups. To succeed, startups must develop a competitive advantage and find a way to stand out from the crowd.

6. Scaling Quickly: Startups need to move fast to keep up with the competition and meet customer demands. This can be difficult as there are many unknowns and risks that come with rapid growth.

Establishing Brand Awareness: Startups need to make sure their product or service stands out from the competition and that potential customers know about it. This can be challenging given limited resources.

Four promising methods for raising funds for startup:

- **Crowdfunding:** Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to collect money from a large number of people via online platforms. Crowdfunding is most often used by startup companies or growing businesses as a way of accessing alternative funds.
- **Incubation programs:** Business incubators provide start-ups and early-stage businesses with the support and resources those young companies find difficult to access. Their support might involve access to networks, investors and mentors, or co-working space alongside other businesses and experienced professionals.


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- **Venture capitalists:** Start-up companies with a potential to grow need a certain amount of investment. Wealthy investors like to invest their capital in such businesses with a long-term growth perspective. This capital is known as venture capital and the investors are called venture capitalists.
- **Angel investors:** Angel investors are wealthy private investors focused on financing small business ventures in exchange for equity. Unlike a venture capital firm that uses an investment fund, angels use their own net worth.

Conclusion

This study has examined the recent tendency in pooling finance for start-up businesses. It has been found that the pooling of finance has become more popular and accessible in recent years. Crowd funding has emerged as a popular option for start-up businesses and has experienced significant growth over the last decade. Additionally, the rise of venture capital and angel investors has allowed start-ups to tap into more sophisticated sources of capital than ever before. Moreover, the emergence of alternative financial instruments such as convertible notes, revenue-based financing, and royalty-based financing have given start-ups greater options when it comes to raising capital.

Limitations

This study has some inherent limitations. First, the scope of this study was limited to the pooling of finance for start-up businesses. Other forms of finance for start-ups, such as bootstrapping and government grants, were not considered. Second, the data used in this study were drawn from a single source, which may not be representative of the entire population. Finally, the study was limited to the United States, so the results may not be applicable to other countries. For Recent tendency in pooling the finance for Start-up business study We would like to thank the various organizations that have provided data and financial support for this study on recent trends in financing start-up businesses. In particular, we would like to thank the Small Business Administration, the National Science Foundation, the Kauffman Foundation, the Ewing Marion Kauffman Foundation, and the U.S. Department of Commerce for their generous support. We would also like to thank the venture capitalists and angel investors who have provided invaluable insight into the landscape of start-up finance. Finally, we would like to thank our team of researchers and advisors who have worked hard to ensure this study is as accurate and comprehensive as possible.

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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

“Current Strategies To Develop The Contribution Of Smes For Economy”

Chethan V K

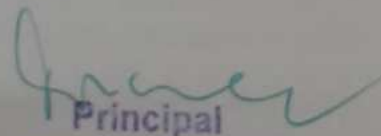
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Abstract:

Small and medium-sized enterprises (SMEs) are key drivers of economic growth, providing employment opportunities, increasing competition and productivity, and facilitating innovation. To ensure their continued success and contribution to the economy, governments and other stakeholders need to implement effective strategies that address the challenges faced by SMEs. This paper will discuss some of the current strategies being used to develop the contribution of SMEs to the economy, including the promotion of access to finance, the improvement of business infrastructure and the provision of targeted education and training programs. The paper will also outline the potential benefits of these strategies and discuss the challenges that must be addressed to ensure their success. One of the main obstacles faced by small and medium-sized enterprises is the difficulty of obtaining financing. Governments can support SMEs by introducing economic reforms that increase access to finance for SMEs. This could include providing government-backed loans and guarantees, creating venture capital funds, and reducing the regulatory burden. Governments and other stakeholders should provide training and education programs to help SMEs develop their capacity and skills. This could include providing tailored business advice, training on digital technologies, and access to markets. Governments should create an environment where innovation is encouraged. This could include setting up incubators and accelerators, providing grants and tax incentives, and developing regulations that support the development of innovative SMEs. Governments can help SMEs to access domestic and international markets. This could include providing trade finance, creating marketplaces, and reducing tariffs and other barriers to trade.

Key Words: - 1.Business Incubation 2.Financial Incentives 3.Tax Reliefs 4.Access to Credit 5.Access to Markets 6.Export Promotion 7.Training and Education 8.Networking and Mentoring 9.Technology Innovation 10.Regulatory Reforms


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www.ijcrt.org
3. Improve Capacity enterprises. This can support.
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Introduction:

Small and medium-sized enterprises (SMEs) are a vital part of the global economy, contributing significantly to both employment and economic growth. As such, governments and international organizations have taken a number of initiatives to support the development of these businesses.

This paper outlines current strategies to develop the contribution of SMEs for economy. The strategies discussed include: creating competitive markets, encouraging innovation and entrepreneurship, providing access to finance, and developing a supportive regulatory environment. Additionally, the paper considers the role of government in providing incentives to SMEs and how this can be used to drive economic growth.

Finally, the paper discusses the importance of international cooperation in supporting SMEs and the need to create an enabling environment for their success.

Types of Current strategies to develop the contribution of SMEs for economy

- 1. Business Development Grants:** Business development grants help SMEs to gain access to funds for business development, growth, and expansion. These grants are usually awarded to businesses that have the potential to create jobs, boost the local economy, and contribute to the overall development of the region.
- 2. Tax Incentives:** Governments often offer tax incentives to SMEs to encourage them to invest in their businesses. These incentives can be in the form of tax breaks, credits, and/or exemptions.
- 3. Access to Financing:** Access to financing is a key factor for SMEs to be successful. Many governments provide small business loans, venture capital, and other forms of financial assistance to help SMEs access the funds they need.
- 4. Business Support Services:** Governments also offer business support services such as business coaching, mentoring, and training sessions. These services help SMEs to develop their business skills, understand the business environment, and develop strategies to become more competitive.
- 5. Access to Technology:** Access to technology is also important for SMEs to succeed. Many governments offer grants, subsidies, and other forms of financial assistance to help SMEs acquire the latest technology and improve their processes.
- 6. Access to Markets:** Governments also provide access to markets and networks that can help SMEs gain access to potential customers, suppliers, and partners. This can help SMEs increase their sales and profits.

Objectives of Current strategies to develop the contribution of SMEs for economy

- 1. Increase Access to Capital:** One of the primary objectives of current strategies is to increase access to capital for small and medium enterprises. This can be done through direct financing, venture capital and other forms of financial support.
- 2. Enhance Access to Markets:** Small and medium enterprises need access to markets in order to grow and be successful. Current strategies aim to increase access to domestic and international markets for SMEs.

3. Improve Capacity Building: Current strategies also aim to improve the capacity of small and medium enterprises. This can be done through training and development programs, mentorship and other forms of support.

4. Encourage Innovation: Small and medium enterprises need to be innovative in order to stay competitive. Current strategies encourage innovation through education, research and development funding.

5. Promote Entrepreneurship: Current strategies also promote entrepreneurship in order to create new businesses and jobs. This can be done through government initiatives, tax incentives and other forms of support.

Recent Trends in Current strategies to develop the contribution of SMEs for economy

1. Increase Access to Financing: SMEs are generally strapped for cash and often lack the necessary collateral to obtain traditional bank loans. Governments can help by creating programs that make it easier for SMEs to access credit and other forms of financing.

2. Streamline Regulations: Regulatory compliance can be a major burden for SMEs, consuming both time and money. Governments can help by streamlining regulations and providing support to help SMEs understand and comply with them.

3. Promote Innovation: SMEs can accelerate economic growth by developing new products and services. Governments can promote innovation by providing incentives such as tax credits and grants for research and development.

4. Encourage Collaboration: By working together, SMEs can increase their market reach and access new technologies. Governments can facilitate collaboration between SMEs by creating business networks and funding joint research projects.

5. Invest in Education and Training: Education and training is essential for SMEs to remain competitive. Governments can invest in educational programs and provide incentives to encourage SMEs to invest in their own training.

6. Support Digital Transformation: Digital technologies are transforming the way businesses operate, and SMEs must be able to keep up. Governments can support digital transformation by providing access to technology and funding digital skills training.

Research methodology for Current strategies to develop the contribution of SMEs for economy

1. Literature review: Conduct a review of current literature on the contribution of SMEs to the economy, including academic studies, government and industry reports, and media coverage. Analyze the literature to identify current strategies to develop the contribution of SMEs, as well as any potential challenges or gaps in the existing literature.

2. Interviews: Conduct interviews with industry experts, government officials, and representatives from SMEs. Ask questions about current strategies to develop the contribution of SMEs, as well as any challenges they may be facing in this area.

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3. **Surveys:** Design and distribute a survey to SMEs to gain insights into their current strategies for contributing to the economy. Ask questions about their current practices, as well as any challenges they may be facing in this area.
4. **Case Studies:** Identify and analyze case studies of successful SMEs that are contributing to the economy. Analyze their strategies and identify any key lessons that can be learned from their success.
5. **Analysis:** Analyze the data collected from the literature review, interviews, surveys, and case studies to identify current strategies to develop the contribution of SMEs. Compare and contrast the strategies to identify any common themes or gaps.
6. **Recommendations:** Develop recommendations for government, industry, and SMEs on how to best develop the contribution of SMEs to the economy.

Challenges for Current strategies to develop the contribution of SMEs for economy

1. **Access to Financing:** Small and medium-sized enterprises (SMEs) often lack the resources to access capital and credit lines, making it difficult to expand their businesses and take advantage of new opportunities. Governments need to implement policies that encourage banks and other private lenders to offer more favorable terms to SMEs.
2. **Regulatory Compliance:** Many SMEs struggle with the costs and complexities of meeting regulatory requirements. Governments should consider implementing policies that reduce the burden of compliance for SMEs, such as streamlining the registration process or providing easier access to regulatory guidance.
3. **Lack of Digitalization:** SMEs often lack the resources to invest in digital technologies, making it difficult for them to keep up with the competition. Governments should implement policies that encourage the adoption of digital technologies by SMEs and provide incentives for the development of digital solutions tailored to the needs of SMEs.
4. **Inadequate Infrastructure:** SMEs often face difficulties accessing the necessary physical infrastructure, such as transportation and communication networks, needed to expand their businesses. Governments need to prioritize the development of infrastructure in rural and underserved areas to enable SMEs to compete in local and global markets.
5. **Limited Use of Data:** SMEs often lack the resources to collect and analyze data, making it difficult for them to make informed decisions and identify new opportunities. Governments should implement policies that make data more accessible to SMEs and provide support for the development of data-driven solutions tailored to the needs of SMEs.

Limitations

1. **Time and Resource Constraints:** Conducting a study of this scope and scale requires significant time and resources. Therefore, budgetary and temporal constraints can limit the scope and depth of the research.
2. **Data Availability and Accessibility:** The availability and accessibility of data can be a major limitation. Depending on the data sources used and the geographical scope of the study, certain types of data may not be available or accessible.

3. Lack of Expertise: The complexity of the research topic may require specialized knowledge and expertise that may not be readily available. This can limit the accuracy and depth of the research.

4. Political and Social Factors: Political and social factors can influence the outcome of research by influencing government policies, business regulations, and public opinion. This can limit the effectiveness of the findings.

Review of literature

The contribution of small and medium-sized enterprises (SMEs) to the economy is well-recognized. SMEs are important drivers of economic growth, job creation, innovation and entrepreneurship, and they account for a significant share of global economic activity. Governments around the world have been implementing various strategies to promote the contribution of SMEs to the economy. This review of literature provides an overview of current strategies being used to develop the contribution of SMEs for the economy.

One of the main strategies used to support SMEs is providing access to finance. Governments can encourage banks and other financial institutions to provide loans and other forms of finance to support SME development. Governments can also provide direct financial support to SMEs or provide tax incentives to encourage investment in SMEs. In addition, governments can set up funds to provide venture capital for SMEs. Governments can also provide incentives for research and development (R&D) activities in SMEs. This can include providing grants and tax breaks to encourage R&D activities. Governments can also set up incubators to support and nurture SMEs. Incentives can be provided to encourage the development of innovative products and services.

Governments can also support SMEs through providing business advice and training. This can include providing advice on legal, financial, marketing and other business matters. Governments can also provide training to help SMEs build the skills and knowledge needed to compete in the global economy. In addition, governments can provide access to markets for SMEs. This can include providing access to export markets, or providing incentives for foreign companies to invest in local SMEs. Governments can also provide support for SMEs to enter new markets and to compete with larger companies.

Finally, governments can provide support for SMEs to access technology and digital platforms. This can include providing access to cloud computing, software, and other digital tools. In addition, governments can provide incentives to encourage SMEs to adopt digital technologies and platforms. Overall, there are many strategies that governments can implement to support SMEs and help them to contribute to the economy. Each strategy has its own advantages and disadvantages, and governments should carefully consider the best approach for their particular context.

Conclusion

This study has examined the Current strategies to develop the contribution of SMEs for economy. The current strategies to develop the contribution of SMEs for the economy have been successful in increasing their role in the economy, but there is much more work to be done in order to ensure that SMEs are able to play a larger role and make a significant contribution to economic growth. Governments must continue to support SMEs through policy and financing initiatives and focus on developing strong entrepreneurial ecosystems. Additionally, businesses must be provided with access to resources and expertise to help them innovate and expand. Finally, it is essential to create an environment that encourages collaboration between SMEs and larger organizations in order to maximize efficiency and stimulate growth.

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Acknowledgement

We would like to thank the World Bank, the International Finance Corporation, the Small Business Administration, the European Union and all the other organizations for their support and efforts in developing strategies to strengthen the contribution of SMEs to the global economy.

We would also like to recognize and thank the governments, private-sector organizations and other stakeholders who are contributing to the cause of SME development and growth. Finally, we would like to thank the countless small business owners and entrepreneurs who are working hard and striving to make their businesses successful and to contribute to the global economy.

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“A Study On Cybercrime Its Impact And Awareness Towards Society”

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Abstract

Cybercrime is targeted as the criminal activity which either targets or uses a computer, a computer network or a device which is networked. Most of the cybercrime are committed by either cybercriminals or hackers who want to make money. However, occasionally cybercrime main focus is to damage computers or networks for many reasons other than profit. As in today's world technology is continuously upgrading in many ways Cybercrime and hacking activities are also growing very drastically. As per the research cybercrime is considered as the fastest growing area of the crime.

Earlier, Cybercrime was committed by many small group or individuals, but now it has become a place for Professional hackers, organized hackers, children and adolescents between the age group of 6- 18 years, scammers, phishes, insiders, malware authors, spammers, etc to be carried as a source of income. Few of the common Cybercrime which is been taken place in India are frauds related which credit cards, robbery of bank, downloading illegally, industrial espionage, child pornography, kidnapping of children via chat rooms, scams, cyber terrorism, creation and or distribution of various viruses, spam and so on.

As we are living in a digital age, cyberspace is just not limited to one's boundary but rather it covers an entire world. As a result cybercrime is increasing drastically in all the countries including India. The biggest challenge faced by cybercrime is its dynamic nature of the ongoing evolution of digital technology. As the digital landscape expands, so does the threat of cyber crime increases. In India, the Information Technology Act, 2000, serves as the backbone of the legal framework used for combating cyber crime and promoting cyber security. Through a combination of robust legislation, technological advancements, and public awareness, India can build a safer digital environment towards its citizens and effectively combat cyber crime. As a result many new cybercrime methods and techniques come into practice it is essential to continuously update and strengthen cyber laws to keep an upgrade with evolving cyber threats.

Key words: Cyber-Crime, Cyber-Criminals, Awareness, Cyber Security, Internet, IT Act.

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Introduction

Cybercrime can be committed by the technology use where the device is used as a tool for committing the crime and the target of the crime. One of the examples includes malware which targets the victims to delete or damage the data by hacking and for financial gain. Other form of Cybercrime includes cyber enabled fraud and data theft.

Moreover, the study seeks to assess the level of awareness and preparedness among individuals and organizations in confronting cyber threats. While some may possess a keen understanding of cyber security best practices and actively implement preventive measures, others may remain vulnerable due to a lack of awareness or resources. By identifying knowledge gaps and barriers to awareness, we can develop targeted strategies to enhance cyber security education and promote a culture of vigilance in cyberspace.

In addressing these objectives, this study aims to contribute to the body of knowledge on cybercrime and its societal impact, ultimately guiding efforts to strengthen resilience and mitigate risks in the digital age. By fostering collaboration among stakeholders and raising awareness among the populace, we endeavor to build a safer and more secure digital environment for present and future generations.

In the subsequent sections, we will delve into the various forms of cybercrime, explore its impact on society, assess the level of awareness among individuals, and propose recommendations for enhancing cyber security efforts. Through a comprehensive analysis of these factors, we aim to provide insights and actionable strategies for combating cybercrime and promoting a culture of cyber resilience in society.

Cyber Crime in World

▪ 2018	▪ 208,456 to 212,485 Cases
▪ 2019	▪ 394,499 to 1,158,208 Cases
▪ 2020 – 2021	▪ 1,402,809 Cases

Below table showing the number of Cybercrime cases in India

2022	26,121
2021	27,248
2020	21,796
2019	12,317
2018	11,592

Emerging cybercrime statistics and trends

Types of Cybercrimes:

Cybercrime ranges variety of activities. Cybercrime can be basically divided into three major categories.

- A. Cybercrimes against persons like harassment leading to cyberspace or by the use of cyberspace. Harassment by sexual, racial, religious, or other.
- B. Cybercrimes against property like computer wreckage (destruction of others' property), transmission of harmful programs by various websites, unauthorized trespassing, unauthorized possession and leaking of computer information.

- C. Cybercrimes against government like Cyber terrorism. The IT can be used by the individual and terrorist group to attack for information exchanging and making electronically threats.

Who are the Cyber Criminals? Cyber Criminals are differentiated among 4 groups:

- **Kids** (age group 9-16): It is very hard to believe but the young generation knowingly or unknowingly involved in Cyber activities. Most of them are considered as teenagers who things that it is a matter of pride to hack any computer system or a website. Sometimes they may commit the crimes without actually knowing that they are doing is a crime.
- **Organized Hacktivists:** Group of hacker combines together for a particular motive known as hacktivists. Such groups operate for a political basis. In other cases it motivates religious or social activism or any other.
- **Disgruntled Employees:** As there is increase in being dependent on computers and the automation of processes, disgruntled employees are expected to do lot more harm their employers just by committing crime using computers so that they can bring their entire system down.
- **Professionals Hackers:** One of the highest earning professions is ethical hackers for network management who operates for computer and IT security. Most of the hackers are employed by the rivals organizations so that they can steal other industrial information and secrets which could be beneficial for them, hacking can utilize the required information from rival companies.



LITERATURE REVIEW:

Aparna and Chauhan (2012): The authors conducted a research paper in Tricity related with awareness on cybercrime which stated that by giving due importance to Cybercrime that can be an efficient tool to reduce or prevent the Cybercrimes. They also concluded that it remains the responsibility of the government and the net user to ensure a safe, secure and trustworthy with computing environment.

Mehta and Singh (2013):

The survey was conducted by the author stating the awareness about cyber laws in Indian society. He found that there is a drastic difference between the awareness level of male and female users of the internet services. In simple words it states that the male netizens are more aware of cyber laws as compared to the women users.

Hasan et al., (2015):

Conducted a survey to analyze the cybercrime awareness in Malaysia and they found that female students are more aware of cybercrime as compared to male students.

Archana Chanuvai Narahari and Vrajesh Shah (2016):

The author in this conducted a survey on 100 respondents to analyze whether netizens are really aware of cyber-crimes. They found that the respondents are somewhat aware of the cyber-crimes, cyber security but still there is a need to increase awareness among them.

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Steps to Prevent Cyber Crimes

- Personal information is good when it personal but it's dangerous when personal information is publicly on websites. This is equal to disclosing one's identity to a stranger in public place.
- Avoid sending photographs to while chatting with friends, strangers and online particularly, they are many incidents specifying misuse of photographs.
- Never disclose bank details, OTPs and information about personal documents, as its can lead to malpractices.
- Avoid visiting unknown websites and downloading unknown apps.
- Always use cyber secured apps.

Certainly, here are some potential impacts of the study titled "A Study on Cybercrime: Its Impact and Awareness towards Society":

1. **Increased Understanding:** The study can lead to a deeper understanding of the various forms and implications of cybercrime within society.
2. **Heightened Awareness:** By shedding light on the prevalence and severity of cybercrime, the study can raise awareness among individuals, businesses, and policymakers about the importance of cyber security measures.
3. **Policy Implications:** The findings of the study may inform the development of policies and regulations aimed at combating cybercrime and protecting society from its adverse effects.
4. **Behavioral Changes:** Increased awareness resulting from the study might lead to changes in online behavior, with individuals and organizations adopting more cautious and security-conscious practices.
5. **Empowerment of Stakeholders:** The study can empower individuals, businesses, and governments with knowledge and resources to better protect themselves against cyber threats.
6. **Economic Impacts:** Understanding the economic repercussions of cybercrime highlighted in the study can drive investment in cybersecurity measures and technologies, ultimately safeguarding financial resources.
7. **Psychological Effects:** Awareness of the psychological toll of cybercrime, such as stress, anxiety, and fear, can prompt initiatives to provide support and resources for affected individuals.
8. **Trust Building:** Efforts to enhance awareness and mitigate cyber threats can contribute to rebuilding trust in digital platforms, fostering a more secure online environment.
9. **Education and Training:** The study may underscore the importance of cyber security education and training programs, leading to increased investment in initiatives aimed at improving digital literacy and resilience against cyber threats.
10. **International Collaboration:** Recognizing cybercrime as a global issue, the study may stimulate collaboration among nations to develop coordinated strategies for prevention, detection, and response.

Overall, the impact of the study on cybercrime, its implications, and societal awareness can be multifaceted, influencing various aspects of policy, behavior, and collaboration in the realm of cyber security.

Awareness and Perception of Cybercrime

Despite the prevalence of cybercrime, there are significant knowledge gaps and misconceptions among the public. Many individuals underestimate the risks of cyber threats and fail to take adequate precautions to protect themselves online. Education and training programs play a crucial role in raising awareness and promoting cyber security best practices. The media and pop culture also influence public perceptions of cybercrime, shaping attitudes towards online security and privacy.

Societal Responses to Cyber crime:

Governments, law enforcement agencies, private sector organizations, and civil society groups play essential roles in combating cybercrime. Legal and regulatory frameworks establish the basis for prosecuting cybercriminals and enforcing cyber security standards. Law enforcement initiatives aim to identify and apprehend cybercriminals, often through collaboration with international partners. Public-private partnerships facilitate information sharing and collaboration on cyber security initiatives. Cyber security awareness campaigns raise public awareness of cyber threats and promote best practices for online safety.

Recommendations and Future Directions:

To address the challenges posed by cybercrime, it is essential to enhance education and training efforts, strengthen collaborative initiatives, leverage technology for defense, and promote responsible online behavior. Continued research and innovation are needed to develop new approaches to cybersecurity and adapt to evolving cyber threats.

RESEARCH METHODOLOGY:

To calculate the awareness of cyber-crime and security, the following methodology has been applied:

a) Objectives of the study:

1. To understand the bridge between education level of the respondent and the awareness of cyber-crime and security.
2. To calculate the number of times respondents have been a victim of cybercrime
3. To examine the usage of regular internet by the respondents.
4. To identify various level of awareness on safety, while using personal computers and internet among internet users regarding cyber-crimes.
5. To measure various situations experienced by the respondents.

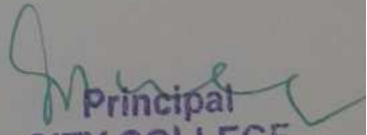
Nature and Sources of data

Primary data: With the help of primary data the collection of information was gathered by personal survey using the questionnaire method.

Secondary data Through published journals, internet and the articles published in the newspaper, collection of information has been taken for the secondary data.

Sample size: The sample size used here is 50

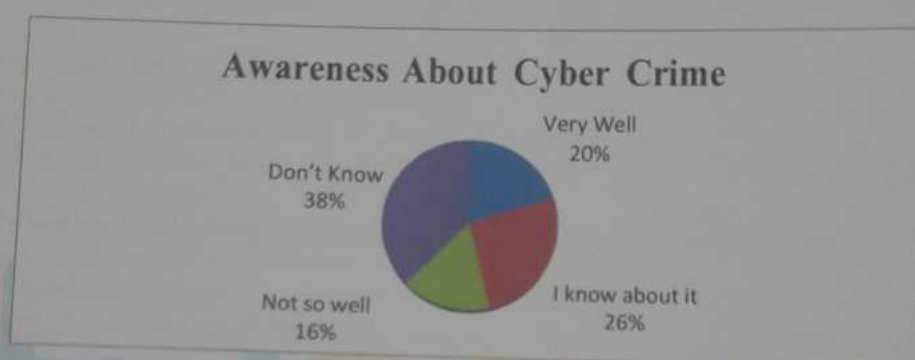
Sample Method: The sample method which is been used is descriptive method which involved collection of data through survey, observation and case study. Its aims to observe understand the document and create a thorough profile of the subject under study, using often exploring patterns, behaviors or attributes.


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Results and interpretation

Table 1: Demonstrate the awareness about cyber crime by the respondents.

