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# Criteria 3. Research, Innovation and Extension

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

| Sr. | Particulars | Pg. No. |
|---|---|---|
| 1 | Number of research papers published per teacher in the Journals notified on UGC CARE Calendar Year of publication - 2021-22 | 1-1 |
| 2 | Number of research papers published per teacher in the Journals notified on UGC CARE Calendar Year of publication - 2020-21 | 18-21<br>26-30<br>104-171 |
| 3 | Number of research papers published per teacher in the Journals notified on UGC CARE Calendar Year of publication - 2019-20 | 172-178 |
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# Rural Entrepreneurship in post COVID era an Overview: Challenges, Opportunities and Future scope

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**Abstract**

COVID 19 crisis has been unique in all respect; almost one among two-person has been affected directly or indirectly by its profound devastation. Globalization, Industrialization and population growth has been facing great challenges and almost in saturation. Almost it has been 1.5 yrs. people around the globe has been restricted to their houses or premises only due to lockdown. Micro, small and medium businesses are struggling not to shut down as there has been no production approximately for a year, which resulted in consistent loan default, i.e., debt crisis. However, the government, not only in India but also in most of the countries, has introduced special bell out packages to revive the industries and make them back to track by providing all forms of socio-economic assistance. Rural Entrepreneurship has been of main focus on social empowerment because most of the marginalized communities have been engaged with this sector at early stages. Social progress without safeguarding the interest of dynamic rural entrepreneurs is not at all possible. It becomes more challenging when it comes to post COVID world because manpower, cash flow, logistics, market demand needs to be in favourable circumstances for true healthy recovery of rural entrepreneurship. The authors have closely monitored each situation and tried all possible ways to study and explore future possibilities and tendencies/impacts of govt policies in the near future. This paper will demonstrate a clear understanding of rural entrepreneurship, its challenges, importance, opportunities, and future scope.

***Keywords:*** *Social, growth, rural, entrepreneurship, policies, sustainability, recovery*

## 1. Introduction

Rural entrepreneurship is a term used to describe the efforts and actions of entrepreneurs in rural areas that are related to the growth of industrial and commercial units. Economic inequity, rural poverty, migration, and underdevelopment may all be alleviated by fostering rural entrepreneurship that solves all of these problems. A rural entrepreneur may be seen as a major driver of economic development for a country, as well as for rural areas within that country. Rural entrepreneurs are individuals that create industrial and commercial units in rural areas and then participate in entrepreneurial activities there. Identifying and developing rural entrepreneurial potential is at the heart of rural entrepreneurship, which supports the growth of indigenous firms. New manufacturing methods, markets, and products are brought to rural areas by rural entrepreneurs, increasing the region's economic value. Rural development is ensured through the creation of jobs in remote areas. Rural India has a population of 833.1 million people, or 68.84 percent of India's total population of 121.2 million people, according to the 2011 Census. Developing rural areas and raising rural people's living standards are critical to India's economic development. Small-scale rural businesses may have a significant impact on the economy by accelerating rural development. There are possibilities for a unique mix of resources to be identified in rural areas and accelerated, whether they are from inside or outside of agriculture.

When it comes to village industries in India, a population threshold of 20,000 people and an investment of three crores in equipment and apparatus define what constitutes a village industry. Companies from all around the world had to act swiftly and aggressively in response to the epidemic's challenges. As we go forward, businesses must look for and seize recovery opportunities as we move into the next phase. Performing a "after-action evaluation" involves gathering data and insights on lessons learned from the pandemic and then using them to prioritise actions to boost current company value and build future strategic resilience.. With these safeguards in place, companies may take advantage of the growing opportunities that have arisen since COVID 19's implementation and maintain more predictability and stability in their markets. COVID-19 was a warning light that flashed when a danger was present. A smooth sailing environment is critical to the success of business models on every continent. When compared to eight months earlier, organisations were woefully unprepared for a pandemic. The pandemic altered people's outlook on the future and their aspirations for their careers. Many people are afraid of employment instability and uncertainty, therefore they shift their career objectives from relying on employers as employees to being their own bosses. As the

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## ABOUT THE CONFERENCE:

Success of Startups and entrepreneurship is primarily determined by the support rendered by business ecosystem in every country. Entrepreneurship ecosystem is a network of business organizations, directly or indirectly supporting the creation and growth of new ventures. Ecosystems including the social and economic environment affect local or regional entrepreneurship. It has potential to address gaps in economic growth, stability, and other measures of well-being in nations. In order to contribute the conceptual requirements for business organizations and research institutions to make the entrepreneurship ecosystem healthier, the present conference is organized with the following objectives:

1. Understanding impact of evolving entrepreneurship in upcoming India.
2. Studying the impact of changes in entrepreneurship ecosystem on various functional areas of business organizations.
3. Predicting & forecasting industry specific changes in their respective ecosystems.
4. Identifying ways & means that enable business organizations to cope up with changing nature of an entrepreneurship ecosystem.

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## *Research Papers*

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# SUPPLY CHAIN 2021 AND THE PATH AHEAD

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## ABSTRACT

*With the current pandemic experience globally and impact India in particular severely, the research paper studies the impact of Covid-19 in mar 2020 as well as in 20021, the supply chain preparedness, challenge and learnings . The paper also reviews the capabilities of supply chain professionals , the mistakes managers are likely to make to bring about awareness and ensure they avoid making these mistakes. The paper also focuses on the challenges as well as opportunities of 2021 and the path ahead in the future with the use of technology to make supply chain more transparent and resilient .*

*Keywords: Supply Chain, Covid-19 , Impact , Challenges, Opportunities, Technology*

## INTRODUCTION

Supply Chain is challenging in normal times, it became more difficult when Covid-19 struck in Mar 2020 and supply chain witnessed huge disruption then with majority of the Supply Chain professionals being caught off guard. After battling through the crisis of around a year, supply chain was able to withstand the worst and was able to have its weakened structure back to an improved supply chain with reasonable degree of resilience. Just when the recovery curve was going upward, the Covid-19 lightening struck again in the same month of 2021 , but the huge learnings of 2020 were put to practice and hence we could observe lesser impact due to better readiness of supply chain this time. The Supply chain system had become more agile , more robust and more importantly were able to face the challenges head on. That does not mean , supply chain today have no concerns . In fact the challenges of vaccines distribution etc added to the newer complexities in the pharmaceutical distribution system. Today one can say Supply chain has not only evolved but also transformed and thus is able to sustain the pressure and overcome the challenges inspite of severe adverse conditions prevailing in current times.

### Covid 19 impact of Mar 2020

It is worth analyzing the impact of the first Covid-19 on the consumer behavior and its impact on Asian markets in different ways. Covid-19 had impacted various markets by its expanse of geographical spread and markets dependence on the type of trade channels. Nielson's report published on 17th July 2020 titled Nielson Covid-19 Evolving Consumer dynamics July 2020 did indicate the growth recovery pattern among Asian countries and the dependence in % of the multiple channel contributions (see images in next page). The report also indicated consumers are embracing the situation and adjusting towards the new normal. It also indicated that India was in the transitioning phase and consumers were prioritizing their spends on essentials, were accepting the precautionary measures of health and hygiene of life, staying at home with aided technology for their professional and personal life and there was increased sentiments towards domestic brands with increased support of Atma Nirbhar Bharat and Ayurveda

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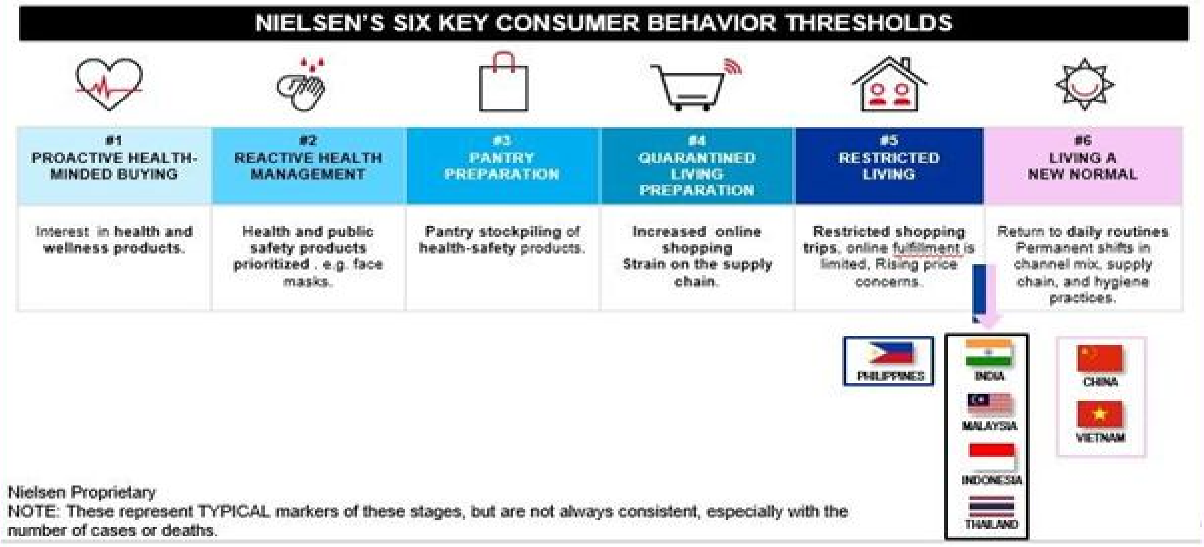


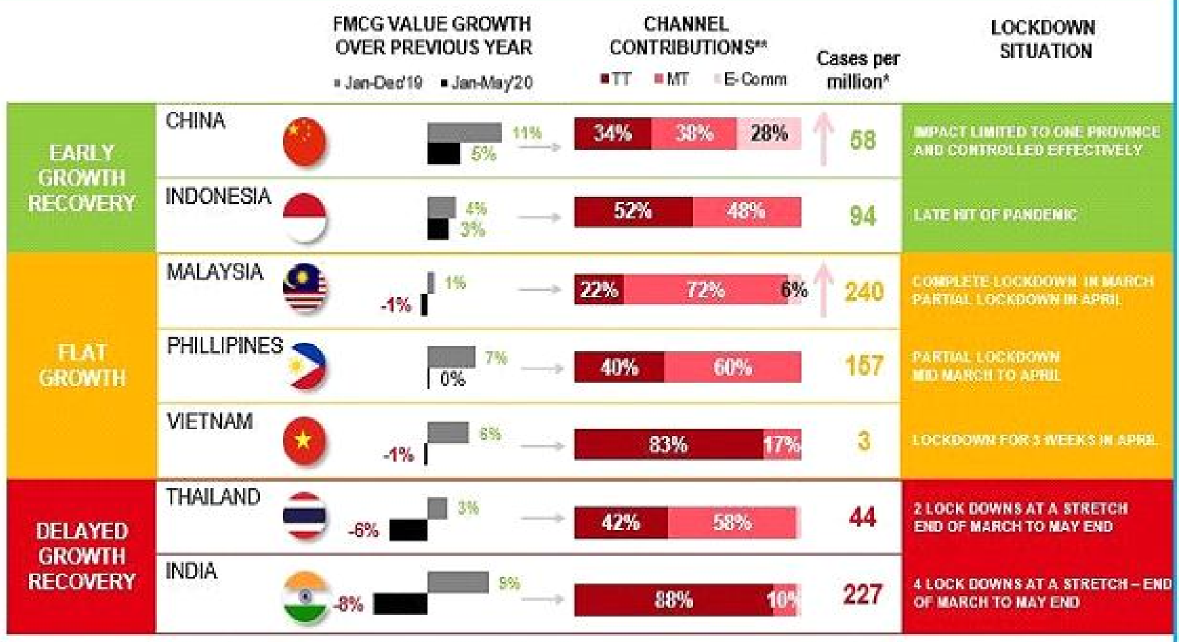


Source: Nielsen RMS – May'20

** As of Jan-Apr'20 || * As of 31st May'20

**Supply Chain Challenges of 2021**
As one responds to both . the immediate impacts of the pandemic and prepare for what comes next, a continuous cycle of risk mobilizing, sensing, analysis, configuration, and operation will help to optimize results and mitigate risks. The COVID-19 pandemic is not just a short-term crisis. It has long-lasting implications for how people work and how supply chains function. There is a pressing need for businesses to build long-term resilience in their value chains for managing future challenges.

This requires holistic approaches to manage the supply chain. Companies must build in sufficient flexibility to protect against future disruptions. They should also consider developing a robust framework that includes a responsive and resilient risk management operations capability.

That capability should be technology-led, leveraging platforms that support applied analytics, artificial intelligence and machine learning. It should also ensure end-to-end transparency across the supply chain. In the long-term, risk response will need to become an integral part of business-as-usual protocols.

**Role of Technology in the Post-Pandemic era:**
The first realisation when the pandemic hit most of the countries, was the need of technology in supply chain , especially the information technology. In fact, the need for supply chain to adapt quickly to the changing needs of the customer . In his article, Mr Prashant Cherukuri , has written about the supply chain need to re-design, re-architect their structure to reduce the disruption to the minimum. The head of Information Technology was an optional requirement suddenly became a must requirement in most companies who were dealing with large volume and values of diverse SKU's.