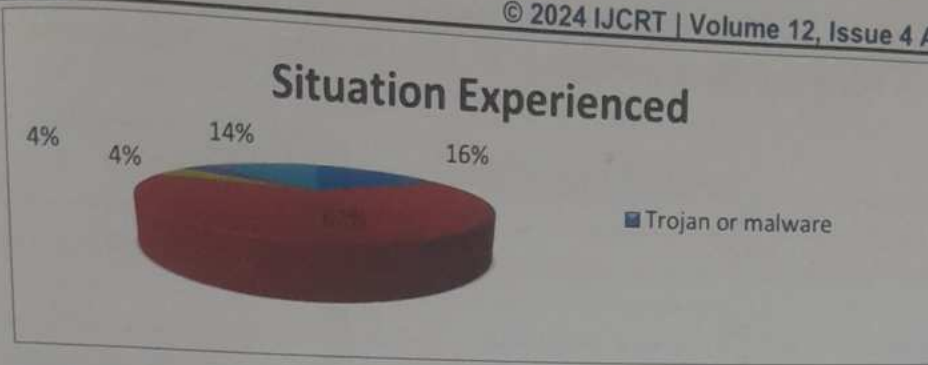
Category	Number of respondents	Percentage
Very well	10	20
I know about it	13	26
Not so well	8	16
Don't know	19	38
Total	50	100 %



Analysis: From the above, table represents that the awareness about cybercrime by the respondents not so well know which was for 16% and 20% respondents were very well aware about Cybercrime. When it comes to don't know 38% are totally unaware about Cybercrime.

Table 2: Demonstrate any of the below mentioned situation experienced by the respondents

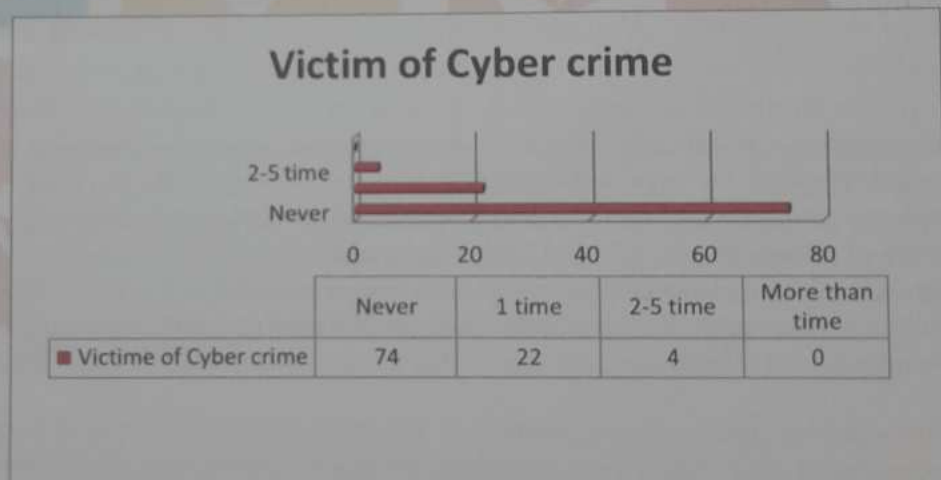
Category	Number of Respondents	Percentage
Trojan or malware	08	16
Auto generated mails to your inbox	31	62
Publishing obscure material on your profiles	02	04
Confidential reports/information being hacked	02	04
Never experienced such situation	07	14
Total	50	100%



Analysis: From the above table represents that, most of the auto generated mails to inbox are situations experienced by the respondents, 16% of malware and Trojan are experienced by the respondents. 14% are the respondents who have never experienced such situation. At the end 4% of respondents experienced publishing obscure material on their profile and confidential reports/information being hacked.

Table 3: Mention how many times respondents have been a victim of cybercrime.

Category	Number of respondents	Percentage
Never	37	74
1 time	11	22
2-5 times	2	04
More than 5 times	0	00
Total	50	100%



Analysis: From the above the table represents, 4% of the respondents have been victims of cyber crime 2-5 times. 22% of the respondents have been victims of cyber crime 1 time. Almost 74% of the respondents have never been victim of cyber crime.

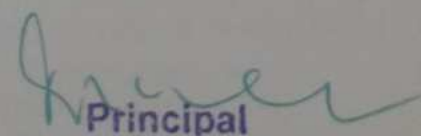
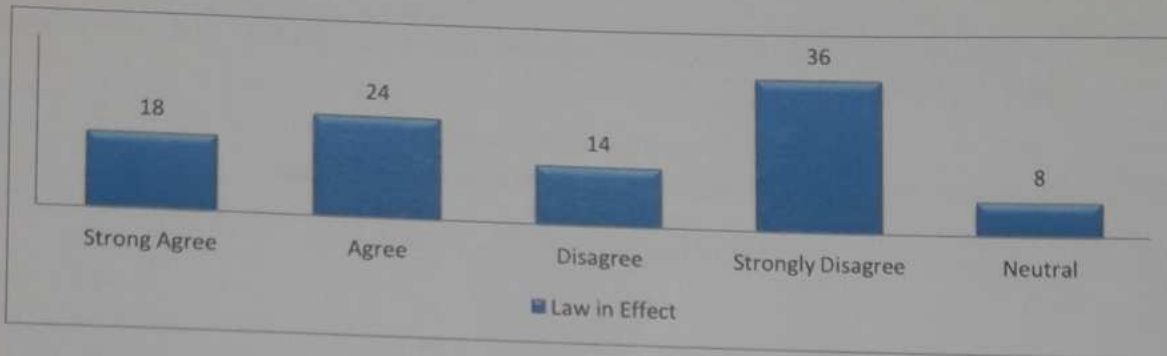

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Table 4: Demonstrate that the respondents think that the laws in effect are able to control cyber criminals

Category	Number of respondents	Percentage
Strongly agree	9	18
Agree	12	24
Disagree	7	14
Strongly Disagree	18	36
Neutral	4	08
Total	50	100%



Analysis: From the above table 36% of respondents think that the laws in effect are able to control cybercrime. 24% of respondents agree and 18% of respondents strongly agree with the laws in effect will be able to control cyber crime. 8% are neutral respondents were as 14% respondents disagree and think that the laws in effect are able to control cyber crime.

Findings:

- It was examined that 38% of respondents were not aware about the cybercrime. From online hacking to phishing respondents were not aware about the fraud happening around due to lack of awareness.
- Experienced auto generated mails to their inbox was about 62% of respondents
- Only 16% of respondents experienced Trojan and malware practices
- Almost 22% of respondents have been a victim of cyber crime
- It was found that 36% of respondents strongly disagree about the law in effect are able to control cybercrime.

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These references cover various aspects of cybercrime, including its definitions, forms, impacts on society, and strategies for prevention and response. They provide a solid foundation for conducting a comprehensive study on cybercrime and its implications for societal awareness.

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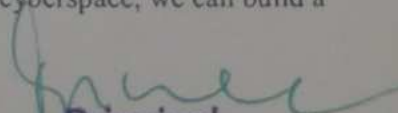
Conclusion:

As we are living in the digital age where every nation is looking forward to increase in the technology, it is important to be aware about the pros and cons of the ongoing evolution of the digital technology. Cybercrime are the fastest going crimes in the world where malpractices like hacking, malware, phishing, internet thefts, Trojan horses, stealing money while money transferring, etc. It is better to be safe when it come to our personal information. No matter what any personal information shouldn't be disclosed to a stranger, outsider or anyone who is not concerned to us. In India, Information Technology Act, 2000 severs as backbone for combating and promoting cyber security. Therefore each and every individual should be aware about the incident happening towards the technology and be away from the crime happening all over world. The government should spread more awareness and take more precaution as it takes care of other criminal acts.

Furthermore, the study has revealed disparities in the level of awareness and preparedness among different segments of society. While some individuals may possess a high level of awareness and actively employ preventive measures, others may lack the necessary knowledge and resources to protect themselves effectively. Therefore, efforts to enhance cybercrime awareness and promote cyber security education are essential in empowering individuals and organizations to defend against cyber threats proactively.

In light of these findings, it is imperative for governments, law enforcement agencies, private sector entities, and civil society organizations to collaborate closely in combating cybercrime. This collaboration should encompass the development and enforcement of robust legal and regulatory frameworks, the allocation of resources for cyber security initiatives, the promotion of international cooperation, and the implementation of effective awareness campaigns.

Ultimately, the study emphasizes that addressing cybercrime requires a multifaceted approach that combines technological solutions, policy interventions, and societal awareness efforts. By working together to raise awareness, enhance cyber security capabilities, and foster a culture of vigilance in cyberspace, we can build a safer and more resilient digital environment for all members of society.


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Application of Artificial Intelligence in Indian Banking-Opportunities and Challenges

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ABSTRACT

Banking is the most important sector of any economy because it connects the most with government and public at large and also it protects the economy from any crises. Technology has brought tremendous change, it has made both positive and negative impact on every sector and banking sector is the most dynamic in technological transformation. Information technology is one of the most important facilitator for transformation of Indian banking industry in terms of its transactions processing as well as for various other internal systems and processes. Banks are actively adopting new age technologies for better growth prospect and ensure customer satisfaction in next generation banking.

Among the various technological transformations of last decade, the birth of Artificial intelligence is particularly remarkable. AI is fast evolving as the go-to technology for banking sectors across the world to personalize experience for individuals. With data analytics, block chain and machine learning, banks are advancing their services and offerings. The technology itself is getting better and smarter day by day, allowing more and newer banks to adopt the AI for various applications. Banking sector is becoming one of the first adopters of AI. And just like other segments, banks are exploring and implementing the technology in various ways. AI refers to computers having cognitive skills similar to humans, which could result in immense efficiency gains for banks and their clients alike. It is important to understand how AI can influence the Banking sector hence this paper is an attempt to understand the opportunities and challenges of Artificial intelligence in banking sector.

Key words: Technology, Indian Banking, Interbank, efficiency, machine learning, data analytics.

Introduction

The world has witnessed tremendous technological changes in the recent times and Artificial intelligence is one such which has brought dynamic changes in every sector. AI is the branch of computer science and it can pursue creating the computers and machines as intelligent as human beings. AI is a new technical discipline that researches and develops theories, methods, technologies, and application systems for simulating the extension and expansion of human intelligence. The objective of artificial intelligence is that machines can perform some complex tasks that require intelligent humans to complete. The machine can replace human to solve some complicated tasks.

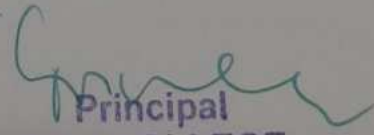
Artificial Intelligence is an approach to make a computer, a robot, or a product to think how smart human think. AI is a study of how human brain think, learn, decide and work, when it tries to solve problems. The aim of AI is to improve computer functions which are related to human knowledge.

Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving.

John McCarthy regarded as father of Artificial Intelligence defines AI as "The science and engineering of making intelligent machines, especially intelligent computer programs".

Andreas Kaplan and Michael Haenlein define AI as a system's ability to correctly interpret external data, to learn from such data, and to use those learning to achieve specific goals and tasks through flexible adaptation.

Artificial Intelligence is becoming more wide spread in the current market. It is used in every sector and banking sector is one of the early applied sectors as it has began to understand the need of automated decision making processes in order to reduce the margin of error. Banking sector is using AI in a very innovative way to save time and cost. The banks are using algorithms to generate an accurate result which enhances better customer services and improves sales and profit. Along with this AI ensures functional efficiencies and creates process driven operation.


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Basic Concepts of Artificial Intelligence

- **Machine Learning**

First of all, machine learning is a core concept in artificial intelligence. All of us have to learn, and our human knowledge transfer is also carried out through such a method of learning. We learn the knowledge of our ancestors, and then create new knowledge by inference. We also hope that the machine has such ability: By learning the previous information, the machine is more like having intelligence and can react accordingly for new input in the future. This is called machine learning.

- **Deep Learning**

When we talk about artificial intelligence, we often hear concepts such as machine learning and deep learning. In fact, they are an inclusive relationship. Artificial intelligence includes machine learning and deep learning, and a specific form of learning in machine learning is called deep learning. It is mainly based on algorithms of neural networks. At present, deep learning has made great progress in fields of image recognition, speech recognition, natural language processing, audio recognition, social network filtering, machine translation, medical image analysis, and board game programs.

- **Weak Artificial Intelligence**

What weak artificial intelligence is saying is that the machine is not really intelligent. The key is that it cannot have an autonomous consciousness. It can only have corresponding intelligence in a specific field, which is similar to a very advanced, kind of bionics. Only in one aspect, such as watching, listening, and speaking, it appears to be intelligent, but it doesn't like humans who have complete consciousness.

- **Strong Artificial Intelligence**

Strong artificial intelligence means that the machines can appear conscious and reach or even surpass human intelligence. This is not just a field of computer science, and it involves many aspects such as psychology, philosophy, and so on. It belongs to a kind of intelligence created by people, and can even be called life.

- **Neural Networks**

When it comes to artificial intelligence, we have to mention a well-known algorithm in artificial intelligence, called neural networks. Then the neural network is the same as the neural transmission of the human brain, from one input unit to the next input unit to get a result. This is the principle of a simple neural network, which is to simulate the transmission of information from nerves in the human brain. It transfers information from one neuron to another and then passes down.

- **BP Neural Network**

After the invention of the neural network algorithm, many problems have been solved to a certain extent. At the same time, people are constantly optimizing this algorithm. First, a very widely used and very classic one is the BP neural network. BP neural network has one more hidden layer than the original neural network. There are additional hidden layers in the input layer and the output. It can greatly reduce the amount of calculation and the difficulty of calculation by way of gradient descent.

- **Convolutional Neural Network**

Convolutional neural network (CNN), which is also a kind of neural network algorithm in essence, but it optimizes the content in the BP neural network, it makes the calculation faster, and it can get the most on many problems. It improves the efficiency of its calculation by processing related information highly concurrently. At the same time, it greatly reduces the computational complexity between BP neural networks. Therefore, the convolutional neural network can currently reach the optimal solution in a fast time on many problems.

- **Image Recognition**

Image recognition is now widely used in our lives. For example, the identity of a person can be identified based on photos or when a person's face is captured with a camera. In places you can swipe an ID card; the machine collects a face image of you with a camera, and then identifies and verifies your identity. Some building access control uses image recognition for identification, and you no longer need an access card or a key. Other applications include advanced human-computer interaction, video surveillance, automatic indexing of images, and video database, among others.

- **Speech Recognition**

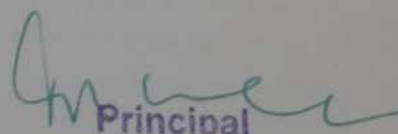
Speech recognition provides a faster and more convenient way for us to interact with computers. When we speak to the computer, it can know what we are talking about and interact with us. This method is completely different from what we used to type on the keyboard. This way of interacting with the computer can bring us many extended applications. Virtual assistants like Siri, Google Assistant, and Alexa can perform tasks or services for an individual based on commands or questions.

Need for application of AI in Banking Sector

- **Enhanced customer experience:** Based on past interactions, AI develops a better understanding of customers and their behavior. This enables banks to customize financial products and services by adding personalized features and intuitive interactions to deliver meaningful customer engagement and build strong relationships with its customers.
- **Prediction of future outcomes and trends:** With its power to predict future scenarios by analyzing past behaviors, AI helps banks predict future outcomes and trends. This helps banks to identify fraud, detect anti-money laundering pattern and make customer recommendations. Money launderers, through a series of actions, portray that the source of their illegal money is legal. With its power of Machine Learning and Cognition, AI identifies these hidden actions and helps save millions for banks. Similarly, AI is able to detect suspicious data patterns among humungous volumes of data to carry out fraud management. Further, with its key recommendation engines, AI studies past to predict future behavior of data points, which helps banks to successfully up-sell and cross-sell.
- **Cognitive process automation:** This feature enables automation of a variety of information-intensive, costly and error-prone banking services like claims management. This secures ROI, reduces costs and ensures accurate and quick processing of services at each step. Cognitive process automation fundamentally automates a set of tasks that improvises upon their previous iterations through constant machine learning.
- **Realistic interactive interfaces:** Chat bot identify the context and emotions in the text chat and respond to it in the most appropriate way. These cognitive machines enable banks to save not only time and improve efficiency, but also help banks to save millions of dollars as a result of cumulative cost savings.
- **Effective decision-making:** Cognitive systems that think and respond like human experts, provide optimal solutions based on available data in real-time. These systems keep a repository of expert information in its database called knowledge database. Bankers use these cognitive systems to make strategic decisions.
- **Robotic automation of processes:** AI reviews and transforms processes by applying Robotic Process Automation (RPA). This enables automation of about 80% of repetitive work processes, allowing knowledge workers to dedicate their time in value-add operations that require high level of human intervention.

Areas of application of AI in Banking

- Accounting
- Financing and Loans
- Customer services
- Fraud and cyber security
- Risk management
- Compliance
- Wealth management
- Business processing
- Merchant services
- Assets management
- Internal Auditing
- Sales
- Marketing
- Decision making
- Customers relationship management


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Banks which are using Artificial Intelligence

State Bank of India (SBI): SBI is currently using an AI-based solution developed by Chapdex, the winning team from its first national hackathon, "Code for bank". On the front desk, it uses SIA chat bots, an AI-powered chat assistant developed by Payjo, a startup based in Silicon Valley and Bangalore. It addresses customer enquiries instantly and helps them with everyday banking tasks just like a bank representative.

Bank of Baroda: Bank of Baroda has set up a hi-tech digital branch equipped with advanced gadgets like artificial intelligence robot named Baroda Brainy and Digital Lab with free Wi-Fi services.

Allahabad Bank: In a media statement Allahabad bank said that its app 'EmPower' is scheduled to get major enhancements like Chat bots and artificial intelligence-based ecommerce payments.

Andhra Bank: Bangalore based AI start up, Floatbot has launched AI Chat bot integrated with Core Banking Servers of Andhra Bank, to digitally engage and automate customer support for its 5 Cr customers. Floatbot will also develop a chat bot for 20K+ internal employees of Andhra Bank to automate onboarding and training.

YES Bank: It has partnered with Gupshup, a bot platform, to launch 'YES Power' - a banking chat bot for its loan product. Another AI product Yes Robot is equipped to answer consumer's banking related queries anytime, anywhere, without the hassle of waiting for on-call or searching online. Also, YES BANK was the 1st Bank in India to introduce chat bot based banking with the launch of YES TAG in April 2016 which allows customers to perform banking transactions on various social messengers.

HDFC Bank: It has developed an AI-based chatbot, "Eva", built by Bengaluru-based Senseforth AI Research. Eva can assimilate knowledge from thousands of sources and provide simple answers in less than 0.4 seconds. Going forward, Eva would be able to handle real banking transactions as well. HDFC is also experimenting with in-store robotic applications and launched a prototype robot iRA ("Intelligent Robotic Assistant").

ICICI Bank: It has deployed software robotics in 200+ business processes across various functions of the company, created mostly in-house using AI features such as facial and voice recognition, natural language processing, machine learning and bots among others. The software robots at ICICI Bank are configured to capture and interpret information from systems, recognize patterns and run business processes across multiple applications to execute activities. One such product is its AI-based chatbot, named iPal, which helps in answering queries, helping in financial transactions and discovering new features.

Axis Bank: It launched an AI-enabled app that uses natural language processing to enable conversational banking that helps consumers with financial and non-financial transactions, queries and product information.

Canara Bank: It launched Mitra, a humanoid robot developed by Bengaluru-based Invento Robotics which helps customers navigate the bank. Another one Candi, which is slightly smaller than Mitra is supplementing the human resource.

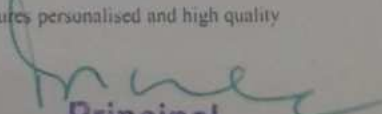
Punjab National Bank: In 2018, the bank announced its plan to implement AI in account reconciliation as well as using analytics to improve its audit systems. The move came in after the infamous debilitating fraud of approximately INR 20K Cr, carried out by the pair of Nirav Modi and Mehul Choksi in February 2018, which almost paralysed the bank's operation for a short time.

IndusInd Bank: It has launched Alexa Skill, 'IndusAssist', using which bank account holders can conduct financial and non-financial banking transactions with Alexa, Amazon's virtual assistant.

City Union Bank: It launched the banking robot, Lakshmi. The robot can interact with customers on more than 125 subjects. Apart from answering generic questions, the robot is also programmed to connect with the core banking solution.

Literature Review

1. **Ritu Tulisameer Salunkhe(2019)-** In paper title "Role of Artificial Intelligence in providing customer service with special reference to SBI and HDFC" tried to study the application of AI in banks and how it influence customer service and also tried to understand how government is influencing application of AI by investing in it. Study also covered the challenges faced by two banks in adopting the new technology. It was found that banks are facing challenges in terms of awareness, acceptance of new technology and strong policies governing AI. The study was concluded that major challenges are yet to be explored as we are in early stage of its application but banks are putting great efforts in successful application.
2. **Dr.Simran Jewandah(2019)-** In the study title "How Artificial Intelligence is changing the banking sector- A case study of top four Indian commercial banks" tried to study importance of technological adoption in banking industry. It covers the usage of AI and its implications in banking sector. Study found that AI is used to provide personalised financial services, smart wallets, voice assisted banking, application to assist in lending decisions, customers support and digitalization. And AI has assisted in detection of frauds, reduction of cost, increase in revenue and made better customer experience. The study concluded that banks have made efforts in entering digital era through chat bot and usage of robotics software.
3. **Dr.K.Suresh Kumar, Aishwarya Lakshmi and Akalya A-** In their study title "Impact and challenges of Artificial Intelligence in Banking" tried to understand the impact and challenges in implementation of Artificial Intelligence and also benefits in Banking. They also explored the possible areas where AI can be implemented. Study also covered the initiatives taken by banks to overcome challenges and study was concluded that future of banking sector is very bright as it enable easy transaction processing and also ensures personalised and high quality customers service for better customer satisfaction.


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4. **Dr.Navleen Kaur and Dr.Monika Sharma (2020)-** In their study title " Banking 4.0-The influence of Artificial Intelligence on the banking industry and how AI is changing the face of modern day banks" tried to understand the possibilities of witnessing revolutionary changes in banking industry and also its impact on human power. They tried to evaluate the challenges faced by banks and also the benefits which customers can obtain with the application of AI in banking sector. The study concluded that effective use of AI has positive effect on customer attraction which ensures growth and development of banks.
5. **Dr.Munish Sabharwal-** In their study title "The use of Artificial Intelligence based Technological application by Indian Banks" tried to study reasons for application of AI in select Indian Banks. Study was descriptive in nature where structured interview of branch heads of 16 selected banks was done. Hypothesis was set with an assumption to prove that Indian banks do not use AI based technological application. The study was concluded that Yes Bank uses AI for employee performance evaluation, credit evaluation and portfolio analysis.

Statement of problem

Technological adoption and transformation is the need of every sector for growth and long term survival and banking sector is the most active sector in adopting the new technological innovations. Artificial intelligence is the most amazing thing which has evolved in technical world of recent and banking industry is one of the early applied sectors. Ever technology bring greater benefits and also posses the threats and same can be said about artificial intelligence, hence this study is undertaken to understand the opportunities and challenges of AI for banking sector.

Objectives

1. To understand the Artificial intelligence and its application in Indian Banking
2. To analyse the opportunities and challenges of Artificial intelligence in Indian Banking.

Scope

The study covers only the aspects of understanding Artificial intelligence and its application in Indian banking sector and also analyses the opportunities and challenges of its application.

Methodology

The study is descriptive in nature and based on secondary data. The data is obtained from journals, articles, reports of banks and news papers and internet sources.

Opportunities

- Enable self service at banks, smarter chat bot for customer service and personalised service for individuals.
- Critical and automated decision making with greater speed and accuracy and ensures error free decision making unlike human minds.
- Increases the accuracy of credit card frauds detection and anti money laundering.
- Humanoid chat bot interface can be used to increase efficiency and reduce the cost for customer satisfaction.
- Image and face recognition using real time camera images and deep learning can be used at ATM's to prevent and detect frauds and crimes.
- Capturing documents data using OCR and using machine learning to generate insight from text data greatly can bring down back office processing time.
- Suspicious behaviour, unknown calls, log analysis and spurious emails can be traced to prevent and predict security breaches.
- Personalised portfolios can be managed by advisors for clients by taking in to account life style, expected return and ability to take risk on investment.
- Customized products can be offered to clients by looking at historical data, doing risk analysis and eliminating human efforts from human made models.
- Solving complex problems requires time and difficult calculation but AI performs this function without any error.
- Foundation for need of innovations in products and services which banks offer.
- Transforming customer experience and building new banking models.
- Repetitive jobs can be performed without any delay and intermission.

- Highly risky and sensitive task which human minds may not perform can be done.
- Thinks and works faster than human minds and can perform multiple task continuously without much error.
- Can be a greater tool in managing data and deriving proper output as AI does not possess any emotions like human does.
- AI machines can be deployed in hazardous environment which reduced risk for human. And AI machines are more reliable and consistent.
- AI can save time in interacting with clients digitally.
- **Challenges**
- Availability of data is the life blood of any technology and wrong data can be a serious concern in AI.
- Unavailability of people with right data skills is a biggest challenge as we are short on having large number of data scientist.
- Training to the existing employees can be very time consuming as they are new to AI technology and even employing the skilled human resource can be a great challenge.
- Data privacy regulations are not of greater significance in regulating Artificial intelligence.
- Data access and data privacy is a central aspect of any AI work and responsibility is on management to ensure privacy.
- Application of 'speech to text and text to speech' depends on natural language processing.
- Ensuring right process in collecting, validating, standardising, correcting and distributing relevant data.
- High cost of installation, repairs, up gradation, and requires huge time for recovery from any error and breakdown.
- Massive data management and ability to handle it is very crucial.
- Need of modelling techniques to estimate model parameter with high prevision using limited data sample is eminent.
- Widespread use of AI can cause ethical, moral and legal issues which can be a serious concern.
- Can create a high negative impact on traditional skills as AI brings dynamic changes in processes.

Conclusion

Technology tends to bring greater opportunities and creates challenges as well and Artificial Intelligence has brought new life in banking sector as it is creating automated processes and enhancing customer satisfaction to a greater extent. The authorities must ensure data privacy norms to protect client's credentials and also must collaborate with universities to develop data scientist. And wide network banks need to have artificial intelligence officers. AI has the potential to ensure speedy growth of banking sector.

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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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“The Hybrid Work Model In 5G Techno-World”

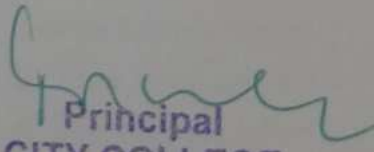
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Abstract:

COVID-19 pandemic has notably changed the same old operating norms of agencies worldwide. The whole global is trying to cope up in each feasible manner to overcome the unheard-of state of affairs. The groups global are looking to adopt many new norms which were never dreamt of earlier than. The entire global had in no way dreamt that far flung work would be the new paintings norm. It is in reality tough to agree with that someday this type of scenario would stand up wherein everybody would be pressured to do business from home. Faraway paintings have its share of demanding situations. Maximum of the organizations is nonetheless trying to cope up with this new norm. Challenges within the shape of employee engagement, motivation, lower conversation, employee intellectual health and well being, overall performance management, activity protection, stress and activity pleasure are wreaking havoc inside the job market. Businesses performance is substantially affected. Businesses international are embracing a new idea inside the shape of Hybrid paintings model if you want to assist in curtailing the far- flung paintings challenges. This paper will assist the readers to recognize the idea of hybrid work model and also give an explanation for the blessings of this version. This paper may even provide a glimpse regarding a completely unique Hybrid model if followed will assist the agencies to conquer many challenges confronted by Human aid managers due to remote work. Each administrative canter desires to maximise and transcend barriers and improvements to ease into the hybrid workplace. The COVID-19 pandemic introduced a wave for an extended want for a hybrid place of job.

Keywords: Hybrid work model, remote work, COVID-19, employee engagement, job security, employee mental health, Hybrid Work Model, Work from Home, Work from Office


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Introduction

Hybrid work is a flexible work model that supports a blend of in-office, remote, and on-the-go workers. It offers employees the autonomy to choose to work wherever and however they are most productive. Hybrid work is a people-first approach to managing the workforce that drives increased productivity and job satisfaction while addressing the major challenges of remote work, such as isolation and lack of community. A hybrid work model provides employees with greater flexibility and the option to work from home or anywhere they can be productive. With hybrid work, the workplace is no longer inside the four walls of the corporate office—it's an ecosystem of employees working from home, in coworking spaces, and the office. Team members can migrate between various locations depending on the work they need to get done.

Initially people were not comfortable with the idea of remote work but without a choice the remote work became the new norm during the pandemic. The employees and the management who were hesitant and not comfortable initially have in fact started accepting and have become comfortable with the entire scenario. Now employees have become so comfortable with the remote work that now ad days post COVID-19 they still want to continue remote work.

Organizations are now trying to adopt a hybrid work model which gives the freedom to the employees either to remote work or come physically to office and work. Many organizations worldwide have decided not to keep the physical workplace norm every day. Organizations are planning to keep the office open physically as per the requirement. It is now not mandatory for employees to attend office for a fixed time every day but when there is requirement, they can attend office and on other times can remote work.

OBJECTIVES

1. To study the personnel management issues
2. To analyse employee productivity in Hybrid Working model
3. To analyse mental health and wellbeing of employees

TYPES OF HYBRIDS WORKING MODEL

1. Flexible hybrid work model

Employees choose their location and working hours based on their priorities for the day. For example, if you need to focus on a project, you can choose to work from home or coffee shop. If you want a sense of community, meet with the team, attend training, or attend city hall, you can choose to go to the office. The benefits of this model are that it provides individuals the freedom and flexibility to decide when and where they work, builds trust-based relationships with employees, increases loyalty and job satisfaction, and expands the talent pool. , to bring about diverse thinking. Improve your bottom line by reducing office space and travel costs. The challenges with this model are that employees have difficulty finding days and times that are suitable for personal teamwork, how many people will be in the office on a given day, and how the building will be able to support them. There is a lack of transparency regarding whether or not

2. Fixed hybrid work model

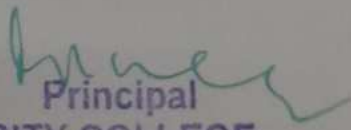
Organizations determine the days and times when employees can work remotely or come to the office. For example, certain teams go to the office on Mondays and Wednesdays, while other teams go to the office on Tuesdays and Thursdays. Alternatively, an organization can allow anyone to work from home on certain days of the week. The benefits of this model include increased opportunities for personal collaboration and team building, the ability for employees to schedule appointments or run simple errands on specific days of the week, and easily predict office capacity. The challenge with this model is the lack of personal choice that can lead to decreased productivity when employees are not in the best environment to do their work, and the model's inability to reduce office work space

3. Office-first hybrid work model

Staff are expected to work onsite, but have the flexibility to work remotely several days a week. The advantage of this model is that it offers flexibility and individual choice. Helps maintain company culture and community. The challenge with this model is that it is invisible to the employees in the office and cannot accurately predict how many employees will be in the office on a given day. This model uses a combination of Remote First and Office Occasional. In this model, organizations work primarily offline and sometimes remotely. Most employees, including the leadership team, are in the office regularly, and those who choose to work remotely are kept updated and informed of important discussions. Employees working remotely feel out of place and there is less communication between employees. Management should design this model so that everyone is virtually present whether or not they are in the office for meetings or other activities so that remote employees do not feel ignored.

4. Remote-first hybrid work model

Employees work remotely most of the time, sometimes visiting coworking spaces and offices for team building, collaboration, and training. In this model, the company has no office space and instead relies on team members meeting in the same area as needed. The benefits of this model are improved productivity and job satisfaction for employees who choose to work remotely most of the time, and reduced costs by reducing or eliminating office space. The challenge with this model is that employees can feel isolated, adding to the challenge of maintaining company culture and community. Organizations like Quora and Dropbox follow a remote-first model. In this model, most employees and management typically work remotely, but if a physical presence is urgently needed, a small number of employees can accommodate one or two days a month. Office space is physical, and if someone wants to use it for official purposes, they can do this, but not often, and whenever the need arises.


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Factors to Consider When Adopting a Hybrid Workplace

1. Policies and Procedures

Create fair policies that define how hybrid working works within your organization. The goal here is to make sure everyone knows who can work remotely, how many days they can work remotely, and how to apply for WFH. Creating clear and transparent policies means avoiding complaints of unfairness.

2. Facility management

One of the main benefits of adopting hybrid work is the ability to maintain social distancing. And this has important implications for office space management. For example, what if a hybrid worker only shows up three days a week? Should they have their own desk or should they have a hot desk? A possible solution here is the use of a table reservation system where employees can reserve a table the day before their arrival.

3. Technical training

Hybrid work relies on the use of a variety of new technologies, such as cloud platforms, VPNs, and digital whiteboards, used by both remote and office workers across generations. Everyone needs to be trained in digital skills to take full advantage of this available technology.

4. Establish a wellbeing policy

Developing health policies for a world where people are likely to work remotely is also an important consideration. Microsoft Viva Insights and more can be used to provide alerts to help employees understand their working hours and avoid burnout. When conducting many online meetings, it's also important to consider things like visual and hearing impairments. Accessibility features in Microsoft Teams can help.

5. Human resource management issues

If some employees are likely to work remotely, it is important to provide clear guidelines on how this will affect performance expectations and performance his review. Provide clear metrics on how your work is being evaluated.

6. Consider company unity

When people see each other infrequently, it can affect relationships and collaboration with colleagues. So it makes sense to think about how to actively promote company culture and cohesion. This may entail weekly lunchtime his meetings and other team bonding activities. Microsoft Viva is the recognition that employee experience is critical to productivity, well-being, and employee

retention. It represents an important step in addressing many common challenges associated with using technology in the workplace.

7. IT Security

Working remotely increases the risk of security breaches, especially when people carry company information on their devices while commuting. It's also easier for criminals to break into an employee's home than break into a company's office. It is important to implement an IT security model that reflects this reality.

8. Choose the Right Technology

During the COVID-19 lockdown, our IT department did a great job setting up a virtual private network and video conferencing system to enable business continuity. However, in the long term, it's worth considering moving to a cloud environment like Microsoft 365, which offers the best technology and a higher level of security.

9. Check related policies

As more employees work remotely, other policies are impacted, including spending, privacy, and company devices. We encourage you to revisit these guidelines in relation to working from home. For example, determining the price of home her office equipment.

10. Think about on boarding

One of the key implications of the hybrid workplace is that it makes it very difficult for new hires to fit into the culture and get to know their peers. Develop new ways for employees to meet their teams and help spread corporate culture throughout the organization. This could include more video conference calls and the use of social features within unified communications tools such as Microsoft Teams chats and channels.

Advantages of the hybrid working model

1. Cost Savings - The hybrid working model helps save costs for employers and employees. Employers save money by saving electricity consumption, workplace cleanliness, printing, snacks, tea, water, parking and other miscellaneous expenses. Employees save travel time and expenses, meals, and other costs associated with daily office reporting.

2. Increase employee efficiency and productivity - A hybrid working model can help improve employee efficiency and productivity. Employees don't have to show up at the office between 9am and 5pm, so they can relax and save commute time. The time saved and working in the comfortable environment you choose


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contributes to greater well-being and thinking capacity. Employees are significantly more productive and more efficient. Most organizations around the world report that remote work has improved employee efficiency and performance by up to 30%.

Effective Recruiting Tool – A hybrid working model serves as an effective recruiting tool. Because remote work gives us the freedom to onboard and hire the best talent around the world. A top talent can be hired because he is not confined to one location. This contributes to improved performance and competitive advantage.

4. Employee Safety – A hybrid work model improves employee safety from COVID-19 infections. Employees are working remotely and have little contact with other employees. This will help maintain social distancing and also help stop her COVID-19, which is needed right now. Only when employees are healthy can they perform their best and help the organization continue to grow.

Disadvantages of the hybrid working model

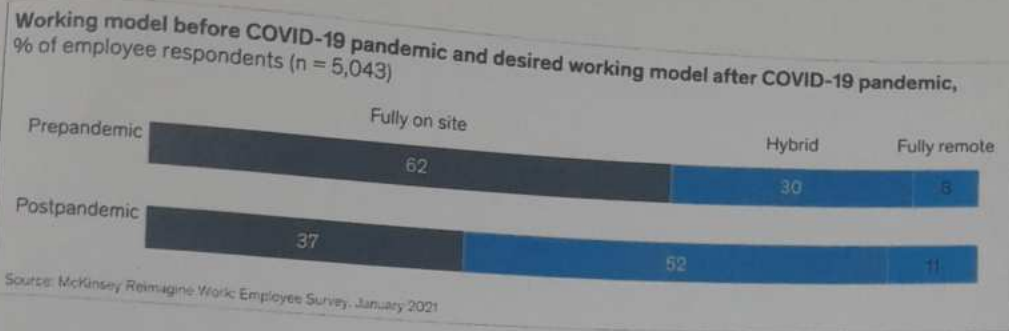
1. Teamwork Obstacles – Teamwork is the biggest challenge in hybrid work models. With remote work, solo work isn't difficult, but when it comes to group work where employees have to work as a team, it's a challenge. Setting up a physical office facilitates coordination and communication between various team members, but communication and coordination becomes an issue when working remotely. This arrangement can affect work.

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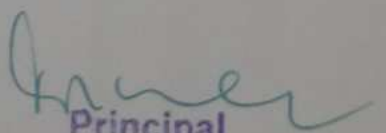


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Conclusion

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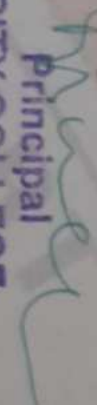
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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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“The Hybrid Work Model In 5G Techno-World”

Chethan V K (Assistant Professor) Namrata K (Assistant Professor)
CITY COLLEGE, JAYANAGAR, BANGALORE

Abstract:

COVID-19 pandemic has notably changed the same old operating norms of agencies worldwide. The whole global is trying to cope up in each feasible manner to overcome the unheard-of state of affairs. The groups global are looking to adopt many new norms which were never dreamt of earlier than. The entire global had in no way dreamt that far flung work would be the new paintings norm. It is in reality tough to agree with that someday this type of scenario would stand up wherein everybody would be pressured to do business from home. Faraway paintings have its share of demanding situations. Maximum of the organizations is nonetheless trying to cope up with this new norm. Challenges within the shape of employee engagement, motivation, lower conversation, employee intellectual health and well being, overall performance management, activity protection, stress and activity pleasure are wreaking havoc inside the job market. Businesses performance is substantially affected. Businesses international are embracing a new idea inside the shape of Hybrid paintings model if you want to assist in curtailing the far- flung paintings challenges. This paper will assist the readers to recognize the idea of hybrid work model and also give an explanation for the blessings of this version. This paper may even provide a glimpse regarding a completely unique Hybrid model if followed will assist the agencies to conquer many challenges confronted by Human aid managers due to remote work. Each administrative canter desires to maximise and transcend barriers and improvements to ease into the hybrid workplace. The COVID-19 pandemic introduced a wave for an extended want for a hybrid place of job.

Keywords: Hybrid work model, remote work, COVID-19, employee engagement, job security, employee mental health, Hybrid Work Model, Work from Home, Work from Office


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Introduction

Hybrid work is a flexible work model that supports a blend of in-office, remote, and on-the-go workers. It offers employees the autonomy to choose to work wherever and however they are most productive. Hybrid work is a people-first approach to managing the workforce that drives increased productivity and job satisfaction while addressing the major challenges of remote work, such as isolation and lack of community. A hybrid work model provides employees with greater flexibility and the option to work from home or anywhere they can be productive. With hybrid work, the workplace is no longer inside the four walls of the corporate office—it's an ecosystem of employees working from home, in coworking spaces, and the office. Team members can migrate between various locations depending on the work they need to get done.

Initially people were not comfortable with the idea of remote work but without a choice the remote work became the new norm during the pandemic. The employees and the management who were hesitant and not comfortable initially have in fact started accepting and have become comfortable with the entire scenario. Now employees have become so comfortable with the remote work that now ad days post COVID-19 they still want to continue remote work.

Organizations are now trying to adopt a hybrid work model which gives the freedom to the employees either to remote work or come physically to office and work. Many organizations worldwide have decided not to keep the physical workplace norm every day. Organizations are planning to keep the office open physically as per the requirement. It is now not mandatory for employees to attend office for a fixed time every day but when there is requirement, they can attend office and on other times can remote work.

OBJECTIVES

1. To study the personnel management issues
2. To analyse employee productivity in Hybrid Working model
3. To analyse mental health and wellbeing of employees

TYPES OF HYBRIDS WORKING MODEL

1. Flexible hybrid work model

Employees choose their location and working hours based on their priorities for the day. For example, if you need to focus on a project, you can choose to work from home or coffee shop. If you want a sense of community, meet with the team, attend training, or attend city hall, you can choose to go to the office. The benefits of this model are that it provides individuals the freedom and flexibility to decide when and where they work, builds trust-based relationships with employees, increases loyalty and job satisfaction, and expands the talent pool. , to bring about diverse thinking. Improve your bottom line by reducing office space and travel costs. The challenges with this model are that employees have difficulty finding days and times that are suitable for personal teamwork, how many people will be in the office on a given day, and how the building will be able to support them. There is a lack of transparency regarding whether or not

2. Fixed hybrid work model

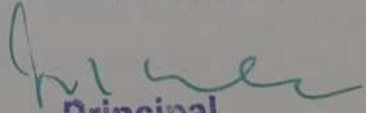
Organizations determine the days and times when employees can work remotely or come to the office. For example, certain teams go to the office on Mondays and Wednesdays, while other teams go to the office on Tuesdays and Thursdays. Alternatively, an organization can allow anyone to work from home on certain days of the week. The benefits of this model include increased opportunities for personal collaboration and team building, the ability for employees to schedule appointments or run simple errands on specific days of the week, and easily predict office capacity. The challenge with this model is the lack of personal choice that can lead to decreased productivity when employees are not in the best environment to do their work, and the model's inability to reduce office work space

3. Office-first hybrid work model

Staff are expected to work onsite, but have the flexibility to work remotely several days a week. The advantage of this model is that it offers flexibility and individual choice. Helps maintain company culture and community. The challenge with this model is that it is invisible to the employees in the office and cannot accurately predict how many employees will be in the office on a given day. This model uses a combination of Remote First and Office Occasional. In this model, organizations work primarily offline and sometimes remotely. Most employees, including the leadership team, are in the office regularly, and those who choose to work remotely are kept updated and informed of important discussions. Employees working remotely feel out of place and there is less communication between employees. Management should design this model so that everyone is virtually present whether or not they are in the office for meetings or other activities so that remote employees do not feel ignored.

4. Remote-first hybrid work model

Employees work remotely most of the time, sometimes visiting coworking spaces and offices for team building, collaboration, and training. In this model, the company has no office space and instead relies on team members meeting in the same area as needed. The benefits of this model are improved productivity and job satisfaction for employees who choose to work remotely most of the time, and reduced costs by reducing or eliminating office space. The challenge with this model is that employees can feel isolated, adding to the challenge of maintaining company culture and community. Organizations like Quora and Dropbox follow a remote-first model. In this model, most employees and management typically work remotely, but if a physical presence is urgently needed, a small number of employees can accommodate one or two days a month. Office space is physical, and if someone wants to use it for official purposes, they can do this, but not often, and whenever the need arises.


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Factors to Consider When Adopting a Hybrid Workplace

1. Policies and Procedures

Create fair policies that define how hybrid working works within your organization. The goal here is to make sure everyone knows who can work remotely, how many days they can work remotely, and how to apply for WFH. Creating clear and transparent policies means avoiding complaints of unfairness.

2. Facility management

One of the main benefits of adopting hybrid work is the ability to maintain social distancing. And this has important implications for office space management. For example, what if a hybrid worker only shows up three days a week? Should they have their own desk or should they have a hot desk? A possible solution here is the use of a table reservation system where employees can reserve a table the day before their arrival.

3. Technical training

Hybrid work relies on the use of a variety of new technologies, such as cloud platforms, VPNs, and digital whiteboards, used by both remote and office workers across generations. Everyone needs to be trained in digital skills to take full advantage of this available technology.

4. Establish a wellbeing policy

Developing health policies for a world where people are likely to work remotely is also an important consideration. Microsoft Viva Insights and more can be used to provide alerts to help employees understand their working hours and avoid burnout. When conducting many online meetings, it's also important to consider things like visual and hearing impairments. Accessibility features in Microsoft Teams can help.

5. Human resource management issues

If some employees are likely to work remotely, it is important to provide clear guidelines on how this will affect performance expectations and performance his review. Provide clear metrics on how your work is being evaluated.

6. Consider company unity

When people see each other infrequently, it can affect relationships and collaboration with colleagues. So it makes sense to think about how to actively promote company culture and cohesion. This may entail weekly lunchtime his meetings and other team bonding activities. Microsoft Viva is the recognition that employee experience is critical to productivity, well-being, and employee

retention. It represents an important step in addressing many common challenges associated with using technology in the workplace.

7. IT Security

Working remotely increases the risk of security breaches, especially when people carry company information on their devices while commuting. It's also easier for criminals to break into an employee's home than break into a company's office. It is important to implement an IT security model that reflects this reality.

8. Choose the Right Technology

During the COVID-19 lockdown, our IT department did a great job setting up a virtual private network and video conferencing system to enable business continuity. However, in the long term, it's worth considering moving to a cloud environment like Microsoft 365, which offers the best technology and a higher level of security.

9. Check related policies

As more employees work remotely, other policies are impacted, including spending, privacy, and company devices. We encourage you to revisit these guidelines in relation to working from home. For example, determining the price of home her office equipment.

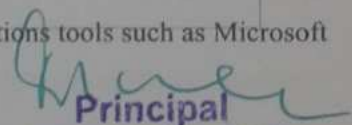
10. Think about on boarding

One of the key implications of the hybrid workplace is that it makes it very difficult for new hires to fit into the culture and get to know their peers. Develop new ways for employees to meet their teams and help spread corporate culture throughout the organization. This could include more video conference calls and the use of social features within unified communications tools such as Microsoft Teams chats and channels.

Advantages of the hybrid working model

1. Cost Savings - The hybrid working model helps save costs for employers and employees. Employers save money by saving electricity consumption, workplace cleanliness, printing, snacks, tea, water, parking and other miscellaneous expenses. Employees save travel time and expenses, meals, and other costs associated with daily office reporting.

2. Increase employee efficiency and productivity - A hybrid working model can help improve employee efficiency and productivity. Employees don't have to show up at the office between 9am and 5pm, so they can relax and save commute time. The time saved and working in the comfortable environment you choose


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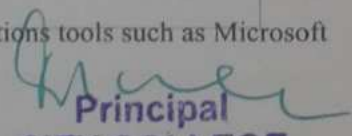
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contributes to greater well-being and thinking capacity. Employees are significantly more productive and more efficient. Most organizations around the world report that remote work has improved employee efficiency and performance by up to 30%.

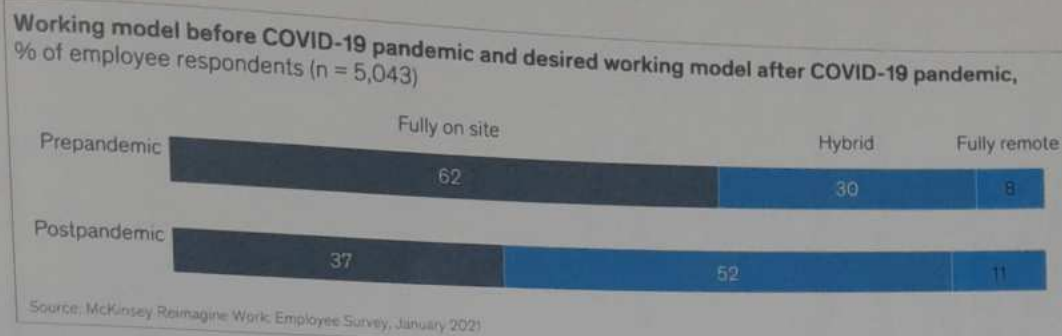
Effective Recruiting Tool – A hybrid working model serves as an effective recruiting tool. Because remote work gives us the freedom to onboard and hire the best talent around the world. A top talent can be hired because he is not confined to one location. This contributes to improved performance and competitive advantage.

4. Employee Safety – A hybrid work model improves employee safety from COVID-19 infections. Employees are working remotely and have little contact with other employees. This will help maintain social distancing and also help stop her COVID-19, which is needed right now. Only when employees are healthy can they perform their best and help the organization continue to grow.

Disadvantages of the hybrid working model

- 1. Teamwork Obstacles** – Teamwork is the biggest challenge in hybrid work models. With remote work, solo work isn't difficult, but when it comes to group work where employees have to work as a team, it's a challenge. Setting up a physical office facilitates coordination and communication between various team members, but communication and coordination becomes an issue when working remotely. This arrangement can affect work.
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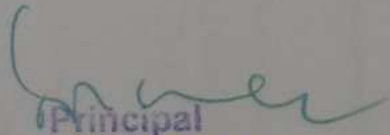


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GREEN HUMAN RESOURCE MANAGEMENT (GHRM)

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ABSTRACT

There is an increasing consciousness about the ecological perception inside business communities for going green and adopting varieties of environment organisation strategies as corporate social responsibility. As the corporate world is going global, the industrial experts, scientists and researchers are discussing the problems of global warming, carbon credit and consequences of environmental pollution. As a conclusion result Green human resource Management (GHRM) practices at the organizational level emerged as a proactive technique to decrease ecological footprints by means of integrating environmental management with human resource management practices for sustainable improvement in the long run. This paper examines and identifies the key factors of business organisations GHRM practices that make a contribution to the sustainable enhancement based on the review of literature.

Keywords: Corporate Social Responsibility, Global Warming, Human Resource Management, Environmental Management, etc.

1. INTRODUCTION

Corporate region is undergoing a process of shift from traditional financial structure to a come a contemporary capacity-based, socially responsive, economic system which is organized to discover green economic aspects of business. Today, Green Human Resource Management (GHRM) has become a key corporate technique for the huge business organizations in which Human Resource Departments play a dynamic part in going green at the work place and attaining sustainable development. Green human resource actually consists of two principle factors specifically environment environment-friendly HR Practice and the maintenance of information. Within an organization, human resource and their structures are the essential source for any business. There is a necessitate for ecological consciousness and environmental supervision throughout the world in General and Organization in specific. HRM practices are the real human resource programs and strategies that virtually get applied in the organization.

Similarly, Green HRM practices are the genuine programs and strategies that clearly get carried out in the organization in order to control harmful environmental influences or develop effective environmental influences or develop effective environmental influence of the organizations.

The critical goal of Green HRM practices is to enhance the organization's sustainable development through environmental management. The area of GHRM has tremendous importance in organizations as it contributes to different realistic areas of green management, green operations, green marketing, supply chain management, green finance and accounting. GHRM is viewed to endure a holistic view in order to align personnel with the company's environmental strategy. Corporate world is a predominant stakeholder in the dialogue of environmental problems and consequently it is their social accountability to be an essential phase of the response to the environmental hazard. Green Human Resource Management is a manifesto which helps to create green team of workers that can understand, undertake and identify tradition in an organization.