Supply chain underwent a transformation into a digital world. Integrating disjointed systems became a priority. Use of EDI (electronic data interface), API (application programming interface), order management, supplier relationship , vendor managed inventory management , 3rd party packing, shipping and logistics software , global trade compliance management became the most essential ingredient and thus led to digital transformation. Blockchain, Machine learning , Data analytics, IOT (internet of things) gained prominence in improving the efficiency and resilience of supply chain.

**Mistakes Supply chain Managers Make :**
More studies have revealed that the supply chain in an organization constitutes more than 50 percent of the total cost of production. Therefore, to prevent supply chain delays and ensure lseamless supply chain management, organizations need to adopt advance technologies to recover quickly from disruptions. A guest blogger recently on Mar 22, 2021 listed down some of mistakes Supply Chain managers may make, therefore need to be made aware of and also avoid doing them too.

1. **Quantifying Functions by Spend:** Prioritizing and quantifying the efficiency by spends is the first in the list of the biggest mistakes that supply chain managers make while managing the supply chain. In simple words, supply chain managers prioritize functions based on which suppliers provide most of the sources and services, and they should ideally procure from multiple sources.

2. **Mistakes Regarding Supply Chain Accountability** Supply chain managers should assign the responsibilities of supply chain disruption to specific persons and make sure that these individuals receive proper training with adequate infrastructure and tools to effectively carry out their duties. Having a proper accountability framework in place when supply chain mistakes occur is a sign of effective leadership and it helps in optimizing a supply chain. It also requires the top management to review the responsibilities of supply chain managers carefully and assigning specific tasks to them, along with accountability. This will allow the managers to deal with the crisis efficiently.

3. **Lack of Planning for Business Disruptions** Another major mistake of supply chain managers that can cost an organization dearly is ignoring to formulate a plan for potential business disruptions. If the supply chain strategies of an enterprise are not ready to embrace unexpected changes for its sustainability, it may lead to an existential problem, even if it is for the short-term.

4. **Falling Short of Practical Risk Management & Lack of Visibility** The efforts of optimizing the procurement and other processes involve several risks like Increase in demand, Supply shortages , Quality issues and Delivery delays.

**Trends of Supply Chain of 2021 :**
The most noticeable trends of Supply Chain of 2021 was most clearly enumerated by Scott Surredin as early as 5th Jan of 2021 wherein he spelt out a total of 12 post pandemic supply chain trends of 2021 . The 3 trends

accelerated by covid-19 are Outsourcing, digitization & e-commerce ,the 3 trends expected to resurge after covid-19 are labour shortage, intelligent forecasting & sustainability, the 3 long term trends coming out of covid-19 are redundancy, near-shoring and resilience and the 3 short term trends defining supply chains in 2021 are transportation capacity , bull whip effect of non covid-19 healthcare and vaccine logistics .

**Opportunities of the future :**

There are many Challenges that ve can be converted into opportuntities . Mr Michel Daevos had write up of Dec 2020 had listed few challenges that need be looked as creating Opportunities that can leverage disruption.

**1) Superficial Supply Chain Understanding :** In fact the pandemic did expose the limited knowledge of their own complex supply chain, and thus supply chain professional did accept and learn the indepth supply chain requirement of their orgns and made it more resilient and agile to meet todays need. In a way it unraveled their own understanding of supply chain

**2) Expanding Supply Chain Source :** Organizations looking for greater resilience by moving out of the single cost efficient system to a more risk free sourcing strategy .Risk of supply chain interruptions overtakes economizing, organizations will increasingly need to balance these delicate variables, putting strong supply chains in place whilst looking at the bottom line.

**3) Adopting AI and Leveraging Data:** Rapid advancements in the digital and technological world create a growing supply chain challenge for organizations. These key technologies already have a profound impact on supply chain strategy . Internet of Things (IoT) generates enormous amounts of data, organizations must have specific processes for utilizing and responding to this data.

**4) Keeping Up with Customer Expectations**: As the world grows ever more connected, customer-facing businesses are going to be challenged with keeping up with expanding customer expectations. Focusing on customer experience will provide businesses with a strong footing in the marketplace but gaining this edge might involve reimagining your supply chain.”

**5) Radically Decentralized Motor Carriers**: Organizations will need to work closely with independent trucking firms, finding channels for data to flow back and forth and be used in an efficient way. Aligning decentralized haulage with optimized strategy is a growing challenge in supply chains

**Looking at the Path Ahead :**

The Pandemic has changed the global scenario dramatically . The dominance of US and in addition to a few European countries in the world economy has now reduced these same advance countries in looking inwards towards their own country post pandemic , resulting in a rise in economic nationalism . According to Willy Shih, in his paper published in Sept-Oct 2020 , the focus of every country catering to domestic production and domestic consumption has led to least dependence on other sources which are now considered a risk now. In fact , there are sources of materials required for your product that are produced by one supplier and in one country and one plant .Classic example would be mfg of vaccine requires intermediates coming from China or South Korea. This is a grave risk in today’s scenario. So Willy C Shih in his paper has recommended few steps to lower risks as move from 2021 and ahead .

1. **Identify your vulnerabilities.:** One need to look at the entire supply chain right from mapping the full supply chain including sourcing dependences, manufacturing facilities, procurement patterns, distribution set ups and logistic hubs . Th ultimate objective of mapping is to categorise the risks as Low, Medium and High, then how can we develop alternatives that would avoid another supply shock without shutting down.
2. **Diversify your supply base :** Once you’ve identified the risks in your supply chain, you can use that information to address them by either diversifying your sources or stockpiling key materials or items. The obvious way to address heavy dependence on one medium- or high-risk source (a single factory, supplier, or region) is to add more sources in locations not vulnerable to the same risks. The U.S.-China trade war has motivated some firms to shift to a “China plus one” strategy of spreading production between China and a Southeast Asian country such as Vietnam, Indonesia, or Thailand. Reducing dependence on China at least for pharma industry is easier said than done.
3. **Review your safety stock levels :**If alternate suppliers are not immediately available, a company should determine how much extra stock to hold in the interim, in what form, and where along the value chain. Of course, safety stock, like any inventory, carries with it the risk of obsolescence and also ties up cash. It runs counter to the popular practice of just-in-time replenishment and lean inventories. Cost of higher inventories outweighs the cost of loss of production

4. **Take Advantage of Process Innovations:** This is something we always neglect during our peak production or normal production but such cost pressure situations and these compelling supply challenges does gives an opportunity to improve the process, outsource , transform, relocate or even set up a new one in a more preferred location especially if existing facility is fully depreciated . New technologies already or soon will allow companies to lower their costs or switch more flexibly among the products they manufacture, rendering obsolete the installed bases of incumbent competitors or suppliers. Many of these advances also present an opportunity to make factories more environmentally sustainable. Examples include, automation, ew processing technologies , 3D printing , automated inspection etc

5. **Review the Trade-Off Between Product Variety and Capacity Flexibility:** It is important to review the enormous product variety that a firm has which is also one reason for lowering the capacity of the plant as a whole . An option of reducing variety and augmenting capacity should also be looked at.

## CONCLUSION

The study does given supply chain professionals a perspective of what are the challenges of a new normal supply chain that needs to be resilient and backed by technology to not only overcome challenges but also convert them into Opportunities to ensure they maintain their competitive advantage even as supply chain disruptions continue due to the pandemic. Also provides a guidance for avoiding the mistakes while they face disruptions . Most importantly the trends of 2021, opportunities of the future and the steps required to take as move ahead are helpful pointers towards creating an agile , resilient and a robust supply chain

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# TREND OF FOREIGN PORTFOLIO INVESTMENT IN INDIA

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## ABSTRACT
*Foreign Institutional Investors play a key role in any economy. Foreign Institutional Investors invest in the assets belonging to a different country other than that where these organisations are based. India gained favour among investors, offering relatively higher growth than the developed economies. India has been an attractive investment destination for Foreign Institutional Investors. A FII is a large investor, who does business in a country other than the one in which the invest instrument is being purchased. Countries with developing economies have the greater volume of FIIs. The developing countries provide investors with higher growth potential than the developed countries. In the view of increasing relevance of foreign institutional investments and its influence on capital market, it is important to analyse the trends and pattern of foreign institutional investments. The present study attempt to analyse the trends and pattern of foreign institutional investments in India.*

*Keywords: Foreign Institutional Investment, trends in FPI in India, stock market*

## I) INTRODUCTION
Foreign institutional investment include "Overseas pension funds, mutual funds, investment trust, asset management company, nominee company, bank, institutional portfolio manager, university funds, endowments, foundations, charitable trusts, charitable societies, a trustee or power of attorney holder incorporated or established outside India proposing to make proprietary investments or investments on behalf of a broad-based fund. FIIs can invest their own funds as well as invest on behalf of their overseas clients registered as such with SEBI. FII is defined as an institution organized outside of India for the purpose of making investments into the Indian securities market under the regulations prescribed by SEBI.

Institutional investors will have a lot of influence in the management of corporations because they will be entitled to exercise the voting rights in a company. They can actively engage in corporate governance. Furthermore, because institutional investors have the freedom to buy and sell shares, they can play a large part in which companies stay solvent, and which go under. Influencing the conduct of listed companies, and providing them with capital are all part of the job of management. One of the most important features of the development of stock market in India in the last 20 years has been the growing participation of FIIs.

Foreign institutional investments help in stock market as they deepen and widen the security market. It also help to reduce the cost of capital formation in host countries as it increase the demand for domestic stocks. They also stimulate the economic growth of a country by providing capital for development purpose and bridge the gap between saving and investment. India being an emerging economy and growing trade deficit can be met by inflows from foreign investors. This inflow help the country strengthen its forex reserves, pay for its deficits and aid in reducing the borrowing cost for the country by lowering down the yields. The returns in the Indian equity market is considered as one of the prime factors in attracting investment from foreign institutional investors.

However, some market regulators have criticized foreign institutional investments for their short term nature and have termed foreign institutional investments as **'Hot money'**. Government have blamed foreign institutional investments for the increase in market volatility and disruption in their capital market. The entry of foreign institutional investments resulted in the increased uncertain in the markets of host country as foreign institutional investments are more speculative and may have huge unfavorable impact on the markets of development countries. Increased foreign institutional investments trading activity led to a rise in volatility spill over in Indian financial markets post the global financial crisis of 2008.

Foreign institutional investments have the ability to alter a country's BOP position and impact the factor productivity to a great extent. In the view of increasing relevance of foreign institutional investments and its influence on capital market, it is important to analyse the trends and pattern of foreign institutional investments. The present study attempt to analyse the trends and pattern of foreign institutional investments in India.

## II) OBJECTIVES
1. To study the trend in FII investment in the Indian stock market during the study period.

2. To analyse growth of FII with Indian economy

## III) DATA COLLECTION AND RESEARCH METHODOLOGY

The research is based on secondary data collected from Securities Exchange Board of India and National Securities Depositary Limited. Yearly data on gross purchases by FIIs, gross sales by FIIs and net investments from FIIs has been collected from 1999-00 to 2020-21. Compounded annual growth rate (CAGR) is used to ascertain annualized growth of FII investments from 1999-00 to 2020-21.

## IV) TRENDS IN FOREIGN PORTFOLIO INVESTMENT

Regulations 1995 defines, "Foreign Institutional Investor" as an institution established or incorporated outside India which proposes to make investment in India in securities. Only those entities that are registered with Securities and Exchange Board of India are allowed to invest in Indian stock market through the route of foreign institutional investments. FIIs are also required to get approval from Reserve Bank of India under the provisions of Foreign Exchange Regulation Act, 1973 to be eligible to make investments. India is considered as a favorite destination by foreign investors as it has emerged one of the strongest growing economies of Asia.

The Indian government has established a regulatory framework for three separate investment avenues: foreign direct investment; investment by foreign institutional investors; and investment by foreign venture capital investors. While these investment alternatives have created clear avenues for foreign investment in India, they remain subject to many conditions and restrictions which continue to hamper foreign investment in India. Foreign direct investment is proven to have well-known positive effect through technology spillovers and stable investments tied to plant and equipment, but portfolio capital is associated more closely with volatility and its capacity to be triggered by both domestic as well as exogenous factors, making it extremely difficult to manage and control.

India opened its doors to foreign institutional investors in September, 1992. The decision to open up the Indian financial market to FII portfolio flows was influenced by several factors such as the disarray in India's external finances in 1991 and a disorder in the country's capital market.