2. OBJECTIVES

- To provide a basic understanding of green HRM practices in organisations,
- To examine the green HRM initiatives of the firm are successful tools in fulfilling the organisation and their operations green.

2.1. METHODOLOGY

The study is primarily based upon the secondary data. For this purpose literature related to the topic from different databases, journal, company publications, websites and other available sources were collected. Based on the collected secondary data and earlier review of literature key elements of Green HRM were discussed.

2.2. SCOPE OF THE STUDY

The scope of green human resource practices encompasses the integration of environmentally sustainable practices into various aspects of human resource management (HRM) within organizations. It involves considering the environmental impact of HRM processes, policies, and activities and adopting practices that promote sustainability and ecological responsibility.

2.3. LIMITATION OF THE STUDY

Human resources undertake the important task of supervising the work of employees from entry

to resignation. At present, the organization's is committed to green business practices; therefore, the human resources office has the responsibility to practice green awareness together with human resources methods. The human resource strategy is developing rules on how to monitor individuals. They describe how the organization handles theories and estimates of individuals. The human resources strategy provides a outline direction for how to manage human resources.

3. LITERATURE REVIEW

- **Marhatta & Adhikari, 2013**, Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability.
- **Mathapati, 2013**, GHRM is directly responsible in creating green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms human capital
- **Opatha & Arulrajah, 2014**, 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
- **Cherian & Jacob (2012)**, identified the importance to the adoption of environmental practices as a key objective of organizational functioning making it important to identify with the support of human resource management practices.
- **Jabbour *et al.* (2013)**, studied the relationship between human resources and environmental management at 75 Brazilian companies and concluded that HRM relates positively to environmental management.
- **Margaretha and Saragih (2013)**, has highlighted that organisations focuses on environmentally sustainable business practices by initiating greener corporate culture resulting in greater efficiencies, lower costs and creating an atmosphere of better employee engagement. GHRM also focuses on establishing green culture.
- **Mampra (2013)**, defines Green HRM as the use of HRM policies to encourage the sustainable use of resources within business enterprises and promote the cause of environmentalism which further boosts up employee morale and satisfaction.

4. DISCUSSION

Based on the wide analysis of the accessible literature on the green HRM practice and various research carried out in this area of Human resource department performs very vital task in translating green policy into practice and the introduction of sustainable existence inside the organisational set up. The following are the green practice that helps in fulfillment of green goals in the course of the HRM system from recruitment to exist.

4.1. JOB DESCRIPTIONS AND PERSON (JOB) SPECIFICATION

From the perspective of HRM, it is positively a precious practice to make the green expertise as an unique part in job specification and set-up the present jobs better environmental friendly manner by incorporating environmental centered responsibilities and duties to safe-guard the environment. Companies may also use teamwork and cross-functional groups as job design strategies to appropriately control the environmental difficult of the organisation.

4.2. GREEN HR PLANNING

Green HR planning is determining and forecasting wide variety and kinds of employees, desired to high-quality implementation of the corporate environment management initiatives and practices and it is a phase of organisations strategic planning for sustainability. To efficiently put into effect green management initiatives and fostering environmental innovations. Systematic and scientific green HR planning is required in this context. While identifying techniques to meet the forecasted demand for environmental works organization shall make sure that the personnel desire to become green employee ie. Want to be preservationist, conservationist, non-polluter and maker.

4.3. GREEN RECRUITMENT

Corporate green recruitment is attracting environmentally involved people for job vacancies, for this organisation may additionally use the advertisements for expressing the environmental values. Green recruitment categorical the desire of the organization to recruit candidates who have competency and attitudes to take part in organisational environmental management initiatives too in the recruitment message.

4.3. GREEN SELECTION

Organizations make sure that newly recruited employees identify their roles and responsibilities to get nearer to be the part of organizational environmental culture, policy and practices. This can be carried out with the aim of imparting common and accurate green induction. Green induction is making new employees familiar with greening efforts of the organizations and motivate them to interact in green interpersonal citizenship behaviour.

4.4. GREEN PERFORMANCE MANAGEMENT AND EVALUATION.

Evaluating the green on the whole performance of worker on the job is any additional stage of green HRM practices in organization. Green in general performance evaluation is aligned with the company's environmental overall performance and employee's job performance. Organizations may in addition consist of environmental difficulty and incidents, take-up of environmental issues and the success of conversation of environmental issues and the success of conversation of conversation of environmental issued and reporting within the over all performance assessment tool of the organization.

4.5. GREEN EMPLOYEE DISCIPLINE

Green self-discipline management is pre-requisite in company environment for making sure green employee behaviour in the workplace; businesses can also desire green self-discipline management practices to acquire the environmental management targets and techniques of the organisation. Companies use self-discipline management as a mechanism to regulate the workers in environmental concerned things to do in the organisation. These practices may moreover encompass introduction of penalties for non-compliance on ambitions in environmental management; formulating and publishing strategy of practice moving on to greening.

5. CONCLUSION

Green HRM refers to the tradition of each employee get in touch with interface to promote sustainable practices and strengthen employee cognizance and commitments on the issues of sustainability. It includes undertaking of environment-friendly HR initiatives ensuring better efficiencies, decrease charges and higher employee engagement and retention which in turn

assist the organizational sustainability. Organizations throughout the world are incorporating and working towards enforcing GHRM practices to attain aggressive benefits of the world. Complete adoption and integration of GHRM in business organization is now not possible through it requires a modified techniques towards present HR practices on point of each management as we as workers simultaneously. The green HRM practices are also successful tools in making organization and their operation green. The green performance, green behaviours and green attitude of human resources can be produced and reshaped through adaptation of green HRM practices. Hence we suggest that organizations are required to provide better priority to make each feature of HRM green. Without attractive green HRM practices, it is hard to create and remain sustainable environmental performance. Hence, we assert that by way of grasp the scoped and depth of green HRM practices organizations will have a functionality of performing in better environmentally pleasing manner than ever before.

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The Influence of E-shopping and Brand Loyalty on Purchase Intention of Skincare Products: A Case Study in North Karnataka Region During COVID-19

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P. M. Kulkarni**** and Veena Angadi*****

ABSTRACT

This paper provides abundant information on the province of brand loyalty for skin care products towards E-shopping during COVID-19 Pandemic among customers in North Karnataka region, India. There are five major factors of brand loyalty during pandemic which have been verified in this study. Those factors are frequency, necessity, mode of payment, price & accessibility of product/service. Five hypotheses were proposed and verified by using SPSS software. A sample data set of 427 was drawn. The five-point Likert scale has been applied in gathering the data. The researchers intended standard deviation and statistically examined the distinction evaluations factors which affect purchase of skin care products, where p value in Chi-square was used for testing the hypotheses. It was witnessed that nearby 68% of customers spent less than ₹1000 on skin cares during COVID-19 pandemic and around 56% of customers preferred to buy Himalaya brand when compared to other brands.

Keywords: COVID-19 pandemic; Brand loyalty; E-shopping; Skin care.

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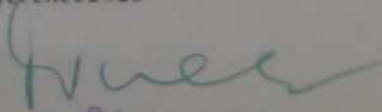
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An Empirical Study on Effectiveness of Digital Marketing in the Contemporary Society.

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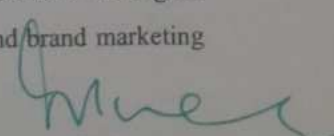
Abstract:

Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques.

Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach

1. Introduction

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing

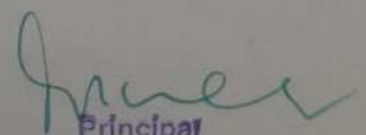

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tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Canon iMage Gateway helps consumers share their digital photos with friends online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty (Merisavo et al., 2004). Magazine publishers can activate and drive their customers into Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004).

Marketers increasingly bring brands closer to consumers' everyday life. The changing role of customers as co-producers of value is becoming increasingly important (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004). Reinartz and Kumar (2003) found that the number of mailing efforts by the company is positively linked with company profitability over time. The primary advantages of social media marketing is reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs (Watson et al. 2002; Sheth & Sharma 2005).

According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence". Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. Zia and Manish (2012) found that currently, shoppers in metropolitan India are being driven by e-commerce: these



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consumers are booking travels, buying consumer electronics and books online. Although spending per online buyer remains low, some 59% of online consumers in metropolitan India already make purchases online at least once in a month. Dave Chaffey (2002) defines e-marketing as "application of digital technologies - online channels (web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behavior, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs. Chaffey's definition reflects the relationship marketing concept; it emphasizes that it should not be technology that drives e-marketing, but the business model. All types of social media provide an opportunity to present company itself or its products to dynamic communities and individuals that may show interest (Roberts & Kraynak, 2008). According to Gurau (2008), online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners.

The main objective of this paper is to identify the effectiveness of digital marketing in the competitive market. The supportive objectives are following:

- To show the various elements of digital marketing;
- To focus on the basic comparison between traditional and digital marketing;
- To discuss the effects of various forms of digital marketing on the firm's sales and other activities;
- To show the various advantages of digital marketing to the customers.

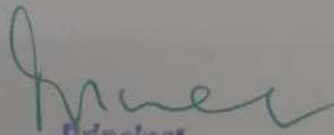
2. Theoretical and conceptual framework

2.1 Traditional Marketing Vs Digital Marketing.

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Table 2.1 Traditional marketing and digital marketing comparison

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the products or services


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Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is possible
No ability to go viral	Ability to go viral
One way conversation	Two ways conversation
Responses can only occur during work hours	Response or feedback can occur anytime

Advertising mediums that might be used as part of digital marketing strategy of a business could include promotional efforts made via Internet, social media, mobile phones, electronic billboards, as well as via digital television and radio channels. Digital marketing is a sub branch of traditional marketing and uses modern digital channels for the placement of products e.g. downloadable music, primarily for communicating with stakeholders e.g. customers and investors about brand, products and business progress.

Various elements of digital marketing

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

(i) Online advertising

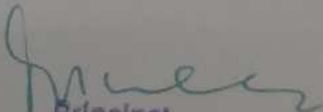
Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

(ii) Email Marketing

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

(iii) Social Media

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services.


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According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

(iv) Text Messaging

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cellphone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

(v) Affiliate Marketing:

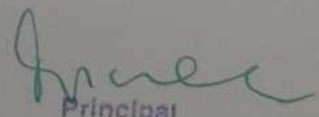
Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "the affiliate") and the customer. The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business's affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company's website. Company's main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are hungry for resources. So, introducing one's offer through "trusted" company can grab the attention of prospects which might not have otherwise reached.

(vi) Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

(vii) Pay Per Click (PPC)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for



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company's ads since it brings low cost and greater engagement with the products and services.

Advantages of digital marketing brings to customers

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

i. Stay updated with products or services

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

ii. Greater engagement

With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

iii. Clear information about the products or services

Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

iv. Easy comparison with others

Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

v. 24/7 Shopping

Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.

vi. Share content of the products or services

Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

vii. Apparent Pricing

Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special offers on their products or services and customers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.

viii. Enables instant purchase

With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

3. Methodology.

Methodology comes from systematic and theoretical analysis of the methods to evaluate suitability of one specific method to apply to a field of study. It typically encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. This study is conducted based on both primary and secondary data sources.

Primary sources:

Primary source is a source from where we collect first-hand information or original data on a topic. Interview technique was used with structured questionnaire for the collection of primary data.

Secondary sources:

Secondary source is a source from where we collect data that has already been collected by someone. We have collected secondary data from the published financial statements of the firms, newspaper and articles. For the purpose of this study, we have selected one hundred fifty firms randomly which are using digital marketing system to sell their products to customers. Additionally, we also collected data from 50 executives from sample and other different firms to know their opinion on the effectiveness of digital marketing.

Collected data and information has been organized, explained and analyzed by using different statistical tools and techniques. This study shows results both in descriptive and analytical way.

4. Analysis and discussion

Correlation analysis:

To show the correlation between the various elements of digital marketing and increased sales, we have collected data from one hundred fifty firms who are taking the various techniques or elements of digital marketing. Results are given below:

Table 4.1 Correlations

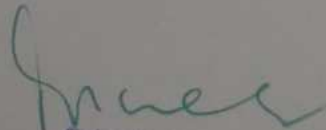
		Increased Sales	Online Advertising	Email Marketing	Social Media	Text Messaging	Affiliate Marketing	Search Engine Optimization (SEO)	Pay Per Click (PPC)
Increased Sales	Pearson Correlation (r)		.869	.873	.840	.667	.560	.840	.560
	Sig. (2-tailed)		.056	.053	.075	.219	.326	.075	.326
	N	150	150	150	150	150	150	150	150

From the above table, we can conclude that the every element of digital marketing is positively related to sales increase. It indicates that all elements of digital marketing show positive effect on firm's sales. Online advertising, email marketing, social media and search engine optimization (SEO) are highly positively correlated with sales increase since showing value of r to be .869, .873, .840 and .840 respectively. The value of r of text messaging, affiliate marketing and pay per click (PPC) are .667, .560 and .560 which also shows low positive correlation with sales increase.

Analysis of digital marketing

Digital media is so pervasive that consumers have access to information any time and any place they want. It was long ago when the messages people got about specific products or services consisted of only what a company wanted them to know.

Table 4.2 Model Summary


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Model	R square	F
Stay updated with products or services	.718	122.117
Greater engagement	.516	51.276
Clear information about the products or services	.629	81.254
Easy comparison with others	.639	85.141
24/7 Shopping	.749	142.868
Share content of the products or services	.656	91.498
Apparent Pricing	.636	83.962
Enables instant purchase	.667	96.028

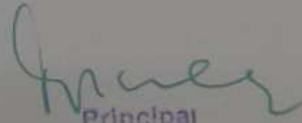
From the above table, we can conclude that almost all the variables having weight explaining with great extent its relationship with digital marketing. For example, stay updated with products or services is explained by 71.80% of digital marketing and the remaining 28.20% is explained by other factor. Greater engagement is explained by 51.60% of digital marketing and the remaining 48.40% is explained by other factor. Clear Information about the products or services is explained by 62.90% of digital marketing and the remaining 37.10% is explained by other factor. We can also see from the above table that F value is bigger more than 80 indicating the strength of the model.

Coefficient of Different Variables:

The coefficient of different variables in relation with independent variables will be discussed below:

Table 4.3 Coefficients Analysis for Dependent Variable -Stay updated with products or services

Coefficients					
Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta (β)		
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000
Dependent Variable: Stay updated with products or services					
Constant	1.000	.254		3.937	.000
Digital Marketing	2.206	.308	.719	7.161	.000
Dependent Variable: Greater engagement					
Constant	1.000	.248		4.040	.000
Digital Marketing	2.706	.300	.793	9.014	.000
Dependent Variable: Clear Information about the products or services					
Constant	1.000	.234		4.275	.000
Digital Marketing	2.618	.284	.800	9.227	.000
Dependent Variable: Easy compare with others					
Constant	1.000	.215		4.649	.000
Digital Marketing	3.118	.261	.865	11.953	.000
Dependent Variable: 24/7 Shopping					
Constant	1.000	.223		4.482	.000


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Digital Marketing	2.588	.271	.810	9.565	.000
Dependent Variable: Share content of the products or services					
Constant	1.000	.262		3.816	.000
Digital Marketing	2.912	.318	.798	9.163	.000
Dependent Variable: Apparent Pricing					
Constant	1.000	.240		4.165	.000
Digital Marketing	2.853	.291	.817	9.799	.000
Dependent Variable: Enables instant purchase					
Constant	1.000	.215		4.649	.000
Digital Marketing	2.882	.261	.847	11.051	.000

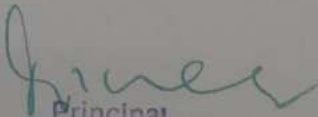
Unstandardized Coefficients (B) indicates that if independent variable is zero (0) then what is the impact on dependent variable? Here if we don't use digital marketing then stay updated with products or services will be 2.882. Standardized Coefficients (β) indicates that if independent variable is increase by 1% then what will be the impact on dependent variable. Here if the usage rate digital marketing is 1% then 84.70% stay updated with products or services will be happened.

5. Concluding remarks and proposal

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

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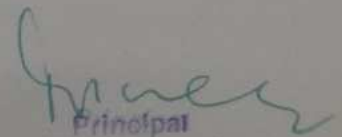
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The Role of Artificial Intelligence and Education Systems- A Conceptual Study

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Abstract

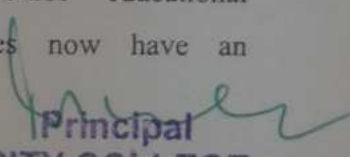
Artificial Intelligence (AI) has emerged as a transformative force in various aspects of our lives, reshaping industries and revolutionizing the way we interact with technology. Among its numerous applications, the integration of AI in education stands as a remarkable development with the potential to redefine the background of learning. Education, is an essential pillar of human evolution, has constantly evolved over the centuries, adapting to the changing needs of society. Now, with the advent of AI, education is on the cusp of another profound transformation that promises to enhance personalized learning, streamline administrative tasks, and pave the way for a more inclusive and accessible educational experience. Each student is not smart enough to grasp all the things at once, and they need additional supports from someone to help them in the understanding study material. This additional support can be provided by the AI. With the above backdrop, the present paper tries to study the applications of artificial intelligence in education system and its relationship between.

Key Words: Artificial Intelligence, Education, System, Transformation, Learning.

1 Introduction

Technology has always played an important role in education, but its current use is more prevalent than ever thanks to the increased availability of smart devices and web-based curriculum. There are constantly many changes taking place in the world in order to better the educational system. Artificial Intelligence is a booming technology which is used in almost every field and is changing the

world. Education is one area where artificial intelligence has the potential to make significant improvement. New methodologies to teaching and learning are being developed using artificial intelligence in education for various circumstances. AI is now being functional in a variety of colleges and universities around the world. Teachers, students, parents, and of course educational institutions themselves now have an


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entirely different way of viewing education. AI supports educators and students, improving the quality and efficacy of the educational system. Future education will be shaped by a variety of AI tools that will be integrated into the system.

AI has prospective for enhancing cooperation within educational institutions. Virtual reality allows students to more fully immerse themselves in the subject. An attractive and immersive knowledge provided by AI promotes collaboration and teamwork. Social networking tools can also make it easier for students and teachers to collaborate online. Each student is not smart enough to grasp all the things at once, and they need additional supports from someone to help them in the understanding study material. This additional support can be provided by the AI. Artificial intelligence in education does not primarily seek to replace teachers' entirely. Instead, it attempts to provide aid to both teachers and students.

2 Objectives of the Study

The current study intends to study the relationship between artificial intelligence and education system. Besides the study also analyses the applications of artificial intelligence in education.

3 Methodology of the Study

This study focus is on how artificial intelligence is used in the current educational system; it does not address other facets of education. The secondary source of the data are gathered from a variety of sources, including books, newspapers, websites, and articles for the study of paper.

4 Relationship between AI and Education

One of the major advantages of AI in education is its capacity to enable improved learning experiences. Traditional classrooms often struggle to accommodate the varying steps at which students understanding concepts. AI-driven platforms have the capability to analyze students' learning patterns, strengths, and areas of struggle. By attaching this data, AI systems can familiarize educational content and pacing to match each student's learning path. This not only ensures that students remain engaged and motivated but also maximizes their understanding and retention of complex concepts. Moreover, AI offers the potential to transform assessments and evaluations. Traditional assessments, while necessary, can be limited in their ability to provide timely and accurate feedback. AI-powered assessment tools can adapt questions in real-time based on a student's responses,

providing a more accurate measure of their knowledge and skills. This adaptive assessment approach not only offers a more universal view of a student's capabilities but also reduces the stress associated with high-stakes exams. Moreover, teachers can use AI to systematize the grading process for objective assignments, freeing up their time to focus on more meaningful interactions with students.

AI's transformative potential extends beyond the classroom walls. Online and remote learning have become gradually prevalent, especially in the context of global events that disrupted traditional education models. AI-driven virtual classrooms, equipped with interactive simulations and real-time collaboration tools, can replicate the dynamism of physical classrooms. These virtual spaces foster engagement. This is allowing students to interact with peers and educators from around the world exceeding geographical barriers and enriching the learning experience.

5 Application of Artificial Intelligence in Education System

Education is one of the areas that artificial intelligence is focusing to alter. The use of AI tools in education has the potential to entirely change how teachers teach, how students learn, and how

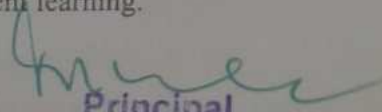
educational institutions function. This broad study examines into the wide range of applications of AI in education, spanning personalized learning, administrative efficiency, assessment, and beyond, showcasing the profound impact of AI on the educational landscape.

❖ **Personalized Learning and Adaptive**

Platforms: One of the most promising applications of AI in education is personalized learning. All traditional approaches are being replaced by AI-driven platforms that evaluate students' learning behaviors, preferences, and performance. These platforms then create modified learning paths tailored to each student's strengths and areas of improvement.

❖ **Intelligent Tutoring Systems:**

Intelligent Tutoring Systems (ITS) are AI-powered tools that provide students with real-time feedback, explanations, and guidance, matching the role of human tutors. These systems use AI algorithms to understand student responses and provide targeted assistance. ITS help students navigate through complex topics, practice skills, and resolve doubts efficiently. By adapting to each student's learning style and progress, ITS contribute to a deeper understanding of subject matter and foster independent learning.


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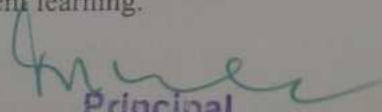
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- ❖ **Automated Grading and Assessment:** AI has transformed the time-consuming task of grading assignments, quizzes, and exams. Machine learning algorithms can detect patterns in student responses, leading to consistent and objective evaluations. Automated grading not only reduces the workload on educators but also provides students with quicker feedback, allowing them to track their progress and make necessary improvements.
- ❖ **Language Learning and Natural Language Processing (NLP):** NLP-powered tools are transforming language education. These tools offer interactive exercises, grammar correction, and language practice through conversational interactions. NLP algorithms can simulate real conversations, improving students' reading, writing, listening, and speaking skills. AI-powered language learning platforms adapt to learners' proficiency levels and personalize content, making language acquisition more engaging and effective.
- ❖ **Virtual Classrooms and Online Learning:** AI-driven virtual classrooms enhance online learning experiences. Real-time interactions, personalized content delivery, and virtual teaching assistants are now possible. Chat-bots, for example, can answer students' questions, facilitate discussions, and even simulate classroom interactions.
- ❖ **Early Intervention and Special Education:** AI is playing a pivotal role in early intervention and special education. By analyzing students' behavioral patterns and performance, AI tools can detect early signs of learning difficulties or disabilities. Educators and intervention specialists can then provide targeted support and accommodations, ensuring that every student receives the assistance they need to succeed.
- ❖ **Data Analysis for Educators:** Educational institutions generate vast amounts of data, and AI tools can analyze this data to yield valuable insights. Predictive analytics can identify at-risk students by analyzing attendance, performance, and engagement data. This allows educators to intervene promptly and provide personalized support to struggling students.
- ❖ **Educational Content Creation and Customization:** AI-powered content generation tools assist educators in creating diverse and engaging educational materials. These tools can generate quizzes, study guides, and even video lessons. Educators can then

focus more on interactive and hands-on teaching methods, knowing that AI can support content creation.

❖ **Career Counseling and Guidance:**

AI-driven platforms offer students personalized career advice by assessing their skills, interests, and goals. These tools analyze labor market trends and suggest suitable educational pathways, helping students make informed decisions about their future careers.

❖ **Emotion and Sentiment Analysis:** AI is becoming increasingly adept at analyzing emotions and sentiments. In education, AI can gauge students' emotional states and engagement levels by analyzing facial expressions, tone of voice, and interactions. This information can guide educators in adapting their teaching methods and providing support when students are struggling emotionally.

❖ **Collaborative Learning Tools:** AI-powered tools can enhance collaborative learning experiences. These tools can analyze students' strengths, interests, and learning styles to form effective study groups. They can also suggest discussion topics and facilitate group projects, fostering teamwork and improving learning outcomes.

❖ **Language Translation and**

Accessibility: AI-driven language translation tools facilitate communication and accessibility for students who speak different languages. These tools provide real-time translation for multilingual students, ensuring that language barriers do not hinder learning.

❖ **Scheduling and Administrative**

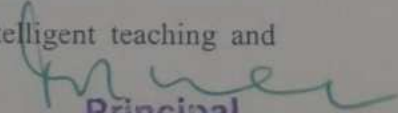
Tasks: AI streamlines administrative operations in educational institutions. It can automate scheduling, resource allocation, and task coordination, freeing up educators' time to focus on teaching and research.

❖ **Ethical Considerations and Data**

Privacy: While AI offers numerous benefits, its use in education also raises ethical considerations. Ensuring the responsible and transparent use of AI involves addressing issues such as data privacy, algorithmic biases, and the potential for AI to reinforce existing educational inequalities.

6 Conclusion

The above-mentioned article lines are evidences that, the use of AI tools in education is changing how we teach and learn. AI is opening up new possibilities to improve education for students of all ages, from accessible and efficient administration to intelligent teaching and


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individualized learning. Apart from the many challenges, the probable of artificial intelligence (AI) to transform education is undeniable, and its continued development promises a future where learning is more adaptive, engaging, and effective. However, its implementation requires a thoughtful approach that addresses ethical concerns and ensures that the human element of education remains dominant. The collaboration between teachers and artificial intelligence (AI) has the potential to drastically alter education as we approach this transformative moment in history and impact future generations

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Women empowerment through Financial Inclusion: A study on Shimoga Taluk

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Abstract

Financial inclusion and economic improvements are related to every other. The primary intention of financial inclusion is to make financial services available, easily and at low cost to all in a protected and transparent manner to help inclusive growth. But the unequal distribution of financial services amongst men and women creates an economic gap in the rural area. In order to eradicate this issue banking firms has taken various programs. This study is aim at to know about the awareness of women in knowing banking services on women empowerment in the Shimoga Taluk. This study consists of Shimoga taluk of Karnataka with Hundred and fifteen respondents have been chosen by way of simple random sampling method. This paper is to finds out that when women are actively taking part in the banking system, they can control risk, and educating them in financial management helps in controlling and minimizing the risk and maximize the saving trend.

Keywords: Financial inclusion, Banking system and Women empowerment.

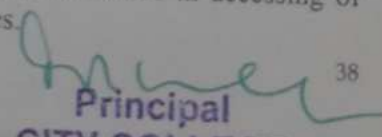
1. Introduction

In Financial inclusion women are greater success of coping with financial issues than man in a household. Hence financially viable inclusion things to do are focused with the aid of women who are concerned in financial management. There are many houses till where the women are allowed to be involved. They are managed by way of men and women are taking care of the household responsibilities. As per RBI reviews 26% of the women had saving accounts in banks in 2011, and now it has been accelerated to 80% in 2021.

Hence many Govt. and non-government bodies declare that employment possibilities to women and financially motivate them to turn out to be unbiased various programs have been carried out for women to stay independent.

2. Statement of the Problem

Financial inclusion brings unbanked and under-banked people in the financial system to provide them the opportunity to access the financial services in order to create economic growth and leads to empowerment opportunities (Lenka & Barik, 2018). In India where women represent about 46th of total population majority of them denied to opportunities and rights as a result of their financial dependence. Through varied strategies by banks, government tries to create women economically independent. However, access to formal national economy isn't however reached to the whole Indian population. Access to credit is usually restricted for women who don't have assets like land and property. Limited literacy particularly money acquirement and lack of understanding typically plays as a hindrance in accessing of economic services.

38

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Financial inclusion makes women informed regarding their role and right in economic development and alternative data for management. Money inclusion can modify girls for economic higher cognitive process, enhancing getting power, control over loans and control over financial gain and savings, borrow for investments and insure against risk.

3. Objectives of the study

- To analyze the different components of Empowerment of Women through Financial Inclusion.
- To analyze role of financial inclusion as a tool for women empowerment.

4. Methodology

In order to investigate whether financial inclusion promote women empowerment, primary data have been collected from women in Shimoga Taluk. Primary data for the study has been collected from 110 samples by using random sampling method. The sample survey was conducted by using a questionnaire.

5. Limitation of the study

The present study is restricted to the Shivamogga taluk of working women. The study focuses only on understanding the level of financial services awareness of the Shivamogga taluk of working women. The study focuses only on the women's awareness of the financial services available near their homes.

6. Data collection

The present study is based on both primary and secondary data of information. Primary data was collected from working women, tailors, teachers etc., through a field survey by using a structured questionnaire. The secondary sources of data were collected from published books, journal articles, reports, websites etc.

7. Data Analysis

The awareness of banking services among women in Shimoga Taluk,

Awareness of different types of accounts

Table 1: Awareness of Different Types of Accounts

Variables	Respondents	%
Savings A/c	55	55
POSB A/c	25	22.7
SHGs A/c	20	18.1
PM Jandhan A/c	10	09.0
Total	110	100

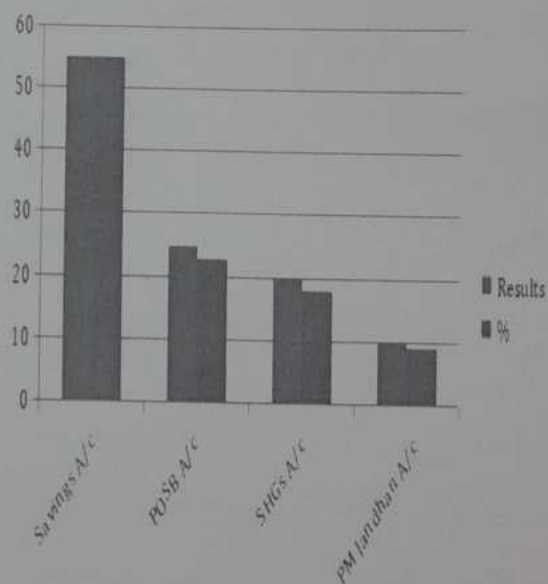


Figure 1: Awareness of Different Types of Accounts

The Table 1 and Figure 1 provides information about awareness of bank accounts. According to data, 55% percent of women said that they had a savings account, 22.7% have opened their savings account in Post Office. 18.1% of have opened in the SHGs for Debt purpose.

Table 2: Awareness of Various Bank Loans

Variables	Respondents	%
Home loan	50	45.4
Gold loan	30	27.2
Education loan	20	18.1
Personal loan	10	09.0
Total	110	100

■ Home loan ■ Gold loan ■ Education loan ■ Personal loan

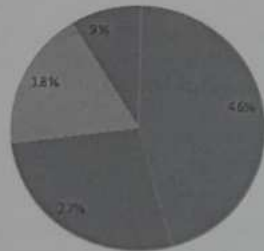


Figure 2: Awareness of Various Bank Loans

The Table 2 and Figure 2 reveals awareness of various types of loans available in banks. According to this study 45.4% had knowledge of home loan, 27.2% of the women took gold loan for their family purpose. 18.1% have taken education loan for their children's education. Similarly, 9% of the respondents have taken personal loans. With the help, this data identified that women were more aware of these types of loans.

Table 3: Awareness of various financial services and insurance policies

Variables	Respondents	%
ATM/ Debit card	60	54.5
Mobile Banking	20	18.1
Health and Life insurance	6	07.2
Deposit schemes	24	21.8
Total	110	100

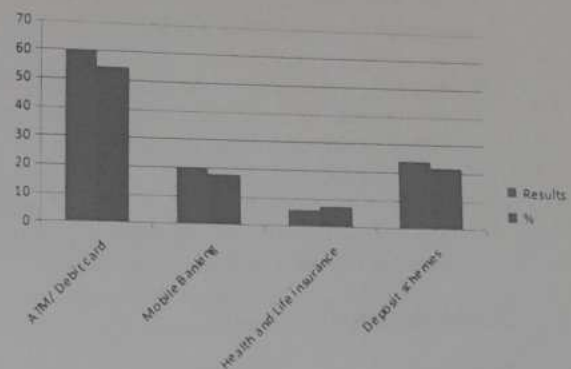


Figure 3: Awareness of various financial services and insurance policies

The Table 3 and Figure 3 above summaries the woman's understanding level of various types of banking services and insurance 54.5% of working women have full knowledge about using banking products like ATM's, debit cards, credit cards and mobile banking and many working women easily use these products in their daily activities.

8. Findings of the study

- Many of the respondents said that, they get a bank loan to raise their income and standard of living condition.
- Financial services helped to reduce the poverty among rural women.
- Most of the women in Shimoga taluk have taken gold loan, home loan etc.
- Many of the respondents said that banks offer some special benefits when it comes to lending to women such as low rate of interest on loans, reduced stamp duty changes and providing subsidies on Prdhana Mantri Avas Yojana.
- This study found that 43% of women in the Shimoga taluk created bank accounts through PMJDY.

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- Lack of financial literacy among women is caused by financial exclusion.
- Formal banking requires different documents to lend but rural women are afraid to provide these documents.
- Many rural women living in isolated areas find it difficult in accessing banking services due to a lack of infrastructure.

9. Conclusion

Economic improvement is exclusively viable when empowerment of women and the banking firms provides a necessary role. Many of the rural women are below-income groups and they are specifically depending on men. It makes them vulnerable, but they are successful of being unbiased in dealing with economic, social and political issues. In this way, the banking a firm has taken on an initiative that helps women put into a stream that empowers them and in constructing self-confidence. To a certain extent a number of SHGs are assisting to enhance their understanding and capabilities play an unbelievable role in managing the household and society.

Thus, we conclude that financial inclusion promotes women empowerment. On the ground that bringing women into the mainstream financial system will have positive impact on their efficiency which is critical for inclusive growth, this study highlighted all these issues and calling for the policy revision to make the financial inclusion programmes more conducive and more convenient. When women have some saving, they're going to be financially independent. They can take their own decisions. In the case of women who have preoccupied their own business are prosperous and are financially independent.

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Challenges and Opportunities in NEP-2020 & UNSDG 4

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Abstract

Education is a fundamental human right that gives people the knowledge and skills they need to better their probability of finding employment, decrease poverty, and overall well-being. (Seema A. Patil, 2022). For the improvement of society, the idea of sustainable development is equally essential. In order to accomplish sustainable development all across the world, the Sustainable Development Goals 2030 were established. The 2030 Agenda for Sustainable Development, which consists of a total of 17 goals, one of them, of which Goal No. 4 which places quality education that focuses only on educational quality making sure that everyone has access to inclusive and equal education opportunities. The National Education Policy 2020 (NEP 2020) is a blueprint for a new India that aims to reform the educational system. This policy was approved on July 29, 2020, by Indian cabinet. The NEP 2020 is also in the line of Goal 4 of the United Nations Sustainable Development Goals (UNSDG 2030), which clearly believes quality education is the base of sustainable development. The study focuses on the role of NEP 2020 for achieving quality education, challenges and opportunities that facing after implementation and also analysis how quality education is foundation for achieving every goal of Sustainable Development 2030.

Keywords: Fundamental human rights, sustainable development, quality education.

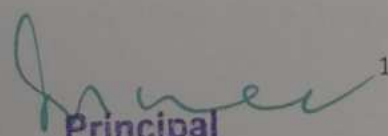
1. Introduction

The National Education Policy (NEP) 2020 and the Sustainable improvement Development Goal (SDG) 4 offers a roadmap for improving the tremendous and accessibility of education in India and world-wide. A literature overview of the NEP 2020 and SDG 4 reveals challenges and opportunities in the implementation of these policies.

Education has always been the change agent in the globe. What occurs within the classrooms is reflected in society. It isn't always vice-versa. The difference, the intervention that we wish to make has to begin from the educational ring itself. So, right here we're to speak about SDGs and education. It's been established as a fact that

sustainable development (SD) is required in every human interest. As a result, manageability incorporates the complexity of social, monetary, and environmental, so that people should live with equivalent freedoms and duties and the financial system could permit a truthful dissemination of abundance to cover essential necessities and upgrading the utilization of assets, regarding all types of survival and protecting biodiversity.

Most of the goals of MDGs which were conceptualised in 2000 as a set of eight global goals on diverse dimensions of development aimed at building a global partnership for development are inherent in the newly adopted Sustainable Development Goals (SDGs) in 2015. Significant progress


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has been made in universalizing primary education, but much remains to be done.

At the UN Sustainable Development Summit held in September 2015, more than 150 world leaders adopted the new 2030 Agenda for Sustainable Development Goals which are an inter-governmentally agreed set of seventeen goals and 169 targets relating to sustainable development issues. (Beena Pandey, 2018).

The United Nation's Sustainable Development Goals (SDGs) are a universal call to attain a sustainable future and equality, human rights, and justice for all; the 2030 Agenda for Sustainable Development offers a shared strategy for peace and prosperity for all and our planet, now and into the future. The SDGs set up a blueprint for global citizens to work together to construct a better world.

The concept of sustainable development was described by the 1987 Brundtland Commission Report as "development that

meets the needs of the existing without compromising the potential of future generations to satisfy their own desires." There are four dimensions to sustainable development – society, environment, culture, and economy. Sustainability is a paradigm for thinking about the future in which environmental, societal, and economic considerations are balanced in the pursuit of enhanced quality of life.

Today, the Division for Sustainable Development Goals (DSDG) (Fig.1) plays a key role in the evaluation of UN system-wide implementation of the 2030 Agenda and on advocacy and outreach activities relating to the SDGs. In order to make the 2030 Agenda, a reality, broad ownership of the SDGs must translate into a strong commitment by all stakeholders to implement the global goals.



Figure 1: Sustainable development goals

2. National Education Policy- 2020

The National Education Policy 2020 (NEP 2020) is a blueprint for a new India that aims to reform the educational system. This policy was approved on July 29, 2020, by Indian cabinet. The NEP 2020 is also in the line of Goal 4 of the United Nations Sustainable Development Goals (UNSDG 2030), which clearly believes quality education is the base of sustainable development.

The National Education Policy 2020 (INDIA) has mentioned the SDGs and has given a call to align education in India to these goals. Education for Sustainable Development (ESD) is a new educational paradigm that allows Universities to lead and respond to social needs towards a more sustainable life. The ESD is a global preparedness and complex phenomena in relation to the effects of human activity on the environment, society and economy in spatial (global, regional and local) and temporal dimensions (learn from the past, act in the present and anticipate the future). (Gonzalo Fernández-Sánchez, María Olga Bernaldo, 2014)

The UN has declared the decade of 2020-2030 as the 'decade for action'. However, it is also starting as the decade of resilience as the world is shaken up by the pandemic. In an unprecedented move, the government has decided to make a bold and transformative statement with the release of the New Education Policy. The NEP 2020 says:

"This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirational goals of 21st-century education, including SDG4, while building upon India's traditions and value systems."

– Education Policy of India 2020.

The National Education Plan seems to favor education that is all-encompassing and based on inquiry, curiosity, discovery, discussion, and analysis. Additionally, it contributes: Education accessibility, equity, quality, affordability, and accountability This policy, which is in line with the Sustainable Development Goals of the 2030 Agenda, aims to transform India into a vibrant knowledge society and a global knowledge superpower by making school and college education more holistic, flexible, and multidisciplinary. It also aims to meet the needs of the 21st century and bring out each student's unique abilities. (PARVEEN SHARMA, 2022).

3. NEP and the Role of Teacher

The Kothari Commission framed the National Education Policy in 1966. It said, "Of all the factors that influence the quality of education and its contribution to national development, the quality, competence, and character of our teachers are undoubtedly the most significant." Fifty-six years later, their viewpoint still holds true, and the future of our nation still lies in the hands of our teachers.

The new education policy 2020 promises to bring about several sweeping reforms concerning teachers that significance of high-quality teacher education is emphasized, in order to encourage bright and talented young minds to enter the teaching profession, it aims to initiate a number of systemic reforms.

4. Review of Literature

Anon (2021) studied "New Education Policy 2020: A Comparative Analysis with Existing National Policy of Education 1986" discovered Quality, affordability, equity, access, and accountability are all part of the New Education Policy's remit. These distinctions between 1986's "New Policy

Education" and 2020's "New Policy Education". NEP 2020 emerged as a result of an Endeavour to identify the problems with the previous strategy. the fact that NEP 2020 has new goals to be met by 2035, the attempts have been made to emphasize its virtues and shortcomings. How successful NEP 2020 will be in achieving its goals is one of the most important questions that must be answered.

Kumar (2021) studied "New Education Policy (NEP) 2020: A Roadmap for India 2.0" Research has shown, the comprehensive restructuring of India's education system to address the 21st century's difficulties and also recommended that The current educational and governmental systems needs gradual improvement in order to attain this NEP-2020.

"Analysis of Indian New Education Policy for Higher Education System Historical to Modern Approach" discovered the notion of national educational policy framework, emphasizing several portions of NEP 2020 linked to higher education, and comparing this new policy to the existing education policy. Since ancient times, India has had a strong emphasis on higher education. A large part of India's education system has been influenced by British thought while the country was a slave to the colonial power.

Dr. Kirti Dahiya (2022), in his study he identifies, though Covid-19 has put a long-lasting effect on the education sector, Countries are putting their efforts to attain the goal of education for all till the targeted year 2030. Since the field of education is interlinked, the Nations have to work together to attain the Goal. The Policy seeks to have an inclusive education for all children and to ensure that there is no inequality or discrimination against any student. NEP not only aims at giving quality

education but also seeks the development of skills in an individual.

Edukemy Team (2023), National Education Policy- is in conformity with Sustainable Development Goals 2030- intends to restructure and reorient the education system in India mentioning the complying and challenges in the system of education. Also suggests that the success of NEP is possible if the importance of cogitative development with the right implementation of the NEP it can be apt to say that New India's nation building will happen with the transformed education.

Sunita (2022), in her studies she identifies the National Education Policy (NEP) 2020 proposes a variety of measures to guarantee that educators get high-quality training and that their workplaces meet minimum standards and also mentions NEP 2020 believes that the quality of teacher education, recruiting, deployment, service conditions, and teacher empowerment and implies for educators: In order to attract the smartest and brightest students, especially those living in underserved rural regions.

Elmassah, S., Biltagy, M., & Gamal, D. (2022) This study aims to introduce a framework for HEIs' sustainable development assessment. Such a framework guides HEIs and educational leaders to support their countries' commitments to achieving the SDGs. Quality education is the fourth of the sustainable development goals (SDGs), and one of the targets related to this is to ensure that by 2030 all learners acquire the knowledge and skills needed to promote SD.

Adhikari, D. R., & Shrestha, P. (2022). This study is to explore knowledge management (KM) initiatives for achieving sustainable development goal (SDG) 4.7 and to investigate enablers and barriers to insert KM to prepare higher education institutions (HEIs) ready to contribute to SDGs'

performance. At the end, this paper provides a practical perspective of KM initiatives for higher education for sustainable development (HESD).

5. Objectives of the Study

- To analyse the importance of NEP-2020 compare with UNSDG-4.
- To identify the challenges and opportunities after implementation NEP-2020.

6. Statement of Problem

- The implementation of NEP 2020 and SDG 4 is facing several challenges, including bureaucratic hurdles, lack of awareness, and resistance to change. The state needs to address these challenges to ensure effective implementation of these policies.
- Teacher training and capacity building are essential for ensuring quality education, but there is still a lack of emphasis on these areas in the state. The implementation of NEP 2020 and SDG 4 can help address this issue, but the state needs to ensure effective implementation.

7. Challenges of NEP-2020

- **Inadequate funding:** One of the significant challenges in implementing NEP 2020 and SDG 4 is the lack of adequate funding. India's expenditure on education is below the global average, and the allocation of funds for education is inadequate to achieve the goals set by NEP 2020 and SDG 4.
- **Quality of education:** The quality of education provided in India is a significant challenge. The NEP 2020 aims to provide a holistic and

multidisciplinary education, but the quality of education is still a concern.

- **Access to education:** While NEP 2020 and SDG 4 aim to improve access to education, there is still a significant gap in access to education, particularly in rural areas and among marginalized communities.
- **Teacher training and capacity building:** Teacher training and capacity building are essential for ensuring quality education, but there is still a lack of emphasis on these areas in India.

8. Opportunities

- **Integration of technology:** NEP 2020 and SDG 4 recognize the potential of technology in improving education. The integration of technology can improve access to education, quality of education, and teacher training.
- **Multilingual education:** NEP 2020 emphasizes the importance of multilingual education, which can help preserve India's linguistic diversity and promote inclusivity.
- **Flexibility in curriculum:** The NEP 2020 allows for flexibility in the curriculum, which can encourage innovation and creativity in education.
- **Emphasis on early childhood education:** NEP 2020 recognizes the importance of early childhood education and aims to provide universal access to early childhood education.

9. Conclusion

In conclusion, the NEP 2020 and SDG 4 provide a framework for improving the quality and accessibility of education in India and worldwide. Education for

sustainable development through effective education policy, is the key to bring sustainable development and is a game changer tool and also it maintains a balance between economic growth and environmental preservation. Education can bring required changes in the attitude, behaviour and skills among the school community who can become ultimate future problem solver and decision makers. The National Policy on Education in India was drafted in 1986 and revised in 1992. Since then, a number of modifications in educational policy have periodically taken place in accordance with requirements of the changing world.

However, the implementation of NEP 2020 is facing several challenges that need to be addressed, such as inadequate funding, quality of education, access to education, teacher training, and challenges in implementation. Apart from that the state has several opportunities, such as the integration of technology, multilingual education, flexibility in curriculum, and emphasis on early childhood education, which can help overcome these challenges and improve the state's education system.

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अधिकार के महत्व के संबंध में प्राप्त आंकड़ों से जात होता है कि प्रशासनिक काम-काज में पारदर्शिता के लिए सूचना का अधिकार अधिनियम अत्यंत आवश्यक है।
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विज्ञापन का समाजशास्त्रीय पक्ष

डॉ. शेख इमरान अब्दुलरहीम

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विज्ञापन के इस युग में हमारे चारों तरफ विज्ञापन ही विज्ञापन नजर आते हैं, चाहे वह अखबार हो, रेडियो हो, टेलीविजन हो, पत्र-पत्रिकाएँ हो या फिर इटरनेट, सड़क, मेट्रो, या रेल हो जहाँ तक आपकी नजर जाएगी, वहाँ तक आपको विज्ञापन ही विज्ञापन नजर आएगा। आज जितने भी जनसंचार के माध्यम हैं, वे सभी विज्ञापनों से ओतप्रोत हैं, अगर यूँ कहा जाए कि ये विज्ञापन के सहारे चल रहे हैं तो इस बात में कोई अतिशयोक्ति नहीं होगी। हमारे चारों ओर विज्ञापन का विस्तृत जाल फैला हुआ है। यह एक प्रकार का मायाजाल है। इस मायाजाल के बीच रहकर भी विज्ञापनों से प्रभावित न होना असंभव है। हमें आज न चाहते हुए भी हमें विज्ञापनों से प्रभावित होना ही पड़ता है, क्योंकि विज्ञापनों की पहुँच आज हमारे निजी जीवन में काफी करीब तक आ चुकी है। ऐसे में विज्ञापनों के प्रभाव के क्षेत्र की चर्चा जरूरी है। विज्ञापन हमें किम सीमा तक प्रभावित करते हैं और यह प्रभाव हमारे समाज के लिए, परिवार के लिए, बच्चों के लिए, युवाओं के लिए, महिलाओं व पुरुषों के लिए, हमारी अर्थव्यवस्था के लिए, राजनीतिक व्यवस्था के लिए, हमारे देश के लिए और भविष्य के लिए भी असरदार परिस्थितियों का निर्माण करती है।

विज्ञापनकर्ता विज्ञापन के माध्यम से लोगों को प्रभावित करने की कोशिश करता है। जो कि समाज का ही हिस्सा है इसी के जरिए विज्ञापन हमारे सामाजिक, सांस्कृतिक, मनोवैज्ञानिक और आर्थिक पहलू को भी प्रभावित करता है। विज्ञापन किसी भी राष्ट्र की अर्थव्यवस्था का आधार स्तम्भ होता है, क्योंकि विज्ञापन आर्थिक प्रक्रिया का एक महत्वपूर्ण हिस्सा है। विज्ञापन आर्थिक लाभ को प्रोत्साहित करने के लिए उपभोक्ता को सूचनाएँ देता है, वस्तु की गुणवत्ता बनाए रखता है,

उत्पादन की बिक्री बढ़ता है, रोजगार बढ़ता है, हमारे जीवन-शैली को भी प्रभावित करता है और योग्यताओं को बढ़ावा देता है। सामाजिक उन्नति में विज्ञापन महत्वपूर्ण भूमिका अदा करता है। विज्ञापन के समाजशास्त्रीय पक्ष को निम्नलिखित रूप में देखते हैं—

- विज्ञापन और समाज
- विज्ञापन और अर्थशास्त्र
- विज्ञापन और संस्कृति
- विज्ञापन और मनोविज्ञान

१.१ विज्ञापन और समाज

विज्ञापन समाज में आर्थिक प्रक्रिया का एक महत्वपूर्ण अंग बन गया है। विज्ञापन समाज में प्रेक की भूमिका अदा करता है। समाज में लोगों के मध्य सामाजिक चेतना व जागरूकता पैदा करने के लिए विज्ञापनों का इस्तेमाल किया जाता है, ताकि समाज में इसकी व्यवस्था बनी रहे और सभी व्यक्ति अपना जीवन खुशहाली के साथ जी सकें। विज्ञापन से समाज में प्रौढ़ शिक्षा, भ्रूण हत्या, दहेज, पल्स पोलियो आदि अनेक ऐसे विज्ञापन के उदाहरण हैं जिसका समाज में जागरूकता फैलाने के लिए किया जाता है। इसमें अनुवाद की भी महत्वपूर्ण भूमिका है। जेम्स फर्गुसन विज्ञापन को सामाजिक संस्था मानते हुए इस बात पर बल देते हैं कि इसके मूल्य और लाभ आदि की जाँच होनी चाहिए ताकि समाज कल्याण पर विज्ञापन के समुचे प्रभाव का आकलन हो सके। उनके शब्दों में "सवाल यह नहीं कि विज्ञापन अपने आप में पूर्ण और सही है। अपितु विज्ञापन से मिलने वाले लाभों का वजन विज्ञापन की लागत से अधिक होना चाहिए ताकि विज्ञापन से अधिक से अधिक सामाजिक कल्याण हो सके।" विज्ञापन और समाज के संदर्भ में अंजली पहाड और अन्विता उपाध्याय ने कहा है कि Social advertisements are designed to get people aware regarding the Prevailing social evils in our society- अर्थात् विज्ञापन के माध्यम से समाज में प्रचलित सामाजिक बुराइयों के बारे में लोगों को जागरूक करने के लिए जागरूक किया जाता है। सी.बी.गुप्ता के अनुसार, विज्ञापन निर्माता, ग्राहक व समाज सभी पर प्रभाव डालते हैं। निर्माता को आर्थिक लाभ, ग्राहक को सेवा, समाज को रोजगार प्रदान करते हैं। Social Advertising: Cause for Concern में त्रिपाठी (१९९६) लिखते हैं— social advertisement is the design

implementation and control of Programme seeking to increase the acceptability of the social ideas cause or practices among the target group- अर्थात् विज्ञापनों का प्रभाव न सिर्फ हमारे रहन-सहन, रीति-रिवाज, जीवन शैली पर पड़ता है, बल्कि ये सामाजिक-सांस्कृतिक मूल्यों में बदलाव के कारक भी होते हैं। यदि किसी चीज को बार-बार देखा जाए, तो व्यक्ति और समाज किसी न किसी रूप में जरूर प्रभावित होगा। इसमें मनुष्य व समाज की संरचना और संस्कृति में बदलाव नहीं कर सकते, लेकिन इसमें परिवर्तन ला सकते हैं। भारतीय समाज में विवाह करना एक सांस्कृतिक मूल्य माना जाता है। इसके लिए विज्ञापन के माध्यम से यह कभी नहीं कहा जाएगा कि विवाह मत करो, लेकिन इसके जरिए यह संदेश दिया जा सकता है कि बाल विवाह सेहत और जीवन दोनों के लिए अच्छा नहीं है, इसलिए प्रौढ़ अवस्था में विवाह करना ज्यादा अच्छा होता है।