**FPI Net Investments - Financial Year**

**USD Million**

| Financial Year | Equity | Debt | Debt-VRR | Hybrid | Total |
|---|---|---|---|---|---|
| 1999-00 | 2356 | 117 | 0 | 0 | 2473 |
| 2000-01 | 2222 | -62 | 0 | 0 | 2160 |
| 2001-02 | 1696 | 144 | 0 | 0 | 1840 |
| 2002-03 | 528 | 38 | 0 | 0 | 566 |
| 2003-04 | 8751 | 1254 | 0 | 0 | 10005 |
| 2004-05 | 9939 | 412 | 0 | 0 | 10351 |
| 2005-06 | 10999 | -1636 | 0 | 0 | 9363 |
| 2006-07 | 5588 | 1232 | 0 | 0 | 6820 |
| 2007-08 | 13243 | 3199 | 0 | 0 | 16442 |
| 2008-09 | -10324 | 486 | 0 | 0 | -9838 |
| 2009-10 | 23248 | 7004 | 0 | 0 | 30252 |
| 2010-11 | 24295 | 7931 | 0 | 0 | 32226 |
| 2011-12 | 9012 | 9911 | 0 | 0 | 18923 |
| 2012-13 | 25833 | 5214 | 0 | 0 | 31047 |
| 2013-14 | 13442 | -4566 | 0 | 0 | 8876 |
| 2014-15 | 18370 | 27328 | 0 | 0 | 45699 |
| 2015-16 | -2008 | -515 | 0 | 0 | -2523 |
| 2016-17 | 8467 | -867 | 0 | 0 | 7600 |
| 2017-18 | 3960 | 18504 | 0 | 1 | 22465 |
| 2018-19 | 123 | -6127 | 0 | 505 | -5499 |
| 2019-20 | 1291 | -6430 | 1002 | 1096 | -3041 |
| 2020-21 | 37028 | -6720 | 4499 | 1373 | 36180 |
| **Total** | **207433** | **55772** | **5582** | **2968** | **271756** |

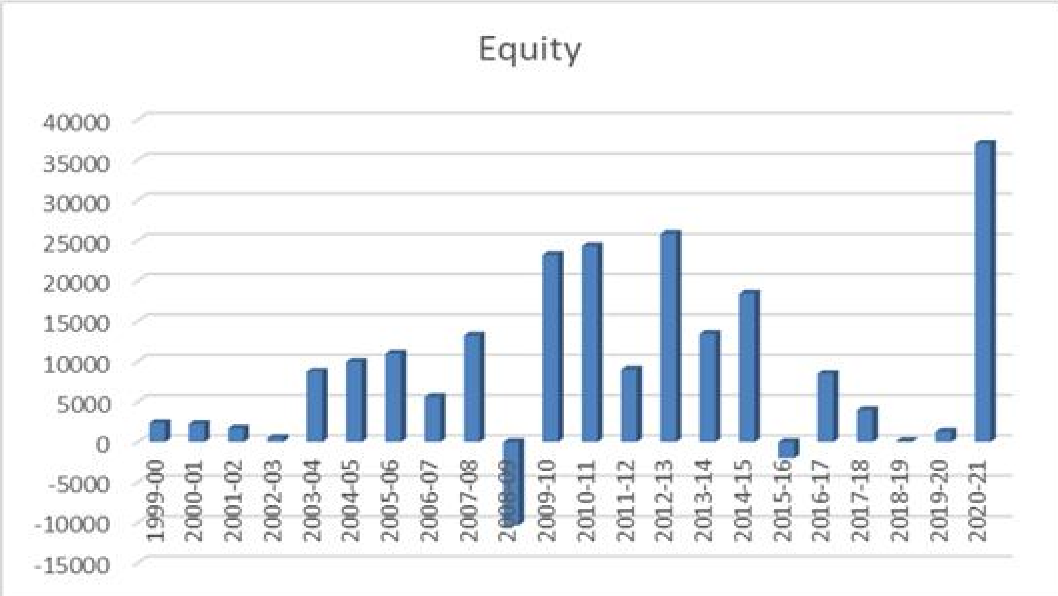
Source: https://www.fpi.nsdl.co.in/web/Reports/Yearwise.aspx?RptType=5

## V) ANALYSIS OF YEAR WISE (FINANCIAL) FOREIGN PORTFOLIO INVESTMENT

Above table explains the trend of foreign institutional investment purchase, sale and net investment pattern in India from 1999 -00 to 2020-21. Empirical evidence shows that foreign institutional investment have largely remained bullish since their very entry owing to strong domestic fundamentals of the country and the confidence in the growth ability. The initial years saw low volume of trades from foreign institutional investment largely due to the developing nature of the capital markets in India. Further, weak global cues on account of rising crude oil prices and depreciating Indian rupee restricted the flow of foreign investments to emerging economies. Net investments from foreign institutional investment picked upward trend in 2003-04, following of relaxation in registration norms for foreign institutional investment with SEBI and RBI and allowing foreign institutional investment in currency hedging schemes.

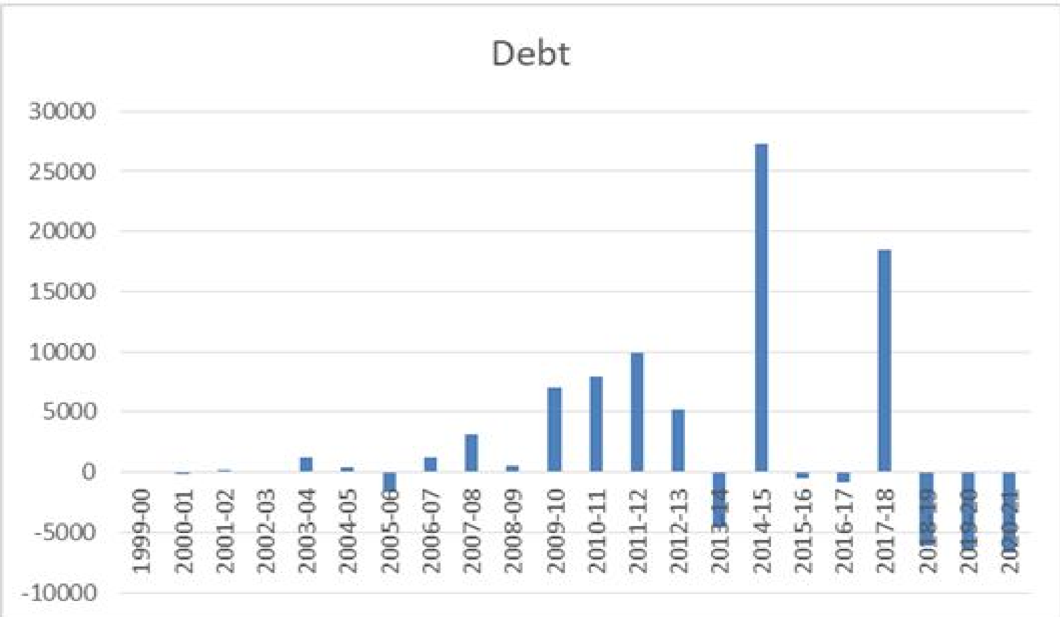
Securities transaction tax (STT) aided in reduction of cost of capital for institutional investors as it did away with the long-term capital gains tax which increased the foreign institutional investment participation in Indian securities. Foreign institutional investment share in gross purchase was a positive figure at 207.79 per cent and 123.32 per cent in gross sales. Foreign institutional investment continued to be net buyers in Indian stock market as they invested **USD** 32226 **Million** in 2010-11 is highest, but the year on year growth in net investments saw positive and years negative growth.

**A) Investment in Equity Market**




Investment in Equity Market reveals increasing trend from the financial year 2003-04 but after global financial crisis in the year 2007-08 it becomes negative in the financial year 2008-09. Since then there was increasing trend up to financial year 2012-13 and then starts decling till financial year 2019-20.

**B) Investment in Debt Market**



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Investment in Debt Market reveals increasing trend from the financial year 2003-04 and it becomes negative in the financial year 2013-14. In the financial year 2014-15 investment in debt market shows highest trend and after 2017-18 it shows negative trend for three successive financial years i.e. from 2019 – 2021.

**VI) CONCLUSION**

The current research looks to examine the trend and pattern of foreign institutional investments in India from the period 1999-00 to 2020-21 Time series data on purchases and sales by foreign institutional investment, net foreign institutional investment, foreign institutional investment in equity and debt market is analyzed. The results of the study show foreign institutional investments have shown an increasing trend in Indian stock market. This is due to the strong fundamentals of the Indian economy and positive global investor sentiment. Further, the relaxation in norms for investments by FIIs by the government has boosted the confidence towards Indian economy which has added to the rising foreign institutional investment inflows.

There has been growing presence of FIIs in Indian stock market evidenced by increase in their nut cumulative investments. This shows that Indian stock markets have become vibrant in terms of their composition of various constituents of the market. On the other side, the increasing presence of this class of investors leads to reform of securities market in terms of trading and transaction systems, making local markets at par with the international market.

Because of their war chests of money, the role of FIIs can't be ignored. Since the amount of investment which any foreign institution does in any market is on the higher side that is why their ability to make or break the fortunes of any market is also directly related to each other.

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# A STUDY OF FINANCIAL LITERACY AND INVESTMENT IN SHARE MARKET

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## ABSTRACT
*Share market plays an important role in economic development of a country. Capital formation is necessary with the help of savings and investments in the market. In the process of capital formation, financial institutions, capital markets play a main role by mobilizing investments for the economic development of the country. Savings mainly depends on the level of income and interest rates . The rate of interest will change the rate of investments in the market.*

## INTRODUCTION
In the words of Warran Buffet, “Don’t save what is left after spending, but spend what is left after savings.” Saving is important but how you invest the saved amount is more important. The amount should be invested in one or other securities, it should not be kept idle in the bank, as rate of interest is very low, it should be in that securities which will counter attack on inflation. On an average people used to save money out of their income and keeping aside and thought that this is the creation of wealth. They preferred land and gold for investments but now a days things have changed and more number of sources are available for investments.

Investments are something which are made out of savings with an intention to earn additional income or growth in the value of investment. Any form of investment is commitment of money made in the expectations of return to meet certain goals. Therefore, the investments must be made with proper knowledge and due care to protect the hard-earned money to meet these objectives.

Sources of investments such as bonds, mutual funds, bank deposits, life insurance products, postal deposits, real estate, gold and stocks. While investing, investors primarily considers three important factors- safety, liquidity and returns. In India very less percentage of people invest in stock market and awareness level about the stock market is also very poor, as compared with other countries, while investing in stock markets has become more popular in recent times. Overall percentage remains very low, which is around 2% of country’s population. Only 2.78 crores Indians invest in stock market. Proper study of stock market is must. Therefore, an attempt is made to understand why the participation in the stock market is less in Mumbai and suburban areas.

## OBJECTIVES OF THE STUDY
1. To know the socio-economics background of the investors.
2. To evaluate their savings and investment objectives and asset preference pattern.
3. To assess their awareness level about the stock market.
4. To evaluate the difficulties faced by them in the stock market.

## RESEARCH METHODOLOGY
For the present study and its analysis mainly depends on primary data. The data collected through the questionnaire technique of 200 investors and non-investors selected randomly in Mumbai and suburban areas.

**Table -1: Demographic Distribution of respondents**

| | | **Numbers** | **Percentage** |
|---|---|---|---|
| Sex | Male | 148 | 74 |
| | Female | 52 | 26 |
| Age | Below 30 years | 18 | 9 |
| | 31-40 years | 34 | 17 |
| | 41-50 years | 68 | 34 |
| | Above 50 years | 80 | 40 |
| Marital Status | Married | 172 | 84 |
| | Unmarried | 28 | 14 |
| Level of Education | Undergraduate | 35 | 17.5 |
| | Graduates | 78 | 39 |
| | Post-graduates | 87 | 43.5 |
| Family Income | Less than Rs 2,00,000 | 26 | 13 |

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| | | | |
|---|---|---|---|
| | Rs 2,00,000 to 5,00,000 | 45 | 22.5 |
| | Rs 5,00,000 to 10,00,000 | 75 | 37.5 |
| | Above Rs 10,00,000 | 54 | 27 |
| Savings | Less than Rs 50,000 | 30 | 15 |
| | Rs 50,000 to 1,00,000 | 43 | 21.5 |
| | Rs 1,00,000 to 2,00,000 | 54 | 27 |
| | Rs 2,00,000 to 3,00,000 | 53 | 26.5 |
| | Above 3,00,000 | 20 | 10 |

Source: - Primary data

**ANALYSIS AND DISCUSSION**

The present study was undertaken mainly to understand the socio-economic background of the investors, their level of awareness to stock market and investments made in stocks. The distribution of the respondents by demographic factors is stated in Table -1

From the above table it is clear that out of their income, sufficient amount is saved by all respondents to meet their goals.

**OBJECTIVES OF SAVINGS**

As related to present study, the objectives of savings and investments naturally differ from individual to individual. The age, qualification and income are the main deciding factors. The respondents were asked to give priority of their investments.

**Table -2: Savings/ Investments Preferences**

| Sources of investments | Preference order |
|---|---|
| Bank deposits | I |
| Life insurance products | II |
| Postal savings | III |
| Gold | IV |
| Pension funds | V |
| Shares | VI |
| Mutual funds | VII |
| Real estate | VIII |
| Corporate deposits | IX |
| Chit funds | X |

Source: - Primary data

**Asset Preference**

Factors considered and asset preference also change from investor to investor. The respondents were asked to give raking based on their investment preferences

It has been observed that bank deposits are most popular investment instrument among the respondents. The life insurance products at the second place followed by postal savings, gold, pension schemes and shares.