ई.चौम्मरलिन ने विज्ञापन की आलोचना करते हुए लिखा है, "विज्ञापन माँग को प्रभावित करता है तथा आवश्यकताओं को परिवर्तित करता है। ये सूचनात्मक न होकर परिचालित होते हैं। ये विज्ञापन उद्देश्यों को पूर्व निर्धारित कर आवश्यकताओं की नयी योजना प्रस्तुत करते हैं।" विज्ञापन के जरिए व्यक्ति और समाज की जीवन शैली में बदलाव ला सकते हैं। अगर बात करें भूतकाल और वर्तमान की तो हमारे जीवन शैली में बहुत कुछ बदलाव हुआ है। जैसे घर में ए.सी., फैन, कुकर, म्यूजिक सिस्टम, स्कूटर, बाईक, कार, दवाइयों आदि आने से हमारी जिंदगी कितनी आसान और खुशहाल हो गई है। इन सब चीजों का विज्ञापन देखने के बाद ही खरीदा जाता है। विज्ञापन के माध्यम से यह दिखाया जाता है कि खाने के पहले हाथ धोने के फायदे हैं। विज्ञापन किसी उत्पाद को बेचने का और प्रचार-प्रसार करने का ही काम नहीं करते, बल्कि इसकी भूमिका कई बार सामाजिक बदलाव में भी महत्वपूर्ण होती है। एड्स और कैंसर जैसी बीमारियों की रोकथाम, दहेज प्रथा, परिवार नियोजन, शिक्षा का महत्व बताने (जैसे सर्व-शिक्षा अभियान) और सरकार की विभिन्न योजनाओं को समाज के सभी वर्ग तक पहुंचाने का काम भी विज्ञापन ही करते हैं।

१.२ विज्ञापन के आर्थिक प्रभाव

विज्ञापन मूलतः एक आर्थिक क्रिया-कलाप

विज्ञापन की भूमिका सकारात्मक रही है।

१.४ विज्ञापन और मनोविज्ञान

'विज्ञापन' और 'मनोविज्ञान' एक दूसरे के पूरक हैं तो इसमें कोई अतिशयोक्ति नहीं होगी। उपभोक्ता किसी उत्पाद को क्यों खरीदता है इसके पीछे मनोवैज्ञानिक कारणों की खोज की जा सकती है। मनुष्य की कुछ मूल प्रवृत्तियाँ हैं जो उसे किसी भी कार्य की ओर प्रेरित करती हैं। ऐसी ही कुछ मूल प्रवृत्तियाँ हैं— सामाजिक सुरक्षा की भावना, यश और सम्मान पाने की चाह, युजनशीलता, देश के प्रति एवं स्वयं के प्रति प्रेम, प्रेम भावना, शक्ति, सहाय की भावना आदि। मनुष्य की इन्हीं प्रवृत्तियों, भावनाओं आदि को उभार कर किसी विशेष उत्पाद की ओर इस प्रकार ध्यान आकृष्ट किया जाता है कि उपभोक्ता वह उत्पाद खरीदने पर बाध्य हो सके।

विज्ञापन में इस बात का ध्यान रखा जाता है कि विज्ञापन रोचक व आकर्षक हो, उपभोक्ता का ध्यान उस पर तुरंत केंद्रित हो तथा उपभोक्ता उसमें पूरी रुचि ले। विज्ञापन का स्वरूप, आकार, विज्ञापन की स्थिति, विज्ञापन की तीव्रता, विज्ञापन का रंग, विज्ञापन की पुनरावृत्ति, विज्ञापन में परिवर्तन, नवीनता, गति, विज्ञापन की अवधि आदि चारों सौ चारों हैं, जो उपभोक्ता पर मनोवैज्ञानिक प्रभाव डालती हैं।

मनुष्य जीवन की आठ आधारभूत आवश्यकताएँ होती हैं, जिसे ध्यान में रखकर विज्ञापन तैयार किए जाते हैं। ये मूलभूत आवश्यकताएँ हैं— भोजन तथा पेय, आराम, विपरीत लिंग के प्रति आकर्षण, अपने प्रिय का शुभ चाहना, भय तथा खतरों से मुक्ति, श्रेष्ठ बनना, दीर्घायु पाना, सामाजिक पहचान व अनुमोदन। इसीलिए विज्ञापन तैयार करने के मूल में एक सूत्र काम करता दिखाई देता है— "find out what people want make more of it-Find out what people don't want make less of it"

विज्ञापन में चित्रों का विशेष महत्त्व है। सभी मनोवैज्ञानिक अध्ययन बताते हैं कि चित्रों का उपभोक्ताओं पर अच्छा प्रभाव पड़ता है। डॉ. जार्ज गैलथ ने अपने २९,००० पाठकों के अध्ययन में यह पाया गया है कि पत्रों के चित्रों का हर व्यक्ति पर अलग प्रभाव पड़ता है। सर्वाधिक प्रभाव बच्चों पर पड़ता है। इसके बाद क्रमिक रूप से युवकों के समूहों पर खेले के दृश्यों, जानवरों तथा प्राकृतिक दृश्यों का प्रभाव पड़ता है।

विज्ञापन और मनोविज्ञान का गहरा संबंध होता

है। विज्ञापनदाता जानते हैं कि किस वस्तु को लोकप्रिय बनाने के लिए कैसा विज्ञापन देना चाहिए। विज्ञापनदाता अनेक तरीके अपनाकर लोगों को लुभाते हैं, जैसे किसी वस्तु के बारे में किसी प्रसिद्ध अभिनेता—अभिनेत्री या खिलाड़ी आदि से प्रभावशाली वाक्य बुलवाकर विज्ञापन को अधिक लोकप्रिय बनाया जाता है। विज्ञापन में इसका गहरा मनोविज्ञान छिपा है। विज्ञापनकर्ता इसे सुनियोजित और क्रमबद्ध तरीके से क्रियान्वित करते हैं। पहले तो यह बताया जाता है कि वस्तु दैनिक जीवन में कितनी उपयोगी है। इसके उपयोग मात्र से हम समाज के एक प्रतिष्ठित वर्ग से जोड़ने जा रहे हैं, वह नीज हमारी प्रतिष्ठा को दर्शाती है। चूंकि प्रतिष्ठा व्यक्ति को सबसे मवेदनशील और गहरी इच्छा होती है। कोई यदि किसी वस्तु के उपयोग मात्र से समाज में प्रतिष्ठा की श्रेणी में गिना जाने लगे तो फिर उसे पाने की ललक बढ़ेगी। इसी मनोविज्ञान को ध्यान में रखते हुए विज्ञापन कंपनियाँ अपने उत्पाद के लिए किसी ब्रांड एम्बेसडर का चयन करती हैं और बताती हैं कि इस उत्पाद के उपयोग से हम भी वैसे ही लगने लगे। विज्ञापन में किसी भी राष्ट्र की जीवन शैली की झलक दिखती है। विज्ञापन समाज में आर्थिक प्रक्रिया का एक महत्वपूर्ण अंग बन गया है। विज्ञापन समाज में प्रेरक की भूमिका अदा करता है। समाज में लोगों के मध्य सामाजिक चेतना व जागरूकता पैदा करने के लिए विज्ञापनों का इस्तेमाल किया जाता है, ताकि समाज में इसकी व्यवस्था बनी रहे और सभी व्यक्ति अपना जीवन खुशहाली के साथ जी सकें। समाज में प्रौढ़ शिक्षा, भ्रम हटाना, दहेज, पत्न्य पोलियो आदि अनेक ऐसे विज्ञापन के उदाहरण हैं।

विज्ञापन मूलतः एक आर्थिक क्रिया—कलाप है। विज्ञापन हमेशा पैसा देकर ही विज्ञापित कराया जाता है। जिसके बिना व्यवसाय का चारों ओर विकास संभव नहीं है। विज्ञापन के द्वारा एक विज्ञापनकर्ता अपनी बात उपभोक्ता तक पहुँचाता है, दूसरी ओर उपभोक्ता विज्ञापन को देख—सुनकर आर्थिक निश्चयों के लिए प्रभावित होता है। मानवीय जीवन को बनाए रखने के लिए संस्कृति की महत्वपूर्ण भूमिका है। इतिहास गवाह है कि सभी कालों के समाजों में संस्कृति के अन्य लोगों को अपनी संस्कृति में परिचय करने के लिए अनेक त्योहारों, लोक कथाओं, लोक नृत्यों एवं नाटकों के माध्यम का सहारा लिया जाता

है। विज्ञापन हमेशा पैसा लेकर ही विज्ञापित किया जाता है। जिसके बिना व्यवसाय का चारों ओर विकास संभव नहीं है। विज्ञापन के द्वारा एक विज्ञापनकर्ता अपनी बात उपभोक्ता तक पहुँचाता है, दूसरी ओर उपभोक्ता विज्ञापन को देख सुनकर आर्थिक निश्चयों के लिए प्रभावित होता है। विज्ञापन व्यवसाय का रूप धारण करता जा रहा है। विज्ञापन ने हर उत्पाद, हर वस्तु को एक पहचान दी है। उसे लोगों तक पहुँचाया है, लोगों के मन-मस्तिष्क में उत्पाद के बारे में चिन्तन पैदा किया है। विज्ञापन तेजी से विकसित होने वाला व्यवसाय बन गया है। यही वजह है कि उद्योग आर्थिक रूप से मजबूत हुए हैं। विज्ञापन के अभाव में आज किसी भी व्यवसाय का अस्तित्व संभव नहीं है। विज्ञापन का उद्देश्य विज्ञापनदाता को आर्थिक लाभ पहुँचाना ही है। सन १९४२ में प्रमुख अर्थशास्त्री नील बोर्डेन ने अपने ग्रंथ 'विज्ञापन के आर्थिक प्रभाव' में यह निष्कर्ष निकाला था कि "विज्ञापन किसी भी उन्नत अर्थव्यवस्था के लिए आवश्यक है। चूंकि विज्ञापन बाजार में नए उत्पादों को प्रोत्साहित करते हैं अतः विज्ञापन—लागत के रूप में देखा जाना चाहिए।" किसी भी तरह के एक उत्पाद को ऐसे लोगों तक पहुँचाना है जिनको इसकी जरूरत है और जो उनकी इच्छाओं को पूरा कर सकें। मूलतः विज्ञापन प्रबंधन के मार्केटिंग विभाग का हिस्सा है। जिसमें चार ही श्रेणियाँ, प्राइज, प्रोमो और प्रमोशन) का विशेष ध्यान रखा जाता है। मार्केटिंग का उक्त सिद्धांत कहता है कि यदि आप किसी उत्पाद का विज्ञापन देते हैं और इस पर आप जितना पैसा खर्च करते हैं, उस पैसे का यदि कम से कम डूब गुणा, यदि आप नहीं कमा पाते तो वह विज्ञापन, विज्ञापन प्रचारण के योग्य भी नहीं होता।" अतः कह सकते हैं कि विज्ञापन का पूरा दर्शन अर्थशास्त्र के उस सिद्धांत से जुड़ा हुआ होता है जिसमें कहा जाता है, 'पैसे से पैसे कमाया जाता है। इसमें अनुवाद की भूमिका भी महत्वपूर्ण होती है, एक देश की अर्थनीति एक दूसरे से जुड़ी होती है। विज्ञापन से नवीनतम उत्पादों का ज्ञान, कम दाम में ज्यादा सामान, उचित मूल्य पर सही उत्पाद, सीमित आय से अधिक लाभ आदि एक दूसरे देश से जुड़ी है।

१.३ विज्ञापन और सांस्कृतिक प्रभाव

मानवीय जीवन को बनाए रखने के लिए संस्कृति को महत्वपूर्ण भूमिका है। इतिहास गवाह है

कि सभी कालों के समाजों में संस्कृति के अन्य लोगों को अपनी संस्कृति से परिचय करने के लिए अनेक त्योहारों, लोक कथाओं, लोक नृत्यों एवं नाटकों के माध्यम का सहारा लिया जाता था, जो विज्ञापन का ही रूप थे। संस्कृति के अस्तित्व को बनाए रखने हेतु विज्ञापन महत्वपूर्ण है। संस्कृति के बारे में विचार करते समय यह सोच लेना जरूरी है कि संस्कृति का अर्थ क्या है? मानवशास्त्र के अनुसार "किसी भी समाज और उसके योग के अंतर्गत जो कुछ भी घटित होता है वह सब संस्कृति के अंतर्गत आता है। अर्थात् जिन रीतियों को वे मानते हैं, जिन परंपराओं का पालन करते हैं, जिस तरह उनका सोच—विचार है, जिस प्रकार की धार्मिक आस्थाएँ हैं, वे सभी को सभी इसमें समाहित हैं। डॉ. जगदीश शर्मा के अनुसार Every society or nation has its own indigenous core and practice culture that defines its identity and shapes the perspectives of its people and every sphere of their lives- अतः प्रत्येक समाज या राष्ट्र की अपनी स्वदेशी संस्कृति होती है जो इसकी पहचान को परिभाषित करती है और अपने लोगों के दृष्टिकोण और उनके जीवन के हर क्षेत्र को आकार देती है। संस्कृति मानव स्वभाव का मूलभूत आधार है। संस्कृति वह है जो मनुष्य को अन्य प्राणियों से अलग करती है। अस्तु के अनुसार मनुष्य एक सामाजिक प्राणी है। सामाजिक का मतलब ही होता है जो सभ्य हो, जिसको एक रीति—रिवाज और परंपरा हो, एक दूसरे का सम्मान करना जानना हो, जिसमें उचित और अनुचित का फेरफाल करने की क्षमता हो इत्यादि। संस्कृति न सिर्फ मानव—व्यवहार का निर्धारण करती है, अपितु वह समाज की अमूल्य धरोहर, सामाजिक मूल्य का पालन भी सिखाती है। विज्ञापनों ने न सिर्फ हमारे जीवन शैली को बदला, बल्कि इसमें कई सारी नई चीजों का प्रचलन भी बढ़ा खान—पान से लेकर रहन—सहन तक। इन सब में विज्ञापनों का प्रभाव दिखाई देता है। किसी भी राष्ट्र की संस्कृति, रीति—रिवाज, खान—पान, जीवन शैली, परंपराएँ और मान्यताएँ उसकी पहचान की धरोहर होती हैं। विज्ञापनों के माध्यम से यह परिवर्तन अधिक दिखाई देता है। जैसे लड़का—लड़की में समानता, बाल विवाह पर प्रतिबंध, परिवार कल्याण को प्रोत्साहन, महिला शिक्षा, साक्षरता, कुआलून पर रोकथाम, सती प्रथा पर रोक जैसे कितने ही क्षेत्रों में

राजस्थान की प्रांतीय संस्कृति एवं राष्ट्रीय एकता

डॉ. गजादान चारण 'शक्तिसुत

सह-आचार्य एवं अध्यक्ष (हिंदी विभाग)

जी.एच.एस. राजकीय महाविद्यालय, सुजानगढ़

किसी भी देश की असली पहचान उसकी संस्कृति के माध्यम से ही संभव होती है और संस्कृति की पहचान अभिनय से नहीं, आचरण से होती है। आचरण में भी कतिपय खास लोगों का आचरण नहीं, आमजन का आचरण वहां की संस्कृति का द्योतक बनता है। संस्कृति राजसत्ता की नहीं बरन जनता की धरोहर होती है। वह लोकमानस के सस्य विटप की मुक्कुराती मिमझर है। यह ना तो एक दिन में बनती है और ना ही एक दिन में मिटती है। यह तो शाश्वत जीवनधारा है, जो सतत प्रवाहमान है। एक बीज के अंकुरण एवं नदी के जल की तरह संस्कृति भी शनैः शनैः बढ़ती जाती है। ध्यातव्य है कि नदी का वेग कितना ही तेज हो किन्तु पानी तो पीछे से ही आता है, उसी तरह संस्कृति की सौरभ भी विगत के बन-उपवनों से ही आती है और समय-समीर की हमराह होकर प्रसरित होती रहती है। संस्कृति ही वह शक्ति प्रदान करती है, जिसके बल पर एक मनुष्य राष्ट्रहितार्थ या परार्थ अपना सर्वस्व समर्पित करने का माहम करता है। जिस तरह एक भवन की मजबूती उसकी नींव पर टिकी होती है, उसी तरह एक इंसान की मजबूती उसकी संस्कृति पर टिकी होती है। सामान्य प्रकृति से निम्नगामी आचरण करने वाले विकृति को प्राण होते हैं, वहीं श्रेष्ठ आचरण करने वाले लोग संस्कृति का निर्माण एवं निर्वहन करते हैं। वस्तुतः जीवन अपने आपमें एक अस्तित्व मात्र है किन्तु जीवन शैली एक ऐसी विश्वा है, जो मनुष्य को मनुष्यत्व सिखाती है। उसे रहन-सहन, सोच-विचार और शिष्टाचार का सौंदर्य

था, जो विज्ञापन का ही रूप था। संस्कृति के अस्तित्व को बनाए रखने हेतु विज्ञापन महत्वपूर्ण है। विज्ञापन और मनोविज्ञान का गहरा संबंध होता है। विज्ञापनदाता जानते हैं कि किस वस्तु को लोकप्रिय बनाने के लिए कैसा विज्ञापन देना चाहिए। विज्ञापनदाता अनेक तरीके अपनाकर लोगों को लुभाते हैं, जैसे किसी वस्तु के बारे में किसी प्रसिद्ध अभिनेता-अभिनेत्री या खिलाड़ी आदि से प्रभावशाली वाक्य बोलवाकर विज्ञापन को अधिक लोकप्रिय बनाया जाता है। विज्ञापन में इसका गहरा मनोविज्ञान विज्ञान है। विज्ञापन हमारे सामाजिक और आर्थिक पहलुओं को भी प्रभावित करता है। विज्ञापन किसी भी देश की अर्थव्यवस्था का एक आधार स्तंभ होता है। विज्ञापन आर्थिक लाभ को प्रोत्साहित करने के लिए भी उपभोक्ता को सूचनाएँ देता है, उत्पादन की बिक्री बढ़ाता है, वस्तु की गुणवत्ता बनाए रखता है, गैरजगार बढ़ाता है और हमारी जीवन शैली को भी प्रभावित करता है।

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संस्कृतसाहित्ये विजयमहाकाव्यानां सङ्ख्या विपुला वर्तते। मुनितल्लजानां यतिश्रेष्ठानां जीवनकथाः भक्तानां सहृदयानां स्फूर्तिदायकाः। अतः यतिमुनीनां जीवनचरितमाधृत्य विजयकाव्यानि रचितानि। एषु माध्वसम्प्रदायस्य श्रीमदुतरादिमठपरम्परायां विराजितानां यतिश्रेष्ठानां विजयकाव्यान्यपि सन्ति। तेषु जनार्दनसूरिणा विरचितः विद्याधीशविजयोऽपि अन्यतमः।

जनार्दनसूरिणां देशकालादिविचाराः

जनार्दनसूरी श्रीवेदनिधितीर्थचरणानामन्तेवासी। श्रीविद्याधीशतीर्थानां, श्रीवेदनिधितीर्थानां तथा श्रीसत्यव्रततीर्थानां वेदान्तसाम्राज्यशासनकालेऽपि श्रीमठे भागवतादिपुराणकथने रतः इति उल्लेखः लभ्यते। तस्य पिता लक्ष्मणाचार्यः प्रसूच विट्ठलाम्बा। वसिष्ठगित्रोद्भवोऽयं कोनेरीपण्डितेनाजप्तः विजयकाव्यमिदमरचयदिति काव्यस्य प्रथमश्लोकपञ्चके उल्लेखो लभ्यते। काव्यस्यास्य स्वविरचिता शब्दार्थदीपिकाख्या व्याख्यापि उपलभ्यते।

महाकाव्यलक्षणानि

सर्गबन्धो महाकाव्यमुच्यते तस्य लक्षणम्। आशीर्नमस्क्रियावस्तुनिर्देशोवापितन्मुखम् ॥

इतिहासकयोद्भूतमितरद्वा सदाश्रयम्। चतुर्वर्गफलोपेतं चतुरोदात्तनायकम् ॥

नगरार्णवशैलर्तुचन्द्रार्कोदयवर्णनैः। उद्यानसलिलक्रीडा मधुपानरतोत्सवैः ॥

विप्रलम्भैर्विवाहैश्च कुमारोदयवर्णनैः। मन्त्रदूतप्रयाणाजिनायकाभ्युदयैरपि ॥

अलङ्कृतमसंक्षिप्तं रसभावं निरन्तरम्। सर्गेरनतिविस्तीर्णैः श्रव्यवृत्तैर्सुसन्धिभिः ॥

सर्वत्रभिन्नवृत्तान्तरूपेतं लोकरञ्जकम्। काव्यं कल्पान्तरस्थायी जायेत सदलङ्कृतिः ॥

इति काव्यादर्शकारः।

एकवृत्तमयैः पद्यैरवनेऽन्यवृत्तकैः। नातिस्वल्पाः नातिदीर्घाः सर्गा अष्टाधिका इह ॥

सर्गबन्धो महाकाव्यं तत्रैको नायकः सुरः। सद्वंशः क्षत्रियो वापि धीरोदात्तगुणान्वितः ॥

शृङ्गारवीरशान्तानामेकोऽङ्गीरस इष्यते। आङ्गानि सर्वेऽपि रसाः सर्वे नाटकसन्धयः ॥

क्वचिन्निन्दा खलादीनां सतां च गुणकीर्तनम्। नानावृत्तमयः क्वापि सर्गः कश्चन दृश्यते ॥

सर्गान्ते भाविसर्गस्य कथायाः सूचनं भवेत्। सन्ध्यासूर्येन्दुरजनीप्रदोषध्वान्तवासरः ॥

प्रातर्मध्याह्नमृगयाशैलर्तुवनसागरः। संभोगविप्रलम्भौ च मुनिस्वर्गपुराध्वराः ॥

रणप्रयाणोपनयनमन्त्रपुत्रोदयादयः। वर्णनीया यथायोग्यं सङ्गोपाङ्गा अमी इह ॥

इति विश्वनाथः साहित्यदर्पणे।

विद्याधीशविजयस्य महाकाव्यत्वोपपादनम्

काव्यमिदं द्वादशसर्गेषु निबद्धम्। काव्यस्य नायकः श्रीविद्याधीशयतिवर्यः धीर-शान्त-नायकः। प्रथमतः मङ्गलमाचरन् कविः श्रीभद्रुर्गासमेतं मुकुन्दं स्तौति।

श्रीभूमिदुर्गाग्रिमभागभास्वद्धामा रमालालितपादपद्मः।

मुक्ताविमुक्तेरणनर्मकर्मा निर्मातु मे शर्म चिरं मुकुन्दः ॥

मुशब्दो मुक्तिवाची स्यात् कुशब्दः क्षितिवाचक उभयं यद्ददातीश तन्मुकुन्द इति स्मृतः। इति नामावलिनिर्वचनात् मुकुन्दस्तुतिः ऐहिक-पारमार्थिकफलप्रदायिनी इति हेतोः मुकुन्दस्तवनं विहितमिति व्याख्यायाम्।

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9. ವಿದ್ಯಾಧೀಶವಿಜಯಃ- ಸ 6, ಶ್ಲೋ 60
10. ವಿದ್ಯಾಧೀಶವಿಜಯಃ- ಸ 6, ಶ್ಲೋ 9
11. ವಿದ್ಯಾಧೀಶವಿಜಯಃ- ಸ 4, ಶ್ಲೋ 33
12. ವಿದ್ಯಾಧೀಶವಿಜಯಃ- ಸ 3, ಶ್ಲೋ 9
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14 |

The Role of Brand Ambassador in creating Brand Awareness-“With special reference to Government Campaigns and HUL Brand”

MS. POOJA BHAT

ABSTRACT

The practice of celebrity endorsements has proliferated over time. Nowadays it has become a pervasive element of advertising industry. Celebrity endorsement business has become a multi-million industry. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. The object of this paper therefore is to explore the impact of celebrity endorsements on the buying behavior of the Ghanaian youth. The paper begins with a review of existing literature on celebrity endorsements, which provides in-depth insight into the topic and clarifies many important aspects related to the subject. A qualitative enquiry approach was adopted to investigate the perceptions of the consumer, attributes and its subsequent impact on purchase intention. Data was collected with a structured questionnaire and analyzed using the data analysis using frequency tables, charts, and chi-square analysis. It was proven revealed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. The results of the study also indicate that celebrity endorsements positively impact the purchase intention of the Ghanaian youth.