**Table -3: Awareness about stock market**

| Types of respondents | No. of respondents | Percentage |
|---|---|---|
| Aware | 144 | 72 |
| Not aware | 56 | 28 |
| Total | 200 | 100 |

Source: Primary Data

**Table -4: Investments in stocks**

| Types of respondents | No. of respondents | Percentage |
|---|---|---|
| Invested | 106 | 53 |
| Not -invested | 94 | 47 |
| Total | 200 | 100 |

Source: Primary Data

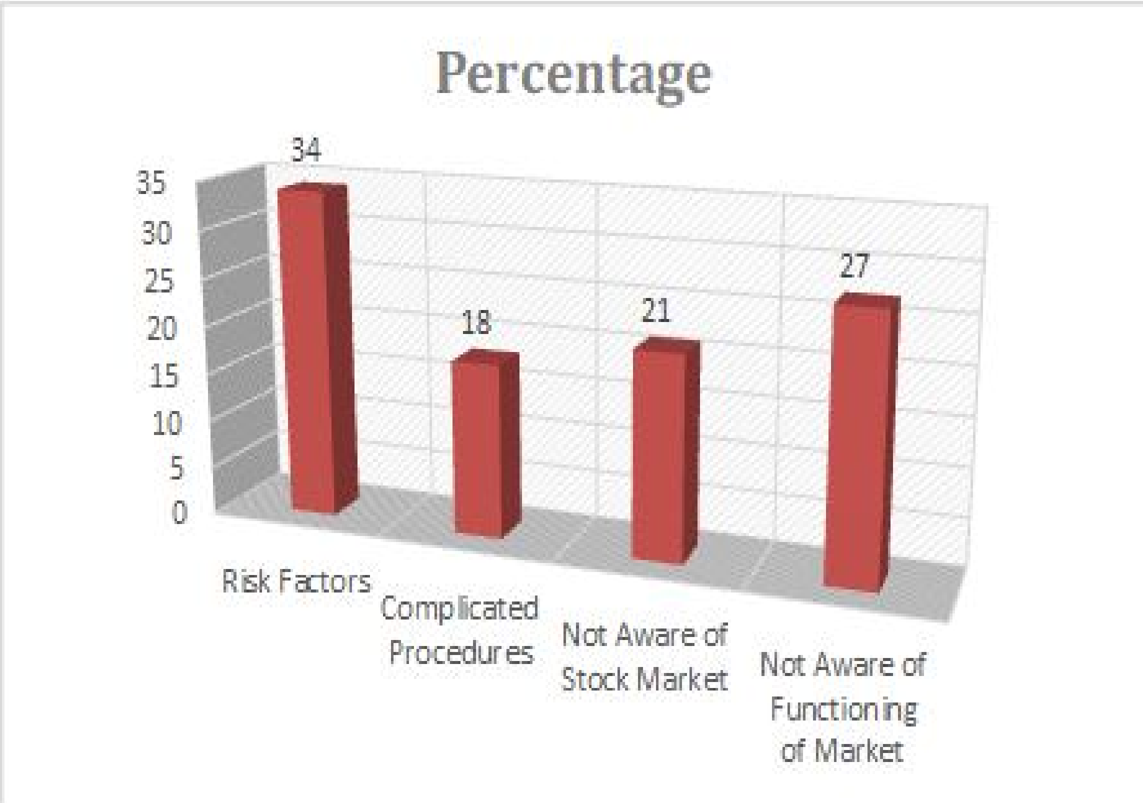
It is clear that respondents considered share as sixth priority for investment, Awareness level and investments in stock market is also less. To the extent the respondents aware of stock market, why they are not intended to invest in stocks to find out answer for an attempt is made here.

**Table -5: Reasons of not investing in stocks**

| Reasons | No of Respondents | Percentage |
|---|---|---|
| Risk Factors | 68 | 34 |
| Complicated Procedures | 36 | 18 |
| Not Aware of Stock Market | 42 | 21 |
| Not Aware of Functioning of Market | 54 | 27 |
| Total | 200 | 100 |

Source: Primary Data

**Fig.1: Reasons of not investing in stocks**




Among total no of respondents 72 per cent said that, they are aware of the stock market and have knowledge about this and 28 per cent do not have enough knowledge about this. As per the Table no. 4 it is clear that 53 per cent of the respondents have invested in stock market and 47 per cent have no invested.

Among total respondents 47 per cent respondents have not invested in stocks and they were asked to state reasons for this, it is observed that 34 per cent respondents considered that investments in stock market is risky, due to complex procedures 18 per cent respondents not invested in the stocks, about 2 per cent of the respondents have no idea at all about stocks and 27 per cent of the respondents were not familiar with the functioning of stock market.

**Table 6: Sources of Information**

| Sources | No of Respondents | Percentage |
|---|---|---|
| Newspapers / Magazines | 64 | 32 |
| Electronic Media | 42 | 21 |
| Financial Planners | 30 | 15 |
| Family members and Friends | 38 | 19 |
| Other Sources | 26 | 13 |
| Total | 200 | 100 |

Source: Primary Data

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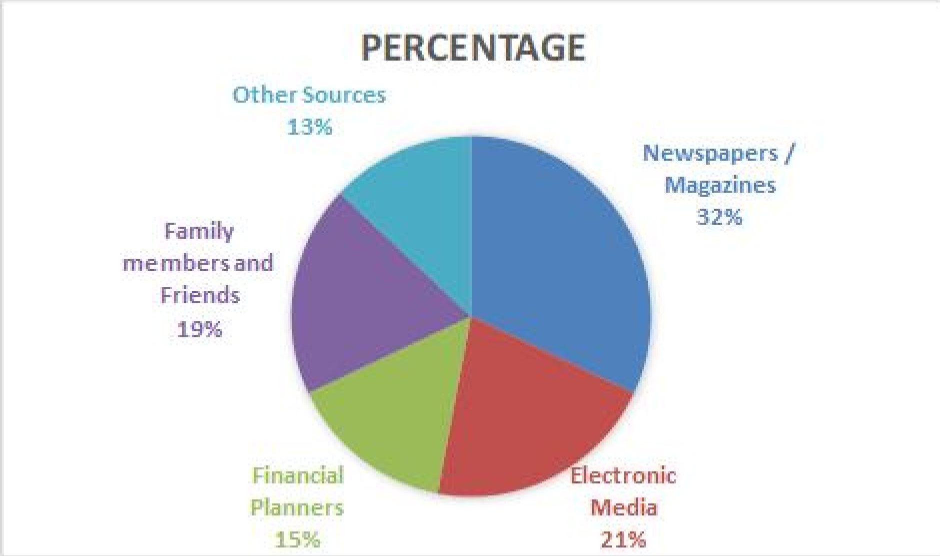
**Fig. No. 2**




Sources of Information

Required information can be gathered from different sources before taking investment decision, from the above table, it is clear that news papers and magazines are the main information source, 21 per cent of respondents prefer for electronic media, followed by family members and friends 19 per cent, financial planners 15 per cent and other sources 13 per cent.

## CONCLUSION

**On the basis of the findings of the study following recommendations are proposed**

1. First of all, there is an urgent need to change mindset of investors.
2. Financial awareness programmes should be organized to create awareness among investors by SEBI, Government Agencies and Mutual Funds.
3. Investors should consider Stocks and Mutual Funds for investments to get higher returns.
4. Periodic review and management of portfolio investments in long-run and short-run to protect their funds.

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# INDIAN STARTUPS - ISSUES, CHALLENGES AND OPPORTUNITIES

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## ABSTRACT
*Startups have been the flavor of the season over the last few years for the Indian markets. This has resulted into the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the period 2007 and 2020. The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture. The idea behind the venture, market size, revenue and profit targets are some of the important factors that need to be clearly defined before embarking on the journey. Time, team work and tenacity are important elements which determine entrepreneurial success. Infrastructure, government regulations and availability of finance at various stages of growth could be some of the challenges for startups. The paper discusses few issues and challenges that an Indian startup has to face and the opportunities that the country can provide in the current ecosystem.*

*Keywords: Entrepreneur, Employment, Finance, 'Make-in-India', Startup.*

## 1. INTRODUCTION
A startup venture could be defined as a new business that is in the initial stages of operation, beginning to grow and is typically financed by an individual or small group of individuals. It is a young entrepreneurial, scalable business model built on technology and innovation wherein the founders develop a product or service for which they foresee demand through disruption of existing or by creating entirely new markets. Startups are nothing but an idea that manifests into a commercial undertaking.

Definition

Startup business as an organization which is

a) Pvt Ltd. Co, LLP or Registered Partnership Firm Incorporated for 10 years or less

b) Engages in development, production or distribution of new products/services or processes

c) Annual Turnover of up to INR 100 cr.

d) Not formed through splitting or restructuring

## 2. OBJECTIVES OF THE STUDY:
- To study in detail about the Startups in India.
- To ascertain the scope of growth of Startups in India.
- To comprehend the role of Investment Agencies in the growth of Startups in India.
- To identify the problems and bottlenecks faced by Startups in India.

## 3. RESEARCH METHODOLOGY:
Research and experimental development is work under-taken systematically to increase the stock of knowledge. The data for analysis has been collected primarily from journals, articles, online database of Indian Economy, RBI bulletin, websites or newspaper etc

## 4. GOVERNMENT INITIATIVES
Indian government is serious in promoting entrepreneurship at the startup level and has taken a number of initiatives to ensure appropriate support. In this aspect it is relevant to mention **'Make in India'** campaign introduced in September'14 to attract foreign investments and encourage domestic companies to participate in the manufacturing sector. The government increased the foreign direct investment (FDI) limits for most of the sectors and strengthened intellectual property rights (IPRs) protection to instill confidence in the startups. In order to make the country as number one destination for startups, Government of India (GoI) has introduced a

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new campaign called '**Standup India'** in 2015 aimed at promoting entrepreneurship among women and to help startups with bank funding. Another commendable and far reaching initiative is '**Digital India'** introduced in 2015 to ensure government services are made available to every citizen through online platform that aims to connect rural areas by developing their digital infrastructure which translates into a huge business opportunity for startups.

### 5. THE STARTUP SCENARIO IN INDIA

It is to be noted that every year more than 5000 startups are being set up in India. At Present more than 41300 Startups which are Registered under DPIIT. In the Year 2020 itself around 14740 startups were recognized which generated more than 1.7 Lacs employment opportunities. In year 2020, time taken to incorporate a company has also been reduced to 4 days as against 18 days earlier. India has around 44% recognized startups in which at least one women director is present.

Until December 2020, 53,226 ORDERS from public entities have been placed to startups with a cumulative value of over RS 2,279 CRORES. This scale of startup procurement has provided a vital thrust to the economic performance of the startup ecosystem through public departments and associated agencies.

### 6. THE STARTUP ECOSYSTEM

Along with government initiatives, there is a definite movement in startup arena in India due to penetration of IT and internet. Many startups are coming up in service sector including education, legal, retail, insurance and health. With customers becoming aware of the benefits and convenience, the popularity and viability of startups is no more a difficult proposition for an entrepreneur.

A number of venture capitalists and angel investors are aggressive and gung-ho on Indian startups as they see lot of potential with few expected to become unicorns (high valued companies) bringing in good returns. On the contrary, there are examples of few startups that failed and eventually closed their businesses due to various issues and challenges.

### 7. ISSUES AND CHALLENGES OF STARTUPS

A successful start-up cannot start a business just with passion and an idea. A high level of leadership skills with clear understanding of market, excellent communication skills, maturity to see things in right perspective along with the ability to take calculated risks are required on the part of the entrepreneur(Aggarwal,2017). Lack of awareness, multiple clearances, unorganised market, poor infrastructure in Tier 2 /3 cities, lack of mentoring , stringent exit policies, corruption/red tape, technological risk, regulatory obstacles and lack of reforms keeping pace with the fast evolving market changes are some of the challenges as per Rashmi Guptey, Principal (Legal) of Lightbox India Advisors Private Limited.

Some of the major issues and challenges are discussed below:

#### 1) Financial Resources

Availability of finance is critical for the startups and is always a problem to get sufficient amounts A number of finance options ranging from family members, friends, loans, grants, angel funding, venture capitalists, crowdfunding etc are available. The requirement starts increasing as the business progresses. Scaling of business requires timely infusion of capital. Proper cash management is critical for the success of the startups

#### 2) Revenue Generation

Several startups fail due to poor revenue generation as the business grows. As the operations increase, expenses grow with reduced revenues forcing startups to concentrate on the funding aspect, thus, diluting the focus on the fundamentals of business. Hence, revenue generation is critical, warranting efficient management of burn rate which in common parlance is the rate at which startups spend money in the initial stages. The challenge is not to generate enough capital but also to expand and sustain the growth.

#### 3) Team Members

To find and hire the right kind of talent for the business with skills to match growing customer expectations are one of the biggest challenges (Truong,2016). Apart from founder(s), startups normally start with a team consisting of trusted members with complementary skill sets. Usually, each member is specialized in a specific area of operations. Assembling a good team is the first major requirement, failure to have one sometimes could break the startup (Skok, 2016). According to a survey, 23 percent startups failed because members did not work as a team. Chirag Garg, CEO, HyperDell, feels that bringing in affordable talent at the right time is a challenge. As per Nitin Sharma, Principal & Founding member, Lightbox India Advisors Private Limited "Hiring and retaining high quality talent, especially in the areas of product and technology remains a key challenge" (Choudhary,2015)

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**4) Supporting Infrastructure**

There are a number of support mechanisms that play a significant role in the lifecycle of startups which include incubators, science and technology parks, business development centers etc. Lack of access to such support mechanisms increases the risk of failure.

**5) Creating Awareness in Markets**

Startups fail due to lack of attention to limitations in the markets. The environment for a startup is usually more difficult than for an established firm due to uniqueness of the product. The situation is more difficult for a new product as the startup has to build everything from scratch.

**6) Exceed Customer Expectations**

The next most important challenge is gauging the market need for the product, existing trends, etc. Innovation plays an important role, since, that the startup has to fine-tune the product offerings to suit the market demands (Skok, 2016). Also, the entrepreneur should have thorough domain knowledge to counter competition with appropriate strategies. Due to new technologies that are emerging, the challenge to provide over and above an earlier innovation is pertinent. Namrata Garg, Director, SendKardo feels that the biggest challenge is the need to constantly reinvent yourself and come up with a service to be able to match up customer expectations and exceed them.

**7) Tenacity of Founders**

Founders of startups have to be tough when the going gets tough. The journey of starting a venture is fraught with delays, setbacks and problems without adequate solutions. The entrepreneur needs to be persistent, persuasive, and should never give up till he/she achieves desired results. History is replete with startups who gave up the fight when things went wrong. Sometimes the product could be ahead of its time or may require complimentary technology /products for the use by the customers. For example, Apple had to delay introduction of iTunes till the regulations favoured the launch. It is also relevant to quote Steve Jobs who by commenting *"A lot of times, people don't know what they want until you show it to them"* reiterates the fact those products from startups mostly fall in the "new and untried" category where the success rate is minimal.

**8) Regulations**

Starting a business requires a number of permissions from government agencies. Although there is a perceptible change, it is still a challenge to register a company. Regulations pertaining to labor laws, intellectual property rights, dispute resolution etc. are rigorous in India which takes about 30 days to comply compared to just 9 days in OECD countries. Also, as per World Bank report, "World Bank Ease of Doing Business", India ranks 142 out of 189 economies (Mittal,2014).

## 8. REASONS FOR FAILURE

As regards major reasons for failure of startups, a survey based on analysis of 101 firms showed that 42% failed as the product had no market, 29% firms ran out of cash, 23% did not have the right team,18% closed due to pricing issues, 17% firms had poor product, 14% failed due to poor marketing and 8% had no investor interest (Griffith,2014). These reasons substantiate most of the issues and challenges that have been enumerated above.

## 9. OPPORTUNITIES FOR STARTUPS

In spite of challenges and problems that startups are facing, Indian markets provide a plethora of opportunities to find solutions tailored to solve them. Below is a list of few of the opportunities that are discussed for consideration by startups.

### I. INDIA'S LARGE POPULATION

The population of India is a huge asset for the country. By 2025, it is expected that the working age population would surpass the non-working population. This unique demographic advantage will offer a great opportunity to any startup. Various infrastructure issues and the bottom- of- the- pyramid market would provide huge opportunities for the startups.

### II. CHANGE OF MIND SET OF WORKING CLASS

Traditional career paths will be giving way to Indian startup space. Challenging assignments, good compensation packages would attract talented people to startups. Also, it is seen that several high profile executives are quitting their jobs to start or work for startups. To reinforce the trend being seen, a survey conducted by Economic Times also confirmed that the number of students joining startups and e-commerce companies has grown considerably in the recent years (Anand, 2016)

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## III. HUGE INVESTMENTS IN STARTUPS

Huge investment in Indian startups from foreign and Indian investors is taking place. In 2015, more than 300 deals were done by 300+ angels and venture capital/ private equity players with around $6.5-billion (Rs 42,300Cr) investments making India the most sought after destination for investments. Some of the active players are New York-based Tiger Global Management, Russian company- DST Global, Japanese telecom giant Softbank, Kalaari Capital, Sequoia Capital and Accel Partners. More and more are going to join the bandwagon as this is the tipping point in Indian commerce for making good returns by backing potential unicorns.

## IV. GOVERNMENT INITIATIVES

There are numerous government and semi-governmental initiatives to assist startups.

- **Start-Up India**

This initiative provides three-year tax and compliance breaks intended for cutting government regulations and red tapism.

- ***MUDRA Yojna***

Through this scheme, startups get loans from the banks to set up, grow and stabilize their businesses.

- **SETU (Self-Employment and Talent Utilization) Fund**

Government has allotted Rs 1,000 Cr in order to create opportunities for self-employment and new jobs mainly in technology-driven domains.

- **ASPIRE**

ASPIRE- was launched to set up a network of technology centres and to set up incubation centres to accelarate enterpreneurship and also to promote startups for innovation in agro industry

- **Stand Up India**

Stand Up India Scheme facilitate bank loans between 10 lakh and 1 crore to atleast one scheduled caste (SC) or Scehduled Tribe, borrower and atleast one women per bank branch for setting up a greenfield enterprise. 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 an SC/ST or Woman entrepreneur.

## V. INVESTMENTS BY BIG BUSINESS HOUSES

Big business houses are already investing in startups as they cannot use their infrastructure to concentrate on small outfits like startups which require different skill-sets. Industrialists like Ratan Tata (Ola, Bluestone etc), Azim Premji (Data Stax, Myntra etc) and many more are investing in startups giving desired traction and respectability to the segment.

## VI. EXAMPLES OF OPPORTUNITIES FOR STARTUPS

*Startups in Indian scenario have a tremendous scope in catering to local and niche markets that could be viable and sustainable with early potential of revenue generation. With small area of operations and right product /service the success rate could be high with possible chance for expansion. The bottom-of-the pyramid space is a potential market for offerings ranging from food, clothing, water and hygienic items. The selection of items would be based on the entrepreneurs' expertise and the area of operation.*

*Given below in Table: 2 is a list of current offerings by startups followed by list in Table: 3 (Low-Tech) and Table:4 (High Tech) of few potential domains.*

**Table-2: List of Current Startups and Area of Operations**

| Area of Operation | Startup Firm Name |
|---|---|
| *Online food delivery* | SWIGGY, ZOMATO |
| *Online fish, meat delivery* | FRESHTOHOME |
| *Big data analytics for trade* | PEELWORKS |
| *Online pharmacy* | *MYRA, MEDLIFE* |
| *Platform to get local businesses online* | NOWFLOATS |
| *Logistics management software* | FAREYE |
| *Lifestyle tracking platform* | HEALTHIFYME |
| *Payments solutions for credit/debit cards* | PINELABS |
| *AI-driven solutions for retailers-* | STAQU |
| *Packaged ready-to-cook idli /dosa batter* | IDFOODS |
| *Peer-to-peer lending* | FAIRCENT |

Source: 17 Startups to Watch, TOI, 2020

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**VII. CONCLUSIONS**

The current economic scenario in India is on expansion mode. The Indian government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with introduction of liberal policies and initiatives for entrepreneurs like 'Make in India', 'Startup India', MUDRA etc. 'Make in India' is great opportunity for the Indian start-ups. With government going full hog on developing entrepreneurs, it could arrest brain drain and provide an environment to improve availability of local talent for hiring by startup firms. Small contributions from a number of entrepreneurs would have cascading effect on the economy and employment generation which would complement medium and large industries efforts catapulting India into a fast growing economy. The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for startups offering products and services ranging from food, retail, and hygiene to solar and IT applications for day to day problems which could be delivered at affordable prices. It is not out of place to mention that some of these startups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries.

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# AN OVERVIEW ON ISSUES FACED BY CUSTOMERS DUE TO RECENT MERGERS OF BANKS (WITH SPECIAL REFERENCES TO BHIWANDI CITY)

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**ABSTRACT**
*"Concept of merger and acquisition has become very trendy in present day situation, especially, after liberalization initiated in India since 1991. Mergers and acquisitions have been taking place in banking sector to abolish financial, operational and managerial weakness as well as to augment growth and expansion, to create shareholders value, stimulate health of the banking structure with a view to confront challenges in the economy. The key driving force for merger activity is severe competition among firms of the same industry which puts focus on economies of scale, cost efficiency, and profitability. The other factor behind bank mergers is the "too big to fail" principle followed by the banking authorities.*

*The purpose of the study is to examine the issues due to merger of banks there are lots of difficulties faced by Indian citizens for their money and securities. The Finance Minister Sitharaman had announced the merger of 10 Public Sector Banks into four on August 30, 2019. This merger is approved by the union cabinet on 4 March 2020. The merger would be effective from April 1, 2020. Now the number of Public Sector Banks would be reduced to 12 from 27 of 2017.*

*Keywords: Mergers, Issues Faced by Customer, Union Bank of India, Syndicate Bank, United Bank of India, Indian Economy.*

## ❖ INTRODUCTION

**Meaning of Merger**
The merger is the process by which two or more companies decide to come together and merge together and created a new company often with a new name rather than remain separately owned and operated. The merger helps in reducing the weakness and get a competitive edge in the market. In the merger process, the merging companies share information related to debt, resources, technology, and assets, etc. With each other.

**Meaning of Bank Merger:**
A merger or consolidation of banks refers to the procedure of two or more banks pooling their assets and liabilities to become one bank. In this situation, there is an anchor bank and one or more amalgamating banks, where the latter gets merged with the former.

Considering that the public sector banks in India are highly fragmented compared to other key economies, the public sector banks' merger certainly helps the Indian banks to be in the league of global giants.

**Reasons for Bank Merger:**
1. A key reason for the merger is the weight of mounting bad loans over the years.

2. Ostensibly aimed at improving operating efficiency, governance and accountability and facilitate effective monitoring.

3. Creating globally stronger banks, doing away with needless overlaps in operations and infrastructure, and ushering in economies of scale to bring down costs have always been at the heart of any consolidation drive.

4. The move was aimed at creating next-generation banks with a strong national presence and global outreach accompanied with enhanced capacity to increase credit to the various important sectors of the economy.

## ❖ OBJECTIVES OF THE STUDY:

1. To understand the concept of merging and the reasons behind merging of banks.
2. To get an overview of merging of banks.
3. To analyze the issues faced by public in Bhiwandi city after merging of banks.

## ❖ METHODOLOGY:

This research has been conducted by descriptive study. Primary and secondary data has been collected for this study. Questionnaire and personal interview has been used for collecting Primary Data. Secondary sources comprises of Research publications, Newspapers, Data mining (exploring through internet).

**Financial ratio used:**

1. **CASA (Current Account Savings Account) Ratio:** A CASA combines the benefits of both a checking account and savings account, and it is indicative of a competitive market in which banks need to offer new products to win over customers. Current Account Savings Accounts (CASA) are a type of non-term deposit account. A CASA has a lower interest rate than term deposits, such as a certificate of deposit, and is therefore a cheaper source of funds for the financial institution.

The percentage of total bank deposits that are in a CASA is an important metric to determine the profitability of a bank. The CASA ratio indicates how much of a bank’s total deposits are in both current and savings accounts. The ratio can be calculated using the following formula:

**CASA Ratio = CASA Deposits / Total Deposits**

A higher ratio means a larger portion of a bank’s deposits are in current and savings accounts, rather than term deposit accounts. This is beneficial to a bank because it gets money at a lower cost. Therefore, the CASA ratio is an indicator of the expense to raise funds and, therefore, is a reflection of a bank’s profitability or likelihood of generating profit.

2. **Net NPA (Non-Performing Asset) Ratio:** A Non-Performing Asset (NPA) refers to a classification of loans or advances that are in default or in arrears. Gross NPA represents the quality of loans granted by the banks. Gross NPA includes the assets such as sub-standard, doubtful and loss assets. Net NPA can be obtained by deducting provisions from Gross NPA.

**Net NPA ratio=Net NPA/ (Gross advances- Provisions)**

3. **Provisioning Coverage Ratio:** Provisioning Coverage Ratio (PCR) refers to the prescribed percentage of funds to be set aside by the banks for covering the prospective losses due to bad loans. Earlier there was a benchmark Provisioning Coverage Ratio (PCR) of 70 percent of gross NPAs was prescribed by RBI, as a macro-prudential measure. Though, there is no such prescription now, it is good for the banks to go for higher PCR when they are making good profits, as building up ‘provisioning buffer’ is useful when non-performing assets (NPA) of a bank rise at a faster.

**Provision Coverage ratio= (Equity- net NPA) / (Total assets – intangible assets)**

4. **CET-1(Common Equity Tier 1) ratio:** CET1 is a measure of bank solvency that gauges a bank’s capital strength. Common Equity Tier 1 (CET1) is a component of Tier 1 capital that consists mostly of common stock held by a bank or other financial institution. It is a capital measure that was introduced in 2014 as a precautionary means to protect the economy from a financial crisis. It is expected that all banks should meet the minimum required CET1 ratio of 4.50% by 2019.