Keywords: *Celebrity, Endorsement, Brand Ambassadors, Government Campaigns, Consumer awareness, FMCG and HUL*

INTRODUCTION

In recent years most adverts on television has a celebrity that projects the products or services by way of using the product and with this, has influence on the buyers and customers of these products and services. Basically, a celebrity is described as any famous and influential person that is admired and much spoken about by most people in a society. A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". The use of celebrities has been adopted by various advertising agencies and is used in the advertisement of products and services. Celebrity endorsements are now common place in the advertising world. Celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand. Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. Marketers spend enormous amount of money on celebrity endorsement contracts based on the belief that celebrities are effective spokespersons for their products or brands. Television is something which is watched all over India by the people of all class whether the people belong to lower class or middle class or upper class, all of them watch television to entertain themselves. In India, celebrity power can rightly be assessed by their successful endorsements. Here, celebrities like film stars and cricketers have not only been successful in gathering huge public attention, but also in increasing sales volume.

REVIEW OF LITERATURE

Am. Sankkthivel (2006), in his article on "Role of Celebrity in Boosting Sales" stressed that the influence of celebrities or icons on society cannot be denied and many companies have identified and

banked on it on society which makes a business sense. The role of celebrity and icons in marketing ranges from ends to brand ambassadors. The media companies prefer the coverage among the society or target audience.

Amit Jain and Rajnikant P. Patel (2008), in their study on "Effectiveness of Celebrity Endorsers in Various Product Categories" tried to find suitability of celebrity endorsers for various product type, reasons for product suitability and impact of negative information and multiple product endorsements by celebrity endorsers. The major findings revealed that there were strong gender and product association between celebrity and the brand.

ChaitraBocheer and, Dr. H. Nanjegowda (2013), conducted a study on "The Impact of Celebrity Endorsement on Indian Customers". The objectives of the study were to study the factors inducing the choice of celebrity as company's promotion strategy and to study the relationship between a celebrity and a brand. The study was conceptual and based on the data collected from the secondary sources. The study concludes that Celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention.

Debiprasad Mukherjee (2009) analyzed "The Impact of Celebrity Endorsements on Brand Image". The objectives of the article was to examine the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. The study proposes a 20 point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which, according to the study was the foundation of the impact of celebrity endorsement.

J. Varaprasad Reddy, (2006), in his study 'Role of Advertising in Creating Brand Personality' says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands. Consistency is also important,

failing which dilution of brand personality or absence of it may occur..

Pradeep Agrawal and Dr.S.K.Dubey (2012), examined the "Impact of Celebrity Endorsement on Consumer Behaviour". The study focused i) to analyze whether gender of the celebrity endorsing a product affects the consumer buying behaviour. ii) to identify how is celebrity endorsed advertisement perceived. iii) to compare the effectiveness of bollywood stars and cricket stars. The primary research was conducted by communicating with the respondents through a self-designed questionnaire. A sample of 400 respondents, both male and female in the age group between 18-60 years belonging to different occupation was taken to avoid concentration on any one specific group. Chi-square test was used to analyze the relationship between independent attribute and the level of impact of celebrity endorsement.

Radhika Madan (2010) "Celebrity endorsement: A marketing strategy", celebrities have always been the easiest way to attract the customers because of their mass appeal. Celebrity endorsements do influence the target audience and make them loyal towards the brands. Celebrities help advertisements stand out from the surrounding clutter, thus improving their communicative ability.

Smitha Sharma (2006) conducted a study on the "Celebrity Endorsement Is It the only Survival Recipe for Marketers". The article stated that using celebrity can increase the awareness of the advertisement, capture their attention and make advertisements more memorable.

Varsha Jain, Mari Sudha, and Aarzoo Daswani, (2009), in their article on "Customer Perception about Celebrity Endorsement in Television Advertising for Retail Brands", used the survey method. They used a structured questionnaire and it was employed on a sample of 186 respondents.

Vipal Jain (2011) "Celebrities endorsement and its impact on sales: A Research Analysis Carried out In India" – this study has a positive inclination towards the belief that people are motivated to buy products as a result of celebrity endorsement. The research also

indicates that celebrity endorsement helps in brand promotion. The respondents also strongly agree that celebrities bring brand equity to the product.

RESEARCH GAP

The studies reviewed in this chapter are all related to celebrity endorsements. Intense analysis has not so far been done with reference to brand ambassadors and their awareness with the special reference to government campaigns and HUL. This study systematically analyses the influence of celebrities in creating brand awareness among the public. This study is unique in these aspects and pioneer in analyzing the brand celebrities and their impact on brand awareness with government campaign and HUL.

STATEMENT OF THE PROBLEM

Celebrity endorsement is very common in all the sectors of the industry. Even though many celebrities are appointed as the brand ambassador for different government campaigns, there is not much public awareness pertaining to this. To study whether the brand ambassador of government campaigns were able to create awareness in the society and to understand whether these campaigns are effective in bringing the expected awareness of among public. On the other hand, the major FMCG Company HUL has many Brand Ambassadors and their role also is analyzed in this study.

OBJECTIVES OF THE STUDY

- To learn the motto and features of various Government Campaigns.
- To find out whether brand ambassadors of Government Campaigns create awareness among public.
- To know the profile of HUL.
- To understand consumers awareness towards HUL.
- To offer suggestions wherever applicable on the basis of findings of the study.

SCOPE OF THE STUDY

This study covers the individuals who have some knowledge about the brand ambassador's role. This study will focus on ascertaining the awareness of consumers about government campaigns as well as a leading FMCG company and its products. It explores the role of brand ambassadors in promoting as well as introducing the brand in the minds of consumers.

LIMITATIONS OF THE STUDY

- ✓ The study is restricted to only those individuals who are aware of the government campaigns and HUL brand.
- ✓ The sample size could also be expanded to some other parts of the country.
- ✓ Results are purely based on primary information.
- ✓ The analysis and interpretation are made under the assumption that data are accurate.
- ✓ The time period of the study may not be sufficient to measure the response effectively and reach to a more valid conclusion.

HINDUSTAN UNILEVER LTD

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India. On any given day, nine out of ten Indian households use our products to feel good, look good and get more out of life – giving us a unique opportunity to build a brighter future.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit.

RESEARCH METHODOLOGY

Research Design: It is a descriptive research, which helps to evaluate the effectiveness of celebrity endorsement with HUL brands and government campaigns.

Data Collection: The primary data was collected by the means of a sample survey. Questionnaire was prepared and questions which are related to the Brand awareness about the Hindustan Unilever Limited and government campaigning to find out the perception of customers and likewise investigates the inclinations in regards to impact of celebrity on the brands among the youths in the Bangalore city. Secondary data will be collected through the official websites, newspapers, and advertisements.

Sampling Unit: The sampling unit for the study is 200. The sampling size includes male and female respondents from different occupation and age. The sampling was restricted to 100 due to the time constraints. Here random sampling technique has been adopted for collecting primary data.

Statistical Tool: The tools included in this study are Two-paired t-test, Anova test, and different types of graphical representation such as bar chart, column chart, pie chart, do-nut chart etc.

Data Analysis:

Table 1: Age of respondents

AGE GROUP		
18-20	8	8%
20-22	36	36%
22 and above	56	56%

Table 2: Brand Familiarity of respondents

BRAND FAMILIARITY		
I have never heard about them.	6	6%
I have heard about them, but never buy their products	15	15%
I buy their products occasionally.	47	47%
I buy their products on a regular basis.	32	32%

Table 3: Representing the choices

CHOICE OF HUL BRAND		
Products	No. of users In %	No. of users
Soaps and detergents	41.57%	69
Food and beverages	35.54%	59
Skin care	18.07%	30
Deodorants	4.82%	8

Table 4: Representing the Preferences

PREFERENCES TOWARDS HUL BRAND		
Attributes	No. Of Users In %	No. Of Users
Affordable	28.11%	61
Dependable	11.52%	25
Easy to use	11.06%	24
Essential	9.22%	20
Fun	0.00%	0
Modern	5.99%	13
Popular	16.13%	35
Powerful	2.76%	6
Safe	11.06%	24
Stylish	4.15%	9

Table 5: Representing the factors influencing the brand

FACTORS INFLUENCING TOWARDS BRAND		
Attributes	No Of Users In %	No Of Users
Price	37.11%	59
Quality	55.97%	89
Packaging	5.66%	9
Celebrities	1.26%	2
Influence by others	0	0

Table 6: Representing the factors influencing the brand

BRAND ATTRACTIVENESS		
Importance	No. of Users	No .of users In %
Credibility and Price of the product	26	26%
Trustworthiness of the product/brand	69	69%
Attractiveness of the celebrity endorsed	5	5%

Table 7: Representing attractiveness of celebrity endorsements

ATTRACTIVENESS OF CELEBRITY ENDORSEMENT		
Attractiveness	No. Of Responses	No. Of Responses In %
Yes	17	17%
No	37	37%
Sometimes	46	46%

Table 8: Representing the celebrity awareness

CELEBRITY AWARENESS		
Awareness	No .Of Responses	No .Of Responses In%
Yes	59	59%
No	15	15%
Sometimes	26	26%

Table 9: Representing the celebrity influence

CELEBRITY INFLUENCE & CUSTOMERS		
Influence	No. Of Responses	No .Of Responses In %
Have a positive impact on the brand	20	20%
Facilitate the understanding of the brand	12	12%
Is just an attractive face of the brand	56	56%
Generates curiosity about the product	12	12%

Table 10: Representing the choice of celebrity endorsed

CHOICE OF CELEBRITY ENDORSED		
Celebrities	No. Of Responses	No. Of Responses In %
Bollywood actors	69	69%
TV actors	21	21%
Sportsmen	10	10%

Table 11: Representing the statements on advertisement

Statements on advertisement	
Statement	Score
Ads are misleading	4.2
Ads are persuasive	3.44
Ads are only a source of entertainment	4.57
Non-celebrity commercials have a better impact on the choices of consumers	2.8

Table 12: Representing the statements on celebrity endorsement

Statements on celebrity endorsement	
Statement	Scores
Celebrity endorsed products are of good quality	2.8
Sales increases when brands are endorsed by celebrities	4.65
Celebrity endorsed brands are used by themselves	1.65
Celebrity endorsement help in brand promotion	4.8
Celebrities create brand awareness	4.05
Advertisers use celebrities in their products just to manipulate the minds of customers	3.78
Celebrity endorsement do nothing with you but to enhance brand price	4.4
Celebrity's personality should match the message of the brand	4.88
Celebrity endorsement is an effective tool of advertising	4.9
Brands success depends on the celebrity endorsing it	3.57

Table 13: Representing the awareness of government campaigns

Awareness about government campaigns		
Responses	No. Of responses	No. Of responses in %
Yes	97	97%
No	2	2%
May be	1	1%
May not be	0	0%

Table 14: Representing the reliability

Reliability of Government Campaigns		
Campaigns	No. Of responses in %	No. Of responses
Swachh Bharat	28.26%	78
Skill India	5.43%	15
Make in India	18.12%	50
Digital India	19.93%	55
BetiBachaoBetiPadhao	19.57%	54
Accessible India	1.45%	4
Incredible India	7.25%	20

Table 15: Representing the exercising of the government campaign

	Male	Female
Yes	10	8
No	10	20
May be	22	26
May not be	2	2

Source: Data compiled from questionnaire

H₀: Brand ambassador do create similar awareness in male and female to exercise a campaign.

H1: Brand ambassador do not create similar awareness in male and female to exercise a campaign.

t-Test: Paired Two Sample for Means		
	Variable 1	Variable 2
Mean	11	14
Variance	68	120
Observations	4	4
Pearson Correlation	0.885614886	
Hypothesized Mean Difference	0	
df	3	
t Stat	-1.133893419	
P(T<=t) two-tail	0.339254051	
t Critical two-tail	3.182446305	

Since the t-calculated value for two-tailed paired T-test is 0.33, which is less than t-critical value i.e. 3.18, alpha is 0.05, we accept null hypothesis. Brand ambassador do create similar awareness in male and female to exercise a campaign.

FINDINGS OF THE STUDY

- Being an FMCG, HUL should be a well aware brand but due to the extensive product range and celebrity endorsement. Only 42% of the respondents were aware of the brand. Steps should be taken in this regard to make more people familiar about the brand.
- Affordability is the major preference towards HUL brand. The brand should focus on the other preference such as powerful and safe to have quick hold to the market from the competitors

- Though the product range of HUL is enormous, soaps and detergents have taken a dominant portion. The brand should focus on advertising of skin care and the deodorants products to increase their product diversity.
- Celebrities have a major role in the marketing of a product/brand. HUL being the market leader and the head of advertising has endorsed many celebrities for their different products. Therefore these celebrities help the customers in remembering and recollecting the brand.
- The celebrity endorsing the brand is not much influencing the purchasing decision of the customers. The customers may purchase the brand products even though the celebrity endorsing it is involved in a scandal.
- As it can be inferred Swachh bharat, make in India, digital India, beti bachao beti Padhao are the campaigns the respondents are more reliable to. Government should initiative few more steps to improve the reliability of the accessible India and skill India campaign.
- The government campaigns can be exercised because of its brand ambassador. Hence government has taken a right step by appointing brand ambassadors for creating awareness.

CONCLUSION

The findings in the paper show that they are many significant factors that have an impact on the role of the brand ambassador. In case of HUL brand celebrity endorsement does not affect the purchasing patterns of the customers. Celebrities just help in brand promotion and recollecting the products of the brand. Where as in case of government campaigns brand ambassador have a vital role to play. The exercising and following a government campaign is completely depended on the celebrity appointed as the brand ambassador 90% of the respondents agree that celebrities should be appointed as the brand ambassadors for various campaigns as they are well known personalities and have a major fan base. Therefore HUL should focus on improving its product

range to survive the competition from the other competitors such as Patanjali, Himalaya etc. Government can appoint celebrities as the brand ambassador for the campaigns and create awareness in the society.

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WORK-LIFE BALANCE OF TEACHING PROFESSIONALS

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ABSTRACT

Work-life balance is basically a kind of 'satisfaction and good functioning at work and at home with a minimum of role conflict'. Well known in the literature as work life balance, the quality relationship between paid work and unpaid responsibilities is critical for success in today's competitive business world. Work-life balance is a concept that supports the efforts of employees to split their time and energy between work and the other important aspects of their lives. Practices that are meant help employees better manage their work and non-work times are called in the literature as work-family policies, family-friendly or family-responsive policies. In recent years, the term "work-life balance" has replaced what used to be known as "work-family balance". This semantic shift arises from a recognition that childcare is by no means the only important non-work responsibility and the issue can be applied to any non-paid activities or commitments. Employees in 21st century see 'Work life balance policies' - as a critical factor for selecting the companies. As employee conclusions are quite logic that it is easier to find a new job than finding a new spouse or a family. Work-life balance signifies the extent to which an employee experiences feeling fulfilled and having his needs met in both work and non-work facts of life.

KEYWORDS: Quality Relationship, Unpaid Responsibilities, Work-Family Policies.

INTRODUCTION

Work-life balance is a concept that supports the efforts of employees to split their time and energy between work and the other important aspects of their lives. Work-life balance is a daily effort to make time for family, friends, community participation, spirituality, personal growth, self-care, and other personal activities, in addition to the demands of the workplace.



The term "work-life balance" was first coined over 20 years ago in reaction to the trend of the 1970s and 1980s when men and women began prioritizing work and career goals over family, friends, community affairs, and leisure activities.

In recent years, the term "work-life balance" has replaced what used to be known as "work-family balance" (Hudson Resourcing, 2005). The issue of work-life balance has been developed in response to demographic, economic and cultural changes.

The purpose of this study is to establish whether work-life balance initiatives and practices can be considered as strategic human resource management decisions that can translate into improved individual and organizational performance. The results of studies reviewed in this study show the outcomes and the benefits of implementing work-life balance practices not only for employees themselves, but also for their families.

OBJECTIVES OF STUDY

1. To assess the Quality of Work Life attained by the employees of teaching professionals.
2. To assess the effectiveness of the employees in achieving their Work Life Balance.
3. To identify the critical major factors that influences the Quality of Work Life.
4. To analyze the support rendered by the employers to improve the Quality of Work Life of their employees.
5. To identify the work life balance challenges faced by employees.

RESEARCH METHODOLOGY

The data required for the study were collected from secondary sources from the College teachers work life observation as I am also being in the same field.

Components of Work-Life Balance

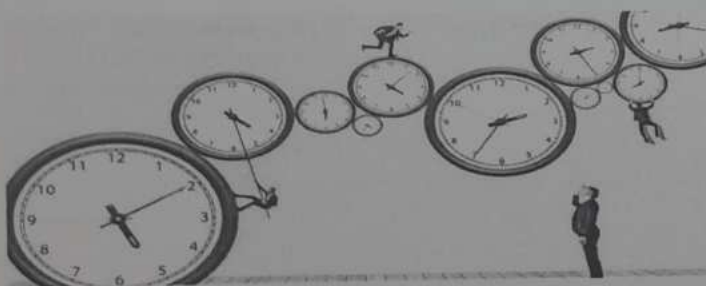
Work-life balance is a concept including proper prioritizing between "work" (career and ambition) and "lifestyle" (health, pleasure, leisure, family and spiritual development/meditation).

It is generally agreed that work-life balance is important for an individual's psychological well-being, and that high self-esteem, satisfaction, and overall sense of harmony in life can be regarded as indicators of a successful balance between work and family role

1. Self-Management



2. Time Management



Effective time management involves making optimal use of your day and the supporting resources that can be summoned – you keep pace when your resources match your challenges. Time management is enhanced through appropriate goals and discerning what is both important and urgent, versus important or urgent. It entails knowing what you do best and when, and assembling the appropriate tools to accomplish specific tasks.

3. Stress Management



By nature, societies tend to become more complex over time. In the face of increasing complexity, stress on the individual is inevitable. More people, distractions, and noise require each of us to become adept at maintaining tranquility and working ourselves out of pressure-filled situations. Most forms of multi-tasking ultimately increase our stress, versus focusing on one thing at a time.

4. Change Management

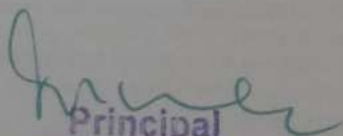


In our fast-paced world, change is virtually the only constant. Continually adopting new methods and re-adapting others is vital to a successful career and a happy home life. Effective change management involves making periodic and concerted efforts to ensure that the volume and rate of change at work and at home does not overwhelm or defeat you.

5. Technology Management



Effectively managing technology means ensuring that technology serves you, rather than abuses you. Technology has always been with us, since the first walking stick, flint, spear, and wheel. Now, the rate of change is accelerating, brought on by vendors seeking expanding market share. Often there is no choice but to keep up with the technological Joneses, but you must rule technology, not vice versa.


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6. Leisure Management



The most overlooked of the work-life balance supporting disciplines, leisure management acknowledges the importance of rest and relaxation- that one can't short-change leisure, and that "time off" is a vital component of the human experience. Curiously, too much of the same leisure activity, however enjoyable, can lead to monotony. Thus, effective leisure management requires varying one's activities.

The Negative Effects of Work Life Conflict

Long work hours and highly stressful jobs not only hamper employees' ability to harmonize work and family life but also are associated with health risks, such as increased smoking and alcohol consumption, weight gain and depression. Work life conflict has been associated with numerous physical and mental health implications.

In one survey of physicians, control over work schedule was the greater predictor of reported work-life balance. 2 Demographic and work-life factors, in order of how strongly they affect work-life balance:

- o Control over schedule and hours worked
- o Total weekly hours worked
- o Number of children at home
- o Total weekly hours "on call"
- o Age
- o Gender

SUGGESTIONS TO THE TEACHING STAFF MEMBERS

- The teaching staff members have to plan, prioritize and schedule their work and life obligations in order to improve their work life balance.
- They shall think about what they want out of work and out of life.
- They shall agree that they will delegate.
- They may plan ahead for continuous professional development (CPD) and studying and make sure they stick to the plan.
- They may involve in such activity that will help them relieve the stresses that are part of the job like a walk in the evening, alternative therapies or going to concerts.

SUGGESTIONS TO THE MANAGEMENT

- The management may arrange seminars and awareness programmes about stress and overburden, work-life balance and individual energy management to make better choices about balancing their energies across their work and life.
- Consider providing training in relaxation methods, such as Yoga and meditation. These practices help strengthen the body and lower stress.

Ways to be followed to Balance a Work & Life

Achieving a healthy work-life balance requires managing our professional and personal life in sustainable ways that keep our energy flowing, our minds and bodies healthy and our whole selves happy and content. It means giving due attention to all of the things that enrich and fulfill us including work and career, health and fitness, family and relationships, spirituality, community service, hobbies and passions, intellectual stimulation, rest and recreation.

1. Track Your Time

Analyzing your present situation is the beginning step in achieving a balanced life. Keep a time log of everything you do for one week, including work-related and personal activities. This data will serve as an eye-opener, helping you understand how you are using -- and where you are losing -- your time.

2. Determine Priorities

Spend some time seriously reflecting on what is most important to you, and make a list of your top priorities at work and at home. Then analyze your time audit by asking yourself these key questions: What do I need to start doing? Stop doing? Continue doing? Do more of? Do less of? Do differently?

3. Set Specific Goals

Take your list of priorities and turn them into concrete and measurable goals. Block time into your schedule for activities just like you would for an important meeting or a doctor's appointment.

4. Establish Boundaries

Set fair and realistic limits on what you will and will not do both at work and at home. Clearly communicate these boundaries to your supervisor, coworkers, partner and family. For instance, you might commit to not working late on certain days unless there is a crisis. Additionally, set aside a time at home during which you will not check or respond to work-related emails or voice mails.

5. Nurture Your Family/Relationships

Relationships with family, friends, and loved ones are, by far, the greatest source of inner satisfaction. If your job or career is damaging your personal relationships, both areas will ultimately suffer. Sure there will be days when you will need to work overtime.

6. Make Time for You

As much as work, health, and relationships take priority in your life, it is also important to schedule time for your own renewal. Indulge in some small pleasure daily. Take at least 30 minutes of uninterrupted "you time." It will do wonders for your well-being, and your relationships and your career will benefit too.

7. Leave Work at Work

Develop a mental on-off switch between work and home. It helps to establish a transitional activity between the two realms. This might consist of listening to music or recorded books during your evening commute, exercising at the fitness center, running errands, or keeping personal appointments. Scheduling such activities immediately following your normal work hours also prevents you from spending that extra twenty minutes at the office which then turns into several hours.

8. Work Smarter Not Harder

Using time more efficiently is an important skill that everyone from the receptionist to the CEO can learn. Adopting the right combination of time-management practices can cut stress and save you up to an hour a day. This can include the use of technology to become more organized, grouping emails and voice messages, avoiding procrastination and learning to say "no."

Best Practices that lead and Increase Balance in Work & Life

Offer Generous Paid Time Off Incentives

Being able to juggle the demands of a professional and personal life can be stressful at best. This is particularly true for single parent households, which make up 34 percent of all families today. One of the ways that employers can support better work-life balance is by providing generous paid time off benefits. PTO can be offered on an accrual basis, with a certain amount allocated right up front. Allow employees to earn additional PTO by doing volunteer work or taking on special projects at the office.

Provide Access to Affordable Health and Wellness Benefits

In many cases, one or more parents will choose to work full time in order to receive access to group employee benefits. To increase work-life balance your company may want to offer benefits to part-time workers. At the very least, it is important to provide the most affordable benefits with the lowest deductible to your employees so that they are not working extra hours just to pay for premiums.

Educate Employees about Financial Matters

Additionally, there are many families who are very strapped for cash due to financial problems. The high number of families who are struggling to pay off college loans and pay for tuition for their students. Fortunately, employers can do their part to help employees manage their finances through financial educational programs and management tools.

Monitor Employees for Signs of Stress and Overwhelm

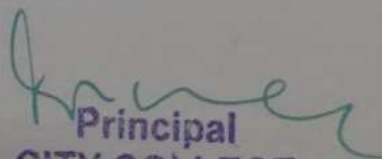
It's very important that human resources educates managers about the signs of stress and overwhelm in employees. Long periods of being overworked and underpaid results in employees who become resentful and non-productive. Stress can also cause a number of health and mental problems for workers. Managers can do their part by asking employees to come to them for help so that they do not become overwhelmed and overstressed. Also providing access to an employee assistance program where employees can get confidential help is a key to reducing stress in the workplace.

Implement a Corporate Wellness Program

Over the last few years, corporate wellness programs have emerged on the scene as a solution to support to maintain health and well-being throughout the year. Wellness programs can help to reduce stress levels and they can also reduce health claims. When employees are healthy and active they are less tired and able to handle the challenges of their careers.

Ask Employees What They Want

Employee engagement is a very important component to running a successful business. Engagement also implies that employees are actively participating in their jobs and loyal to the company cause. One of the best ways to increase employee engagement is to give them a voice. Ask them what they want and what they need. Open up dialogue between employees and management teams.