**Common Equity Tier 1 Ratio = Common Equity Tier 1 Capital / Risk-Weighted Assets**

**Progress and Achievements of Banking Sector in India:**

The history of Indian Banking shows that banking system in India was commenced in the 18th century when efforts were made to establish the General Bank of India and Bank of Hindustan in 1786 and 1790 respectively. Later on, some more banks like the Bank of Bombay (1840), the Bank of Madras (1843) and the Bank of Calcutta (1840) were established under the charter of British East India Company. These Banks were merged in 1921 and took the form of a new bank known as the Imperial Bank of India. For the development of banking facilities in the rural areas the Imperial Bank of India partially nationalized on 1 July 1955, and named as the State Bank of India along with its 8 associate banks (at present 7). Later on, the State Bank of Bikaner and the State Bank of Jaipur merged and formed the State Bank of Bikaner and Jaipur. The period between 1906 and 1911 witnessed the establishment of banks such as Bank of India, Bank of Baroda, Canara Bank, Corporation Bank, Indian Bank and Central Bank of India; these banks have survived to the present.

The Indian banking sector can be fragmented into two eras, the pre liberalization era and the post liberalization era. In pre liberalization era, government of India nationalized 14 Banks on 19 July 1969 and later on, 6 more commercial Banks were nationalized on 15 April 1980. In the year 1993, government merged The New Bank of India and The Punjab National Bank and this was the only merger between nationalized Banks, after that the numbers of nationalized Banks reduced from 20 to 19. In post liberalization regime, government had initiated the policy of liberalization and licenses were issued to the private banks, which lead to the growth of Indian Banking sector. Licences were granted to small number of private banks like Global Trust Bank, which later amalgamated with Oriental Bank of Commerce, Axis Bank (earlier UTI Bank), ICICI Bank and HDFC Bank. This progress had augmented the growth in Indian Banking along with the rapid growth in the economy of

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India, followed by the growth with strong contribution from all the three sectors of banks, viz. government banks, private banks and foreign banks. The Indian Banking Industry displays a sign of revival and improvement in performance and efficiency after the global crisis appeared in 2008-09. The Indian Banking Industry is having far better position than it was at the time of crisis. Government has taken a variety of initiatives to strengthen the financial system. The economic recovery gained strength on the back of a variety of monetary policy initiatives taken by the Reserve Bank of India.

❖ **Overview of Merger of Banks in India w.e.f 1st April 2020:**

Union Finance Minister Nirmala Sitharaman on 30th August 2019 had announced the consolidation of state-owned banks (PSBs) in which 10 PSBs being merged to form 4 bigger lenders to strengthen the Banking sector struggling with a bad-loan. The move was aimed at clean-up of the Bank Balance Sheets and creating lenders of global scale that can support the economy's surge to $5 trillion by 2024. The basic logic behind this merger is to increase the global competitiveness of the Indian banks. Now the total Public Sector Banks reduced to 12 from 27 in 2017 in India.

"Having done two rounds of bank consolidation earlier, this is what we want to do for a robust banking system and a $5-trillion economy. We are trying to build next-generation banks, big banks with the capacity to enhance credit," FM Sitharaman said. The key factors for the mergers were: Technological platform, Customer reach, Cultural similarities, and Competitiveness, Finance Secretary Rajiv Kumar added.

Total 6 merged public sector banks such as:

1. SBI (State Bank Of India)
2. Bank Of Baroda
3. Punjab National Bank (PNB)
4. Canara Bank
5. Union Bank of India
6. Indian Bank

Total 6 Independent public sector banks such as:

1. Indian Overseas Bank
2. UCO Bank
3. Bank of Maharashtra
4. Punjab And Sind Bank
5. Bank of India
6. Central Bank of India

**Merger Number 1: PNB+OBC+UBI**

Oriental Bank of Commerce (OBC) and United Bank of India (UBI) are merged with the Punjab National Bank (PNB). So after this merger now the PNB will be the second-largest Public Sector Banks of India after the State Bank of India in terms of the branch network. Its total branches would be 11,437 and the total Business of the PNB would be Rs. 17.95 lac crore.

**Merger Number 2: Syndicate Bank+ Canara Bank**

Syndicate Bank is merged with the Canara Bank. After this merger; the Canara bank would be the fourth largest Public Sector of India. The total business of Canara would be 15.20 lac crore with a branch strength of 10,342. This merger would reduce the cost of operations due to network overlaps. These two banks have a similar work culture that is why it would lead to facilitate a smooth transition.

**Merger Number 3: Andhra Bank+ Corporation Bank+ Union Bank of India**

Andhra Bank and Corporation Bank are merged with Union Bank of India. This merger would make Union Bank of India 5th largest Public Sector Bank. This merger would have the potential to increase the post-merger bank's business by 2-4.5 times. After this merger, the total business of Union Bank of India would be Rs. 14.59 lac crore while total branches would be 9,609.

**Merger Number 4: Allahabad Bank + Indian Bank**

In the fourth merger, the Allahabad bank would be merged with the Indian Bank. After the merger, Indian bank would be the 7th largest Public Sector Bank of India. After the merger, the total business of Indian bank would be Rs. 8.08 lac cr and the number of branches would be 6,104. So after the merger of these two banks the size of business would get doubled which would increase their global competitiveness.

**Table 1: Merged Public Sector Banks Status after merging:**

| | PNB | | CANARA BANK | | INDIAN BANK | | UNION BANK | |
|---|---|---|---|---|---|---|---|---|
| | NOW | POST MERGER | NOW | POST MERGER | NOW | POST MERGER | NOW | POST MERGER |
| Loan book size (₹ cr) | 4,58,200 | 6,84,500 | 4,27,700 | 6,32,800 | 1,81,300 | 3,23,500 | 2,96,900 | 5,77,000 |
| CASA ratio (%) | 42.2 | 40.5 | 29.2 | 30.2 | 34.7 | 41.6 | 36.1 | 33.8 |
| Net NPL (%) | 6.6 | 6.4 | 5.4 | 5.6 | 3.7 | 4.4 | 6.8 | 6.3 |
| PCR (%) | 61.7 | 59.7 | 41.5 | 44.3 | 49.1 | 66.2 | 58.3 | 63.1 |
| Tier-1 equity (%) | 7.5 | 8.3 | 9.2 | 9.8 | 11.5 | 9.8 | 9.6 | 10 |

Source: Economic Times & Hindu Business Line

❖ **Issues to consumer after merging of Banks in Bhiwandi city:**

- **Trouble merging A/Cs:**

Indeed, customers of the merged PSBs continue to face issues. Kumar Jha, a resident of Bhiwandi and a customer of both Syndicate Bank (now merged with Canara Bank) and Canara Bank, wanted to merge two accounts in one branch of Canara Bank. When he approached the Canara Bank branch to merge the account from erstwhile Syndicate Bank, Kumar Jha, was asked to visit the latter's branch.

Since he did not get a satisfactory response to merge the account at Syndicate Bank branch, Kumar Jha decided to close the account there. He was charged for closing account as closing charges, including for a debit card he did not have. They should not impose closing charges. Can't they use it for identifying the customer having accounts in the same bank, and give him an option to merge or close?"

Kumar Jha, who also has an account with the erstwhile Corporation Bank, He did not face much problem there. However, most of the time the bank (now part of Union Bank of India) sends messages about the non-availability of online banking/ATMs on Sundays due to server upgradation. He get time to do his personal work on Sundays. That is the time when the online banking facility is not available.

- **Issues with app:**

A 52 year old Sujit Verma of Bhiwandi City used frequently the mobile app of the erstwhile United Bank of India prior to its merger with Punjab National Bank, for all kinds of transactions. But later on he seldom uses the app as he feels it has become more complicated and very slow.

A 24 year old Rakesh Kumar of Bhiwandi City used mobile app of United Bank of India for making fund transfer but due to slow response of server connection the payment has deducted from his account but not get to other party. But after few days he got back his money. Therefore, his money was blocked for few days which he can't use for making any transaction. Later on he seldom uses the app as he feels it has become more complicated for payment and very slow.

- **Issues with banking facility:**

It took nearly a month for Subhash Mehta of Bhiwandi City to withdraw money from his father's Senior Citizens Savings bank account which was with United Bank of India. After his father expired in February, He approached the bank to close the account and withdraw the funds. However, it took them nearly one month to complete the formalities. Bank were facing severe challenges as there have some technical issues. In fact, the branch manager told him that it was as though the zip of one jacket has been forcibly fixed onto another jacket (referring to the technical difficulties in enabling the transaction even at post-merger)

- **Issues with Accounts Opening:**

It took nearly a month for Sachdev Mishra (Designated Partner of Partnership firm) of Bhiwandi City for opening a salary account of workers with Union Bank of India. Due to changing banking regulation there requirement for opening bank accounts are changing frequently again and again. However, it took them nearly

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one month to complete the formalities like KYC of workers, ATM, Cheque Book and Pass Book Issuing. Bank were facing severe challenges, as there have some technical issues. In fact, the branch manager told him that it was not in there hand as banking regulations are changing for accounts opening as per RBI guidelines. (Referring to the technical difficulties in accounts opening of worker even at post-merger)

❖ **CONCLUSION OF THE STUDY:**

The banks can achieve significant growth in their operations, minimize their expenses to a substantial extent and also competition is decreased due to the fact merger eliminates competitors from the banking industry and can even be tricky given the challenges banks face, including bad loan problem that has plunged many public sector banks in an unprecedented crisis and can also create variety of problems which can cause great damage if the process of merging is not executed properly hence, it has to be implemented in a careful manner.

As per the issues faced by public and firms in Bhiwandi city, it seems that due to mergers of bank. There was lot many problems faced by banks to fulfill customer needs, which somehow keep them backward for being successful mergers. One good example of Successful merger is HDFC & Centurion bank whose financial performance has increased after merger. Hopefully it has been proved beneficial in the long-term since it revives the overall business operations and has a positive impact on the economy. We hope that banks can resolve its all difficulties and be successful mergers in future.

❖ **SUGGESTIONS AND RECOMMENDATIONS:**

For improving the content of the scheme and for better implementation, the following suggestions are offered:

- The banks should update its banking environment for solving its technical issues for Mobile banking app, Net banking, other UPI transaction services from bank which help customer.
- Acquiring bank shall not dominate the smaller ones- good practices of both should be combined; conscious and organized efforts to synthesize the differences must be made.
- Banks should improve the quality of services and need to be more efficient in the services provided. Banks should be adapt to the fast growing change in the industrial environment which will increase the trust and reliability of the customers on the banks.

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❖ **Annexure:**

- **Questionnaire:**

1. Is there any difficulties of having account number after merging of banks?
2. Is banks supports for providing guidance about accounts merging in post-merged?
3. Is post-merged banking application work smoother?
4. Are you satisfy from the facility provided from bank in post-merged?
5. Is there any complication for withdrawal of money from merged banks?
6. Is there any technical issues regarding UPI or mobile banking transaction?
7. Is there having issues for opening accounts in banks?

# TREND OF FDI IN INDIA AND ITS IMPACT ON ECONOMIC GROWTH- AN ANALYTICAL STUDY

**Dr. Vinay G. Bhole**

**ABSTRACT:**

*Foreign Direct Investment (FDI) means an investment made by a company situated at one nation to the other company situated at another nation. Such foreign investments are indispensable factors required to boost the growth of Indian economy. With the introduction of Liberalisation policy my the then Prime Minister Dr. Manmohan Singh in 1991 in addition to further policy reforms, the new era of FDI emerged. It is convenient, suitable, acceptable and logical than Foreign Institutional Investments (FII). It is the most preferred and suitable form of foreign investments for a developing economy. FDI always plays multi-faceted role in the development of economy. FDI provides capital which is required skill development, upgradation of technical know-how and allocation of general efficiency. FDI is not all time positive policy. It also has some negative effects on Indian economy. The present study is based on impact of FDI on Indian economy in all its perspectives. The impact of FDI was more powerful after the introduction of policy of Libersalisation, Globalisation and Privatisation. These policies were implemented after the implementation of 'Open Door Policy' of 1991. The impact of FDI was studied by taking into account the correlation FDP with GDP and Stock Market.*

*Keywords: FDI, FII, HDI, Indian Economy, Sensex, Nifty, GDP,*

**INTRODUCTION:**

FDI plays an important role in economic development of any nation. FDI is like booster dose for the overall progress of the nation. FDI always depends upon savings and investments. It is the link between savings and investments. It is a window between nations. Since last three decades, the entire world has witnessed the growing potential of FDI. This paper defines FDI as international capital flows in which a firm in one nation transfers resources as well as acquisition of control. The important advantage for a developing nation is that, FDI can create employment opportunities for the needy people. Technology transfer is also an added advantage. Advance technology given by developed nations to the developing nations help in efficiency in production.

Insufficient funds for the economic development required by developing countries is the main reason behind seeking of FDI. The developing nations consider FDI as the safest mode of external finance. It is helpful for the growth of domestic savings, foreign reserves and spillover of advance technology, human skills and increase in innovative capacity, healthy domestic competition. In real sense, FDI has become now an instrument of international economic co-ordination and integration.

India is the seventh largest and second most populated nation on this earth. As India possess the large number of labour force, it is the responsibility of government to provide employment opportunities and feed the needy citizens. Today world's largest democracy is prepared to become world leader, it is already named as 'food basket' for the globe.

For the acceleration of economic growth the required step is to give top priority to FDI more common and convenient factor. Presently, India needs inflow of investments in financial services, e-commerce, infrastructure development and telecommunication services. In last two decades India has allowed huge inflow of FDI in insurance sector.

The present research paper studies the impact on FDI on the giving and receiving nations. It's a known fact that FDI has pros and cons. In reality, FDI also has cross-cultural diversities. It also has dimensions like HDI (Human Development Index), time series, GDP, inflation ratio etc.

**REVIEW OF LITERATURE:**

Feenstra & Markusen (1994) when talking about the new input, the growth of output effect the usage of a wide types of goods which are transitional in FDI related manufacturing sector. Talking about the technologies, FDI is the main source of the end

Bhandari (2007), the research related to finding out the effect of FDI in income inequality and unemployment especially in Central Asia and Eastern Europe for the period 1990 – 2002. The end result was that FDI has a tremendous effect on unemployment of the country.

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Laura Alfaro (Harvard Business School, 2003), it may seem natural to argue that foreign direct investment (FDI) can convey great advantages to host countries, but their study shows that the benefits of FDI vary greatly across sectors by examining the effect of FDI on growth in the primary, manufacturing and services sector.

Leniod Melnyk, Oleksander Kubatko and Serphiy Pysarenko (2014) in their study on analyzing the impact of FDI on the economic growth of post communism transition economies concluded that FDI significantly and positively influence the economic growth of host countries.

Sayed Tabassum Sultana and Pardhasarathi S. has made an analysis on the impact of FDI and FII on Indian stock Market during the period 2001-2011 and concluded that there is strong positive correlation between FDI and BSE Sensex and also with FDI and NSE Nifty.

**ROUTES OF FDI IN INDIAN CORPORATES:**

Indian corporates are eligible to receive FDI as per the two routes given below:

**1. Automatic Route:**

Under automatic route without prior approval and permission from RBI and /or Government FDI is allowed in India. It is allowed in all sectors as mentioned in FDI policy issued by Government of India periodically.

**2. Government Route:**

FDI in those sectors which are not covered under the automatic route require prior approval. These are routed through FIPB (Foreign Investment Promotion Board, Ministry of Finance and Department of Economic Affairs of Government of India.

**OBJECTIVES OF THE STUDY:**

1. To study the past trends of FDI in India.
2. To study the relationship between FDI and FII.
3. To study the inter-relationship between FDI and GDP of India.
4. To study the co-relation between FDI and Indian Stock Market.
5. To study the impact of FDI on Indian Economy and its growth.

**SCOPE OF THE STUDY:**

The present research study takes into account flow of FDI from advanced nations to Indian economy. While studying the said subject, the researcher has examined market indices, GDP and FDI. The trends in NIFTY and Sensex were taken into account while taking into account the trends in inflow of FDI and its probable impact on nation’s economic growth. It is taken into account to understand the role of FDI in changing Indian economic scenario.

**RESEARCH METHODOLOGY:**

The objectives mentioned above within the scope of the research study have been studied through the secondary data. It was collected from published reports of World Bank, IMF, RBI and other research institutions. The collected data was tabulated and studied with the statistical tools like liner correlation. It was done to understand the correlation between GDP of Indian economy and flow of FII and FDI to Indian economy and its future.

**DATA ANALYSIS:**

The present study is based on secondary data. This data is collected from various sources like RBI Bulletins, Economic Survey Reports, NSE India and BSE India websites and also from various publications of Ministry of Commerce of Govt. of India.

**Trends in GDP, NIFTY, SENSEX and FDI**

| Year | FDI (in US $ in Millions) | GDP (US $ in Millions) | NIFTY | SENSEX |
|---|---|---|---|---|
| 2000-01 | 4,029 | 476.6 | 1,333.35 | 3,877.55 |
| 2001-02 | 6,130 | 493.9 | 1,060.75 | 3,388.59 |
| 2002-03 | 5,035 | 523.7 | 1,079.30 | 3,352.77 |
| 2003-04 | 4,322 | 618.3 | 1,778.55 | 5,437.05 |
| 2004-05 | 6,051 | 721.5 | 2,026.85 | 6,233.54 |
| 2005-06 | 8,961 | 834.2 | 2,835.25 | 9,346.24 |
| 2006-07 | 22,826 | 949.1 | 3,974.25 | 13,731.09 |
| 2007-08 | 34,843 | 1,238.7 | 5,858.35 | 20,286.99 |

| | | | | |
|---|---|---|---|---|
| 2008-09 | 41,873 | 1,224.1 | 2,981.20 | 10,076.43 |
| 2009-10 | 37,745 | 1,365.4 | 5,169.45 | 17,401.56 |
| 2010-11 | 34,847 | 1,708.5 | 6,101.85 | 19,242.36 |
| 2011-12 | 46,556 | 1,835.81 | 4,866.70 | 16,488.24 |
| 2012-13 | 36,860 | 1,831.78 | 5,855.75 | 19,426.71 |
| 2013-14 | 24,824 | 1,861.80 | 6,307.90 | 21,032.71 |
| 2014-15 | 32,628 | 2,066.90 | 8,102.10 | 27,507.54 |
| 2015-16 | 36,068 | 1,574 | 8,283 | 26,626 |
| 2016-17 | 36,317 | 1,606 | 7,946 | 34,056 |
| 2017-18 | 37,366 | 1,733 | 8,186 | 36,068 |
| 2018-19 | 38,744 | 1,982 | 10,531 | 38,673 |
| 2019-20 | 42,629 | 2,006 | 10,863 | 29,469 |

If we take into account the details of FDI, GDP, NIFTY and Sensex in last two decades, we can see that in 2001-02 the inflow of FDI was very low according to that GDP, NIFTY and Sensex was low. In 2008-09 the inflow of FDI increased the resultant effects were observed in the form of growth of the other factors. However, the effects were gained in the next year. Though the FDI was reduced, the resultant effects were positive. Then onwards the yearly FDI increased and the year by year GDP, NIFTY and Sensex was increased.

**RESEARCH FINDINGS:**

1. The FDI inflow to the Indian economy has always shown increasing trend since 1991.
2. A strong positive correlation was noticed between FDI and BSE Sensex.
3. A strong positive correlation was noticed between FDI and GDP growth.
4. A strong positive correlation was noticed between FDI and NSE Nifty.
5. Indian economy is the most favourable investment ground for the developed nations.
6. Inflow of FDI and FII has always shown positive correlation between each other.
7. FDI is significantly contributing to the economic growth of India. It has positive correlation coefficient of 0.6 with GDP in India.
8. China has fastest growing service sector with CAGR of 10.9% whereas in India the same is second in rank with 9%.

Thus, after analytical study of statistical results it can be stated that, GDP of the India and upward moving stock market are always dependent inflow of FDI to the Indian economy.

**FUTURE SCOPE:**

The present research study can be extended to study the various determinants of FDI in India. It can also be studied that how these determinates can be used for the growth in inflow of FDI to Indian economy. The HDI (Human Development Index) has always shown increasing trend as an effect of increasing flow of FDI. This can be the parameter to study the growth of Indian economy in next three decades.

**CONCLUSION:**

The said research study tries to evaluate empirically, the relation between FDI and economic growth in Inia. A very significant feature of FDI is creation of jobs and growth of skilled labour. The export and general productivity has shown increasing trends. The FDI trend in Indian economy is moving in upward direction. Indian economy is the centre of attraction for most of the developed nations. The speed of investments lowered down after the recession of 2008. To attract more investments Govt. of India has liberalized the policy of FDI. Modi Govt. has increased the earlier limit of 49% to 100%. Now most of the sectors are expected to be under automatic approval. The present study results into, the growth of GDP and stock market are dependent to a greater extent on the FDI. Inflow of FDI has tremendous potential in India. Inflow of FDI has potential to supplement domestic capital, growth of technology and skills possessed by Indian labour. However, India as a nation is expected to maintain social and political stability. It is also expected to have conducive regulatory environment. All this is needed to have long term of FDI in Indian economy.

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# FACTORS INFLUENCING ADOPTION OF ELECTRONIC PAYMENT BY SMALL ENTERPRISES IN CENTRAL SUBURBS OF MUMBAI

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## ABSTRACTS:
*There are a lot of factors which affect the way that information technology is used in societies and organizations, out of these, two factors that forced Indians to adapt to new ways of doing business are Demonetization and Covid Situation. The Government of India came up with the implementation of Demonetization in November 2016. In 2020 the world was hit by Corona virus which also lead to a growth in the cashless transactions especially in the Tier II cities. These two phenomenon increased the popularity of e-commerce too. New successful small business models mushroomed all over India. But has the small, traditional local businesses also adapted to the new means of doing transactions? This paper tries to study what are the factors that influence adaptation of electronic payment systems by these small businessmen.*

*Keywords: Adaptability, Electronic Payment, Small enterprises*

## INTRODUCTION:
### Key concepts used for the paper:
An electronic payment is any kind of non-cash payment that doesn't involve a paper check. Methods of electronic payments include credit cards, debit cards and the ACH (Automated Clearing House) network. Electronic payment means payments made electronically for purchase of Goods and/or services. Electronic payment systems helps customers, companies, banks, Central banks, government; all at the same time. With the use of electronic payment systems the customers need not carry cash, need not visit banks, banks transaction cost decreases, the transactions can be easily traced and also accounted for. With the increased access of internet and smart phones there are plentiful safe payment option available, popular ones being Google pay, UPI, Paytm, et.al.

A “small-scale” enterprise is defined according to criteria established by the Indian government, and requires that total investment be less than fifty million Indian Rupees for manufacturers, or less than twenty million Indian Rupees for enterprises in the service sector.

### Types of digital payments under study:
There are many types of electronic payments systems but out of them this paper tries to study first mobile wallets, in which participants move money to a digital “wallet” within a mobile app and can transfer money to others’ in-app wallets (manually or by scanning a QR code). Second digital payment type is the UPI, a system developed and run by the not-for-profit National Payments Corporation of India (NPCI) and overseen by the Reserve Bank of India, which allows individuals to transfer money to each other directly between bank accounts though mobile apps, such as Bharat Interface for Money (BHIM) and QR code scanning or such other popular payment apps.

### Research Methodology:
The paper has data both from primary and secondary sources. For collecting Primary data interview of small enterprise in various business like eatery, stationery, general stores, medical stores et.al was considered. A total of 25 such businesses were spoken with. Most of these businesses belonged to Central Surburbs Ambernath and a few were from Ulhasnagar and Kaylan. The method of sampling was convenience sampling. The adoption of digital payments by small business takes considerable time and typically involves multiple stakeholders, such as owners, customers and suppliers, but this study only studies the perspective of the owners. Data was collected via semi-structured interviews, with the owners of these small business.

### Introduction:
### Digital adoption in India
India as a country has seen quite a fast adaptation to smart phones and internet. As per data mentioned in a report by McKinsey, India is the second-fastest digital adopter among 17 major digital economies. The data price has reduced enormously and at the same time data consumption has increased. India’s digital divide is narrowing, and all states have a good scope to grow. With both private and public-sector action promoting digital usage, bridging the digital divide between the various states. Lower-income states are showing the fastest growth in internet infrastructure, such as base tower stations and the penetration of internet services to new customers et.al . Indian businesses are digitizing at a fast pace but this is not true for all parts of India.

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Technology before improving efficiencies requires sufficient amount of investments. It is generally seen that small businesses do not value technology as something that will help them improve their business worth and hence are generally sluggish in adopting digital technologies. Though these business are facing tough competition from large giants and aggregators like (Swiggy, Zomato, Amazon, Flipcart et.al), still they manage to survive in business. Their importance is rather increased during Covid times. This study studies the challenges these small businesses face in the adoption of digital technologies. It aims to analyze the reasons which motivates or hinders adapting to new methods of payment by customers.

**LITERATURE REVIEW:**

Awiagah, Kang and Lim, 2016), The results indicate that government support has the greatest direct impact on intentions to use e-commerce. Managerial support and the influence of enabling and regulatory conditions also play a vital role in stimulating SME e-commerce adoption in Ghana. Ahmad, Abu Bakar, Faziharudean, and Zaki, (2015), the findings show that e-commerce adoption within Malaysian SMEs is affected by perceived relative advantage, perceived compatibility, managers/owner's knowledge and expertise, management characteristics, and external change agents. Wymer and Regan, (2013), A number of differences were found among SMEs based on demographic characteristics, particularly size and industry-sector.

**ANALYSIS AND FINDINGS:**

A) External Difficulties:

1) Regulatory Environment:

It was found that most of the businesses or the shops were managed single handedly by these owners with little help of (one or at the most two) helpers, time wasted in managing and tracing the digital transactions meant loss in business hours. Most of these businesses have one bank account in co-operative banks as these banks work till evening (7.00/8.00 pm) and hence if required transactions like depositing cash et.al can be done easily. But these co-operative banks are not necessarily digitally advanced. Lots of paper work in Nationalized banks and clash in their timings with business hour timings, are also the reason why the businesses are not very keen on adapting the digital payment methods and prefer cash mode only. Though out of 10 on an average 1-3 customers demand electronic payment options. Few of them have started offering payment options like Google Pay, Amazon Pay (both being most popular).