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CONCLUSION



The teaching faculty members are the facilitators of knowledge and skill through interactive learning methods. Fast changing educational process in the present century has influenced the role of teaching professionals, their responsibilities and teaching activities at management institutes. Teachers work load not only demand their time in the institution, but also extend to their home so as to get prepared for the following day, apart from maintaining student records and attending various institutions related functional requirements. Teachers need to spend extra hours every day to be effective and productive in their profession so that they could reach higher levels and face the challenging atmosphere. In conclusion I want to enhance that everyone benefits from good practice in work-life balance. "A good work-life balance results in high satisfaction. Our results show diverse perceptions and influences of job conditions on employees. It's so easy to get caught up working, but it's so important to spend time with family, friends or other people who bring joy into our lives." This paper argues that building an organizational culture which supports work-life balance is a long term process for large organizations. It involves changing the way people think and talk about their work and about work-life balance so that using flexible working options and other work-life initiatives becomes accepted and normal for everyone regardless of their gender, seniority within the organizational or personal commitments.

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A Systematic Review on Indian Education System & NEP 2020

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ABSTRACT

Purpose:

The Indian education system is a blend of tradition and modernization, grappling with challenges while evolving to meet the demands of a rapidly changing world as well as it stands as a combination of diverse learning methodologies, mirroring the country's rich cultural heritage. One of its pillars is the prevalence of a competitive environment, fostering academic rigor. However, this often leads to immense pressure on students, compromising their mental health. The emphasis on grades sometimes overshadows practical skills and holistic development. Despite its challenges, the Indian education system boasts a robust structure. Additionally, initiatives like the National Education Policy (NEP) 2020 attempt to renovate the system, focusing on skill-based education, multidisciplinary learning, and flexibility in curriculum and marks a pivotal moment in India's educational landscape. Its implementation stems from a multitude of reasons, each reflecting the nation's aspirations for a more inclusive and globally competitive education system. The study attempts to highlight the role and importance of National education policy in framing the India's education system.

Methodology/Approach: This study relies on secondary sources gathered from a variety of sources, including case studies, journal articles, magazines, books, and internet searches.

Findings/Result: this paper focus on recent developments in higher education policy. The advantages of NEP 2020 and the various advances it would bring to the Indian higher education system are outlined. The policy's primary focus is on enhancing the caliber of educational results. The introduction of long-overdue adjustments to the evaluation system is another area of concentration. Importantly, through fostering lifelong learning opportunity for all in the next decade, NEP 2020 is predicted to put India on pace to meet goals of the 2030 agenda for sustainable development. Hence, the Indian higher education system is moving from teacher centric to student centric, information centric to knowledge centric, marks centric to skills centric, examination centric to experimental centric, learning centric to research centric, and choice centric to competency centric.

Type of Paper: Literature Review

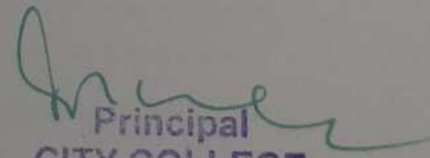
Keywords: competitive environment, skill-based education, sustainable development.

Introduction

Knowledge becomes very important factor of production in the countries' economies. Higher education is an important aspect in deciding the economy, social status, technology adoption, and healthy human behavior in every country. India's higher education sector is the world's third largest, after China's and the United States'.

India has developed and planned to implement a new education policy during the next decade of the 21st century called Indian National Education Policy (NEP-2020). NEP-2020 is an advanced and revolutionary outline with both positive and negative phases, framed with the objective to provide a quality higher education to everyone with an expectation of holistic & research-oriented progress. As the world transitioned to the Sustainable Development Goals (SDGs), India continued its march towards progress, leveraging the lessons learned from the MDG era. The SDGs provided a more comprehensive framework, encompassing broader aspects of development and sustainability, urging nations to collaborate and innovate for a better future.

National Educational Policy (NEP-2020) India has a challenge and hence goal to lift the country as a developed country by supporting developmental imperatives according to 4th goal of United Nations Sustainable Development Goals (SDGs), which aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030 (P. S. Aithal & Shubhrajyotsna Aithal, 2020).


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The overview of education system in India and NEP- 2020

Indian Education System:

The education system assists as the foundation of societal development, shaping individuals, communities, and nations by imparting knowledge, skills, and values. Education systems vary universally, encompassing different philosophies, methodologies, and objectives. Key components of an education system comprise curriculum design, teaching methodologies, assessment practices, and the infrastructure supporting learning. Education serves multifaceted purposes, beyond academic achievement. It equips individuals with critical thinking, problem-solving abilities, and practical skills necessary for personal and professional success. Moreover, it fosters socialization, cultivates values, and contributes to the overall well-being and progress of a society.

The evolution of education systems mirrors societal changes, adapting to technological advancements, cultural shifts, and economic demands. Recent systems increasingly emphasize inclusive and equitable access to education, recognizing the transformative power of learning in fostering social mobility and addressing disparities.

In essence, the education system serves as a cornerstone for individual empowerment, societal progress, and the cultivation of informed, skilled, and responsible citizens poised to contribute meaningfully to a rapidly evolving world.

United Nations Sustainable Development Goal-4 (UNSDG-4)

UNSDG 4, which focuses on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. This goal aims to ensure that by 2030, all boys and girls have access to quality early childhood development, care, and pre-primary education. It also aims to ensure equal access for all to affordable and quality technical, vocational, and tertiary education, including university.

UNSDG 4 and NEP 2020 share common goals of ensuring inclusive, equitable, and quality education for all, aligning with the global sustainable development agenda while catering to the specific needs and contexts of India's educational landscape.

Education, considered a foundation of development, received substantial attention. The goal was to achieve universal primary education, and India made commendable progress in increasing enrolment rates and enhancing access to education. The NEP 2020 aims to transform the education landscape in India to better align with the current needs of students and the evolving employment market. It emphasizes flexibility, creativity, and practical learning to equip students with skills necessary for the 21st-century workforce.

National Education Policy 2020

The National Education Policy 2020 in India is a visionary step aimed at transforming the country's education system aligning with the demands of the 21st-century job market and the evolving needs of society. It strives to create an ecosystem that fosters innovation, creativity, inclusivity, and excellence, preparing learners to navigate the complexities of the modern world while upholding the values of equity and holistic development. Its implementation signifies a commitment towards shaping a brighter future for the nation through the power of education.

The policy aims to bridge the gap between different stages of education through a flexible and multidisciplinary approach. It encourages a seamless transition between school, higher education, vocational training, and lifelong learning, fostering a more cohesive and integrated learning experience. The NEP 2020 also recognizes the significance of technology in education. It advocates for the integration of digital tools and resources to enhance learning outcomes, promote digital literacy, and expand access to quality education, especially in remote areas.

Equity and inclusion form integral pillars of the NEP 2020. The policy strives to provide equal educational opportunities to all, regardless of socio-economic background, gender, or geographical location. It emphasizes the importance of inclusive education, special provisions for disadvantaged groups, and the integration of vocational education to empower every learner.

Moreover, the policy addresses the need for holistic development by promoting extracurricular activities, arts, sports, and vocational skills alongside academic learning. This holistic approach aims to nurture well-rounded individuals capable of contributing meaningfully to society as well as the emphasis on teacher training and professional development.

Objectives of the study

- To evaluate the existing Indian education system.
- To analyse the potential impact of the NEP 2020 on various aspects of the education system.
- To identify the gap and challenges of Indian Education system.
- To compare the NEP 2020 with previous education policies and systems.

Methodology

This is a qualitative study is based on secondary source of the information. This study is based on a review of the literature and the information was taken from variety of journals, magazines, and websites and published articles that deal with the subject matter. The primary goal of this research will be conduct a literature review. It facilitates the understanding and analysis of earlier research.

Definitions of the terms used in the research studies

Definitions	Author	Term
Education means to impart scientific temper and question probing inquisitive skills that help in increasing the skill, logical reasoning as well as the confidence of the students.	Ms. Manya Jain	Education
Higher Education provides opportunities to the people to reflect on the critical social, cultural, moral, economic and spiritual issues facing humanity. Higher education provides specialized knowledge and skilled persons for national development.	Dr . Piyush P. Solanki	Higher Education system
Indian Education system is concentrated more on the marks that a student has acquired rather than giving importance to the skill or competency that has been built. Rather than training the student and imparting long lasting knowledge, the education system is fixated on the student's retention and rote learning abilities.	Ms. S.DIVYA	Indian Education System
The Ministry of Education in India has introduced three education policies to date: 1968, 1986, and 2020. These policies outline significant guidelines and reforms for the country's educational framework.	Website of Ministry of Education	Education Policy
National Educational Policy (NEP-2020) India has a challenge and hence goal to lift the country as a developed country by supporting developmental imperatives according to 4th goal of United Nations Sustainable Development Goals (SDGs), which aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030.	P. S. Aithal & Shubhrajyotsna Aithal	NEP 2020
The Sustainable Development Goal (SDG) 4 is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. This goal also aims to ensure that all girls and boys complete free primary and secondary schooling by 2030	Basil Gupta	UNSDG 4

Related concurrent policies and documents which will help the NEP 2020.

Sr. No.	Policy	Description
1	Right to Education (RTE)	To offer free and compulsory education to all children belonging to any age group and economic class as a Fundamental Right
2	National Programme for Education of Girls at Elementary Level (NPEGEL)	The objective was to reach the girls, where resources are "hardest to reach."
3	Rashtriya Madhyamik Shiksha Abhiyan (RMSA)	To develop secondary education at the grassroots level
4	Saakshar Bharat/Adult Education	To create a literate society and the target is non-literate and neo-literate of 15 years and older.
5	Rashtriya Uchchatar Shiksha Abhiyan (RUSA)	For multi-facet improvements in the system of higher education and related procedure
6	Samagra Shiksha Abhiyan (SSA)	Predominant program for the school education to safeguard equitable learning
7	Inclusive Education for the Disabled at Secondary Stage (IEDSS)	To get higher enrolments from disabled/differently-abled students in secondary or higher education
8	District Primary Education Program (DPEP)	The main initiative is to revitalize primary education and uniformisation of education at the primary level
9	Draft National Policy on Education 2019 □□New Education Policy 2020	For cognitive development and enable reflective procedural development of children

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Aspect	Summary
Objective	The New Education Policy in India aims to provide equitable and quality education for ages 3–18.
Pedagogical Shift	Shifts focus from rote learning to holistic, practical, and problem-solving education.
Assessment Approach Emphasizes	problem-solving abilities over memorization and traditional grading methods
Language Emphasis	Implements a three-language formula, emphasizing regional language, Hindi, and English
Language of Instruction	Initial years (grades 1-5) will use regional languages to ease learning before transitioning
Curriculum Changes	Revised curriculum to prioritize fundamental concepts, skills, and multidisciplinary knowledge
Technology Integration	Aims to enhance the accessibility and effectiveness of education through technology integration
Equitable Education	Aims to bridge the urban-rural education gap, ensuring equal access to quality education for all
Teacher Quality Enhancement	Focuses on teacher eligibility tests, professional development, and improved education programs
Vocational Education	Incorporates vocational and technical education to better prepare students for the workforce.
Higher Education Regulation	Establishes a National Higher Education Regulatory Council for oversight and autonomy promotion
Educational Structure	Introduces a 5+3+3+4 system, replacing the 10+2 structure, for a more flexible and focused approach
Higher Education Enrollment Goal	Aims to increase higher education enrollment to 50% by 2035
Higher Education Regulation	Single regulator for HEIs, except Medical and Law Colleges, promoting autonomy and mobility.

DEVELOPMENT OF CONCEPTUAL FRAMEWORK

- **Sharad Behar, Education Commission for a National Policy of Education, the Govt. of India** formulated NEP- 2015 with the aim of the changing dynamics of the population's requirement with regard to quality education, innovation and research aiming to make India a knowledge superpower by equipping its students with the necessary skills and knowledge, and to eliminate shortage of manpower in science, technology, academics and industry. The intension behind the initiation of NEP is the economic exploitation of India as only a producer of raw material by the British was possible because of their industrial economy. Hence, the major emphasis was on self-reliance, for which science and technology and higher education were considered important.
- Mamidala Jagadesh Kumar, (2020), the study emphasized that NEP is timely and futuristic approach, which will promoting critical thinking, encouraging, competency and making learning experiential prepare students to actively contribute to economic development. The study also opined that NEP is holistic approach to enhance innovation, critical thinking and higher order thinking capacities, problem solving abilities. It is concluded that presently HEI lacking with technological advancement, less number students in HEI, which will abolish through NEP by use of digital technology and leverage technology for teaching-learning in HE.
- **IR RASHEEDA BEGUM, 2DR. RISHIKESH YADAV(2022)**, the study focuses on recent developments in higher education policy, the advantages of NEP 2020 and the various advances it would bring to the Indian higher education system are outlined. The study identified the objective behind the implementation NEP that is to integrate early education, K-12, and higher education in order to provide a unified curriculum from birth through adulthood, to meet goals of the 2030 agenda for sustainable development, and to establish India as a center for higher education on a global scale. The concluding remarks of the study that NEP -2020 transform the HE from teacher centric to student centric with freedom to study their own interested discipline and creating improvised policies to enhance quality and affordability of higher education to private sector.
- **Varsha Kiran Patil and Kiran D. Patil (2021)**, in the study compared how the Ancient Indian Education and New National Education Policy resulting in improvement of Indian value based education system and NEP promoting the development of knowledge based society and knowledge based Education. The study was conducted on the with an objective of how the value based education system useful to develop a community with humanity approach. It is concluded that through new national education policy the students will get better opportunity in future to explore their talent in their interested areas.
- **Rakesh Pathak (2021)**, the paper analyses about the improvement in the academic outcome of students after the implementation of NEP- 2020 and measures the enhancement level of faculty motivation in higher education. The paper identifies the intrinsic and extrinsic factors which will motivate satisfy faculties in higher education institution. The study use the previous published the sources in website of Ministry of Education, Government of India. It is accomplished that NEP-2020 needs to motivate faculty but it is not done properly because NEP does not provide any directions for it but it specifies that by providing proper training, revenue sharing in faculty driven certificate courses will make faculty to motivate in higher education in India.
- **Kiran Banga Chhokar (2010)** the study analyses the key national advances in higher education for sustainable development in India, profile them, and contrast them with other educational strategies that are emerging in relation with education for sustainable development. Comparison of various environmental and sustainability education programmes offered by various institutions, evaluated in light of Indian higher education's philosophies, policies, and practises. Analyses of academic initiatives, governmental proposals, and educational initiatives emphasise significant developments, difficulties, and the potential for advancement in the future. Lack of inter-disciplinary competency among staff and students and conventional assessment techniques in higher education make it difficult to apply this need successfully. Instead of

being the result of formal governmental actions, many efforts to create learning opportunities in this area have mostly been driven by academic and student goals and interests.

- **Dr. Pankaj Pandey and Dr. Ashish Kumar Singh (2020)**, as reviewed that for the development of economy and society their should be powerful determined education policy is necessary. India has a dominating ability in field of education from acent days. The study is a conceptual discussion with objective to know:
 - Historical background of education system in India.
 - NEP- 2020 related to higher education and comparison of new policy to the existing education policy.
 - The study was the comparison between NEP-1986 and NEP- 2020.

It was concluded that NEP-2020 given more emphasis compared to NEP- 1986 in the areas like creativity, diversity and research which are added important for today's modern era and also opined that the NEP- 2020 will bring a new reform in the education field.

- **Venkatramanan (2020)**, views that NEP- 2020 is the vision that the policy has for the country as a whole and its documents is visionary in character. The study appricate the work of Dr. Kasuthrirangan in drafting NEP- 2020 document for development of new India which provides importance to multi- disciplinary education encouraging institution, faculty and students to gain the ability to strengthen the higher education system. The study determined that the NEP- 2020 is of vision to change not only education field but also expected to impact on nations growth.
- **Kiran Banga Chhokar (2010)**, the study analyses of role of higher education and the different educational approaches resulting in sustainable development in India. The study is of evaluative review in nature based on policies and practices in Indian Higher Education challenges and prospects for future growth. The findings of the study reveals that some of the mandated policies in Indian education challenge developing competence level. But through implementation of inter-disciplinary policy in education field provides opportunity for achieving sustainable development in education in India.
- **Alok Kumar (2021)**, has conducted exploratory research based on secondary data in which he viewed that the implementation of NEP-2020 is the progressive reform in the existing education system. The objective of the study to review the guidelines and proposal of NEP- 2020 documents and how policy maker will vision India 2.0. It is concluded that through the implementation of NEP it will remodel the Indian education system by creating thrust to skilling by providing benefits to students to persue higher education even after taking break for employment.

Empirical Study: Contributions of many researchers for NEP-2020

Sl. No	Area of research	Outcome of the paper	Reference
1	"New Education Policy 2020 of India: A Theoretical Analysis"	The authors discuss the need for change in the Indian education system, offer an explanatory overview of the proposed changes including the restructuring of traditional academic stages, inclusion of technology, and emphasis on language diversity and highlights several challenges involved	H. S. Verma and
2		The paper provides guidelines for obtaining and sustaining autonomy in Higher Education Institutions, particularly around the National Education Policy in India. It emphasizes the need for proactive planning, transparent operations, encouragement of innovation, and regular celebrations of success. It also underscores the crucial role of professional ethics, and adherence to regulatory bodies	Adarsh Kumar
3	"NEP 2020 challenges to teachers' education"	the paper highlights the issue of teacher capacity to inspire self-directed learning among students. While teachers are keen on developing curiosity and interest in students to alleviate academic pressure, it remains a Herculean task to get students to become more autonomous in their learning. Significant emphasis is also laid on the issue of differentiating and personalizing teaching.	Sweety Kumari
4	"Experiential Learning: Putting Theory into Practice"	The National Education Policy 2020 primarily focuses on several critical aspects related to teacher education, experiential learning, quality enhancement, and holistic education. Several	

		pieces elaborate on the importance of teacher education, with specific recommendations for training and qualifications.	
5	Higher Education Institutions - Some Guidelines for Obtaining and Sustaining Autonomy in the Context of NEP 2020	The paper provides guidelines for obtaining and sustaining autonomy in Higher Education Institutions, particularly around the National Education Policy in India. It emphasizes the need for proactive planning, transparent operations, encouragement of innovation, and regular celebrations of success. It also underscores the crucial role of professional ethics, and adherence to regulatory bodies.	Gupta, B., & Choubey, A K
6	Educational Policies, Comparative Analysis of National Education Policies of India and Challenges	The paper conducts a comparative analysis of three major national education policies in India implemented in 1968, 1986 (revised in 1992), and 2020. It provides a synopsis of these policies, and furthermore outlines some challenges the Indian education system faces, like lack of resources and infrastructure, financial constraints, outdated curriculum and teaching practices.	Patel, K. J
7	The New Education Policy 2020: Addressing The Challenges Of Education In Modern India	The paper critically analyzes the New Education Policy 2020 proposed by the Government of India, intending to address modern challenges in the country's educational landscape. The NEP is highlighted as a unified educational approach aiming to overcome disparities in education caused by offering pathways for various subjects to allow students to pursue interdisciplinary studies.	Suresh P. Sethi
8	New Education Policy, 2020: Qualitative Analysis and Twitter Mining Analysis	The paper discusses the historical evolution of education policies in India, starting from the first National Policy on Education in 1968 to the current National Education Policy 2020. The paper details previous policies and their aims, such as the focus on "universal foundational literacy and numeracy" in primary schools and increasing the gross enrolment ratio for higher education.	Kaurav, R. P. S., Suresh, K., Narula, S., et al
9	Analysis of Higher Education in Indian National Education Policy Proposal 2019 and its Implementation Challenges	The paper critically assesses the Current Indian National Education Policy Proposal 2019, with emphasis on its potential implications for higher education. The authors explore the suggested changes, such as renewed focus on quality education, implementation of the fourth Industrial Revolution (IR 4.0) and embracing internationalization in Indian higher education system.	Sreeramana Aithal and Shubhrajyotsna Aithal
10	New Education Policy 2020 of India: A Theoretical Analysis	The paper critically examines the National Education Policy 2020 of India and proposes changes to ensure a seamless continuum with its predecessor. It discusses the provisions and management practices at the university level and provides recommendations for the design and implementation of the policy at national and higher education levels. The paper highlights the importance of quality higher education, teacher training, research, and the inclusion of marginalized areas and genders in education.	Dr. Hemlata Verma and Adarsh Kumar

Present status of NEP- 2020

The National Education Policy (NEP) 2020 implemented with a vision to transform education holistically, it encompasses various aspects from early childhood education to higher education, focusing on inclusivity, flexibility, and multidisciplinary learning.

One of the primary focuses of the NEP 2020 is the restructuring of the school curriculum. It emphasizes a more flexible and multidisciplinary approach, promoting critical thinking, creativity, and problem-solving skills. The policy advocates for a shift from rote learning to experiential learning, encouraging students to explore and understand concepts rather than memorize information. The introduction of coding from an early age, vocational training, and emphasis on foundational literacy and numeracy are pivotal aspects aimed at nurturing well-rounded individuals.

Moreover, the NEP 2020 proposes a structural change in the education system by introducing a 5+3+3+4 format, dividing the school years into foundational (ages 3-8), preparatory (ages 8-11), middle (ages 11-14), and secondary (ages 14-18) stages. This restructuring aims to provide a more age-appropriate and holistic learning experience, catering to the developmental needs of students at different stages.

The policy recognizes the significance of digital learning tools and aims to leverage technology for personalized learning, teacher training, and creating an inclusive education ecosystem. The advent of online and blended learning methods received a further boost due to the COVID-19 pandemic, and NEP 2020 aims to harness this momentum to enhance the quality of education.

Furthermore, the NEP 2020 envisions the transformation of higher education by promoting flexibility and autonomy. It proposes a multidisciplinary approach, allowing students to choose from a wide range of subjects and seamlessly switch between streams. The policy also emphasizes the importance of research and innovation, aiming to establish a robust research ecosystem and encourage collaboration between academia and industry.

Research Gap

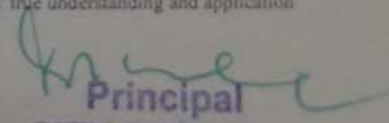
These gaps reveal the multidimensional nature of the NEP 2020, appealing inclusive studies and evaluations to address the complexities of its implementation and impact.

1. Many studies have highlighted the potential challenges in effectively implementing the NEP 2020, especially at the ground level. This includes issues related to infrastructure, resource allocation, policy dissemination, and administrative capacity.
2. There's a significant emphasis on the role of teachers in implementing the NEP effectively. Research has pointed out the need for comprehensive teacher training programs, up skilling initiatives, and support mechanisms to equip educators for the proposed changes in pedagogy and curriculum.
3. Many scholars have discussed the need for a revamped assessment and evaluation system aligned with the new policy's objectives, moving away from rote memorization towards a more holistic and skill-based evaluation approach.
4. Researchers are examining substantial changes in curriculum design, there's ongoing research on the practicality, adaptability, and effectiveness of these proposed reforms.
5. With the emphasis on leveraging technology in education, research gaps exist regarding the digital infrastructure, digital literacy, and equitable access to technology across different socio-economic backgrounds.
6. Discussions also revolve around the financial sustainability of the proposed changes, the required investment in education infrastructure, and the role of public-private partnerships in achieving the NEP's goals.
7. There's a focus on the alignment of higher education institutions with the NEP's objectives, including autonomy, research orientation, and flexible multidisciplinary learning pathways.
8. Research gaps exist in defining effective mechanisms for monitoring and evaluating the progress and impact of the NEP, ensuring that it stays on track to achieve its intended goals.

Suggestions and Findings

The National Education Policy-2020 laid a roadmap for progressive education aimed to provide multi-disciplinary skill based education to generate employment, increasing enrollment of students in all kind of educational institutions by 2030. NEP 2020 has given great importance to job prospects of graduates considering all these seriously. It has devoted bigger attention to communication skill, IT skills, foreign language and overall development of personality (U Teichler).

National Education Policy 2020 will play an important role in reforming the earlier education system based on the concepts of quality, autonomy, liability, fairness, economical, holistic, multidisciplinary approach. NEP 2020 advocates multidisciplinary education and reducing the content overload. Continuous review and adaptation of the curriculum to incorporate contemporary knowledge, life skills, and vocational training will foster adaptable and future-ready graduates. Encouraging formative assessments and project-based evaluations will better gauge students' true understanding and application of knowledge.


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Higher education reforms outlined in NEP 2020 necessitate revamping institutional structures. Promoting research-oriented, multidisciplinary approaches, fostering collaborations between academia and industry, and establishing centers of excellence will elevate the quality and relevance of higher education.

Conclusion

In conclusion, the National Education Policy 2020 holds immense potential to revolutionize India's education system. It made reforms in primary, secondary and higher education in single policy document. It is the evolution in the field of education in India. Periodic evaluations, feedback mechanisms, and an openness to course corrections based on evolving needs and global educational trends will ensure the policy remains relevant and effective. The NEP-2020 addresses the need for professional development in a wide range of areas, from agriculture to artificial intelligence. The Business World review rightly made its assessment, "The National Education Policy -2020 is a critical and timely intervention that is destined to make Indian education landscape globally competitive. The policy is comprehensive and encompasses significant reform in every area of our education system.

India must be prepared for the future and the NEP-2020 opens the path for all aspiring teachers and students to be prepared with the necessary abilities. With vision of this policy, "the Indian higher education system is moving from teacher centric to student centric, information centric to knowledge centric, marks centric to skills centric, examination centric to experimental centric, learning centric to research centric, and choice centric to competency centric" (Aithal and Aithal 36). Overall, this new NEP 2020 make good on the longstanding reforms in the Indian education system. It also provides the much needed structural institutional changes that are perfectly in harmony with the government nationbuilding mega programs and SDGs targets.

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