2) Tax implications:

Potential tax implications if all the financial transactions are recorded and are transparent, is another challenge for small business, as well as to other entities in the retail eco-system that are heavily dependent upon cash-based transactions. Tax rate in India is relatively low and the number of taxpayers per capita is also relatively low. Retailers and suppliers in the retail eco-system are hesitant to carry out financial transactions in a transparent way because of potential tax implications. These business were also worried about the documentation and record keep required for Tax compliance. These businesses didn’t know about options like Minimum Alternative Tax, or Presumptive taxations et.al.

3) Security:

Most of the customers and business owners feel that digital payments option are safe only when completed properly as otherwise tracing these transactions become very difficult and time consuming process.

B) Internal Factors:

1) Customers’ socio-economic background:

When asked among every 10 customers how many ask for digital payment option, most business told on an average 2-3 customers ask for option like G- pay, or Amazon pay or such other options. Owners of business said that, if we have digital payment option we give customers only if they insist and only if the value of transaction is above a threshold. Threshold being decided by each owner (generally Rs. 100 to Rs. 500). It was mentioned by most of the Owners that low levels of education, lack of awareness of the digital instruments and their potential benefits, age of customers, understanding of English language, are few other challenges limiting adoption. But at the same time they said that due to Covid and Demonitization more young customers ask for digital payment option than earlier years.

2) Control over transaction:

The owners of the businesses feel they are in control when transactions are manual and when using cash, which is a tangible commodity they can feel and see. Online payment is perceived as abstract and intangible they view this as loss of control over expenditure and transactions. Further, many believe cash is a useful tool to deal with contingencies and emergencies. There is an unspoken assumption that cash is needed during emergencies because other operators in the economy prefer cash and/or transactions with cash are easy when one is in urgent need and constrained for time.

4) Costs of technologies:

Most of the Owners, those of very few who offered point of sale ( Swip of Debit or Credit cards) said that the rent for having those machines were high compared to the benefit and also that small percentage of the transaction amount is kept by these service providers as their commission hence they don't prefer transactions via these modes. While online banking and cashless transactions are pushed as a cheaper and more cost-efficient option by the government and banks, there are costs associated with these transactions. These costs may eventually be passed on to consumers (business owners and their customers') by the banks. For now, it appears consumers' (business owners and their customers') choice to shift to digital payments is heavily dependent upon the technology being free. And hence many have started offering services like G pay et.al as they are free or charge minimum amounts.

5) Other factors:

Other factors like the education level of the owner also affects the adoption of electronic payment systems. It was found that the more the educated the owner the more were they open for experimentation with new payment methods. It was observed that younger businessmen were more willing to adapt compared to old businessmen's. Though most of business said that if customers demand they may have to provide for the electronic payments and they may adopt it rather than losing the customers.

**CONCLUSION AND RECOMMENDATION:**

Digitalization has both constructive and destructive consequences for small enterprises. Ongoing adoption needs to be managed carefully because individual small retailers' failure to adopt may be a risk to their business and existence considering the changing consumer habits and preferences and increasing competition. Recommendations, especially for electronic money-based service providers, Governmental agencies and Banks , if these parties want to increase the penetration of electronic money users, they can pursue this goal by strengthening social factors through e-money education, providing incentives for merchants, educating family and close friends as social factors, and increasing the availability of adequate infrastructure. If we can this study was conducted with a small sample size in one part of central suburbs of Mumbai if we take a wider and larger samples from rural as well as urban enterprises the results may vary. At the end these enterprises will recognize the inevitable impact on their business models and adopt digitalization to survive.

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# A STUDY OF PROBLEMS AND CHALLENGES ENCOUNTERED BY AD-HOC TEACHING FACULTIES DURING LOCKDOWN

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**ABSTRACT**
*The students and teachers are going through the tough times during current pandemic. Schools and colleges have been closed and exam patterns are also being changed drastically to evaluate the students. According to UNESCO, over 320 million students in Indian schools and colleges are currently impacted. Teachers started taking lectures through online mode and currently they are the only source through which students are getting connected to their schools or colleges. Indian education system successfully went through the transition mode from traditional teaching methodology to modern online methods. Various modes of online platforms are being used by teachers to take lectures. Teachers are not only taking additional efforts for lectures but also conducting online workshops, webinars and also exams for students as a part of academic activities. However even after taking lot of efforts, teachers working on temporary or Ad-hoc basis are suffering a lot during these challenging times of lockdown. This paper is an attempt to identify the problems faced by college Ad-Hoc teachers during lockdown.*

*Keywords – Ad-Hoc Teachers, Impact, Lockdown, Salary, Standard of Living*

**INTRODUCTION**

Covid – 19 global health crises has affected economy of all the countries in very short period of time. It not only affected health of the people but also put jobs and income of many people at risk. Strict lockdown measures taken by many countries to flatten the covid curve had very deep impact on day to day living of many people. India also followed the same pattern to control the spread of the decease. However metro cities like Mumbai experienced a reverse migration of contractual labour forces. This is one of the sectors which experienced very severe impact of lockdown. Youth and children have been hit hard by the closer of schools and colleges. However education does continued in India through newly adopted Online Method. Mobile suddenly became one of the necessities for education along with food, shelter and clothing. Teachers adapted to new methodology, new platforms and continued to pass on the knowledge to students. A college teacher, who was teaching to a crowd of 80 to maximum 120 students, suddenly started conducting online lectures for nearly 300 to 400 students at a time. This facility actually provided perfect platform for private schools and colleges to save money on teacher's salary. Many such institutes gave service break to teachers or removed them from the services.

This research paper attempts to put light on impact of such mean behavior on part of institutes or managements on Contractual Teaching Faculties from Mumbai Region.

**SCOPE AND AREA OF RESEARCH –**

This research paper focuses on the Impact of Covid – 19 on Contractual Teaching Faculties from Mumbai Region. Mumbai is a major center of learning and education. The University of Mumbai was founded in 1857 is one of the oldest in time. There are various constituent colleges, institutions devoted to noble services like teaching. Mumbai also has other very important institutions like SNDT women's University, Indian Institute of Technology (IIT – Mumbai), Tata Institute of Fundamental research, Bhabha Atomic Research Center (BARC) and many such old institutes. Mumbai University itself has more than 600 affiliated colleges in the country. Apart from that Mumbai municipality runs more than 1000 primary and secondary schools for the children.

Inadequate resources and declining standards in public institutions resulted in parents sending their wards in private schools and colleges. In Mumbai Sophia College, St. Xavier's College are one of the top most brands where majority students wish to peruse their education from. The numbers of private institutes are also increasing every year. Even after strict government rules and regulations about workload and pay scale, many private institution practices their own norms for appointment and salary of teachers in these permanently unaided colleges. Even in aided colleges also due to delay for advertisement approval, No Objection letter from University and Government, college prefers to appoint temporary teaching staff at consolidated salaries or on Clock Hour Basis to do the job.

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Such faculties suffered a lot during the current pandemic. Many such people experienced loss of jobs, reduced salaries, delayed salaries or even zero salaries during these challenging times. This paper is an attempt to find out the impact of Covid-19 on the problems faced by Ad-Hoc teachers during lockdown.

**METHODOLOGY –**

This research is based on primary data collected through "Google form" with randomly selected samples of 53 Ad-Hoc teachers from the colleges under University of Mumbai. As sample size is large in number "Z Test" is used to test the hypothesis. Graphs and Data tables are also used to highlight the severity of problem.

In proportion to the number of colleges in University of Mumbai and the staff working on Ad-Hoc the sample size selected for this research is a "Pilot study" to understand the intensity of problems faced by the temporary or Ad-Hoc teachers during lockdown.

**Objectives –**

1. To identify the change in teaching techniques by teachers due to current pandemic.
2. To find out the problems and challenges encountered by Contractual college Teachers from Mumbai region.

**Hypothesis –**

1. Qualified Ad-Hoc teachers are getting salary as per the UGC scale.
2. A large part of qualified teachers cannot afford online teaching devices/equipment.

**1. Qualified Ad-Hoc teachers are getting salary as per the UGC scale.**

**Table 1: Relation between eligibility criteria and salary for assistant professor as per UGC norms.**

| **Eligibility for assistant professor as per UGC** | **Salary as per UGC norms** | | | |
|---|---|---|---|---|
| | **YES** | | **NO** | |
| | No of Respondents | % | No of Respondents | % |
| Eligible | 00 | 00 | 50 | 94.33 |
| Non-eligible | 00 | 00 | 03 | 5.66 |
| Total | 00 | 00 | 53 | 100 |

Assistant Professors are equivalent class I officer, with Gazetted powers. The central government of India or any state government classified public employees into Group A (Gazetted/Executive), Group B (Gazetted) or Group B (Non-Gazetted). However, it is observed from above table that, 50 respondents out of 53 respondents who are AD-Hoc Faculties have fulfilled their eligibility criteria for Assistant Professor as per UGC norms despite of not getting salary as per UGC scale.

**Testing of Hypothesis –**

**2. A large part of qualified teachers cannot afford online teaching devices/equipments.**

Let X be the number of qualified teachers and P be corresponding responses for non-affordability of devices in the population.

To test the hypothesis,

$H_0$: Fifty percent of teachers can afford online teaching devices/equipment.

i.e. $H_0$: $P = P_0 = 0.50$

Against the Alternative

$H_1$: More than fifty percent of teachers cannot afford online teaching devices/equipment.

i.e. $H_1$: $P = P_0 > 0.50$

Using the large sample test for the specified population proportion.

CALCULATION:

X = 50

$P_0 = 0.50$; $\hat{P} = \frac{50}{53} = 0.94$, $Z_0 = 20.4155$

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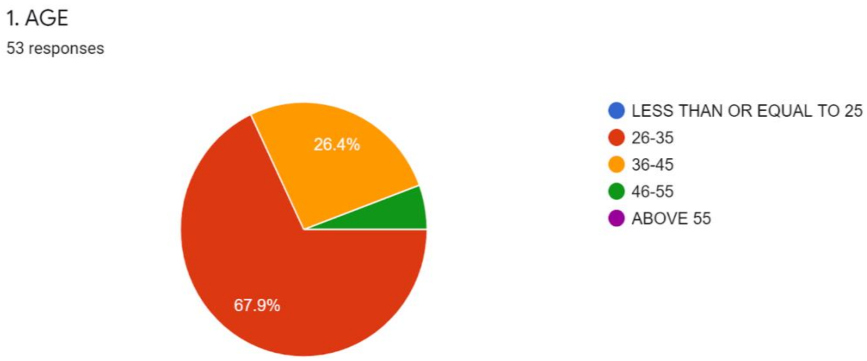
DECISION: Since $Z_0 > 1.64$; **Rejects Null Hypothesis**

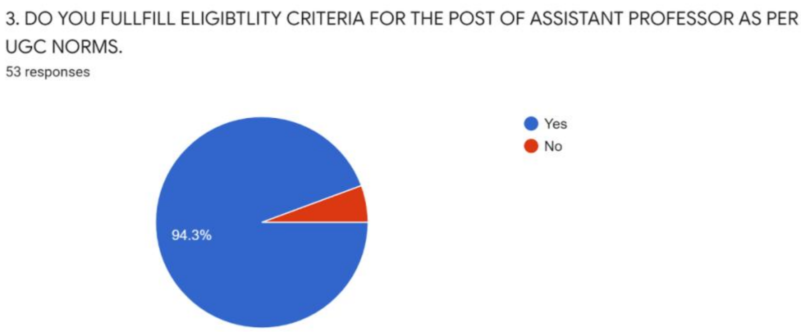
**CONCLUSION**
More than fifty percent of cannot afford the online devices or equipments.

**Observations –**
This research was conducted for the sample size of 50 teachers working on Ad-Hoc basis in colleges, following are some important observations that indicates the problems of such teachers.

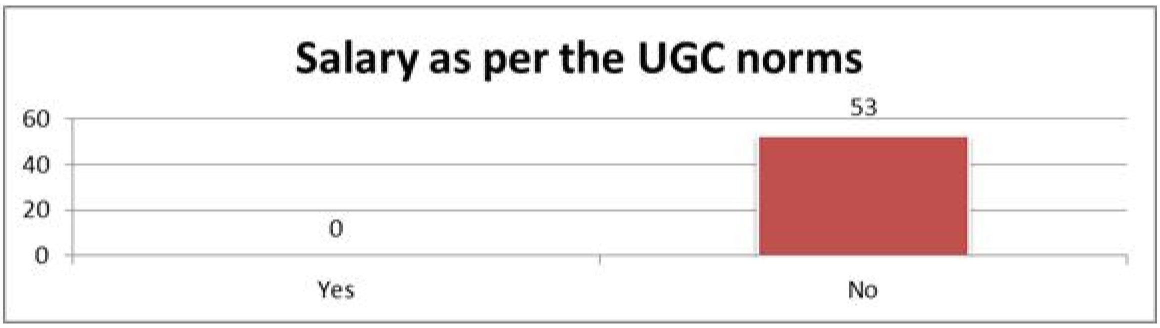
1. 67.9% of younger generation belonging to age group of 26 to 35 years are currently working on Ad-Hoc basis in colleges.



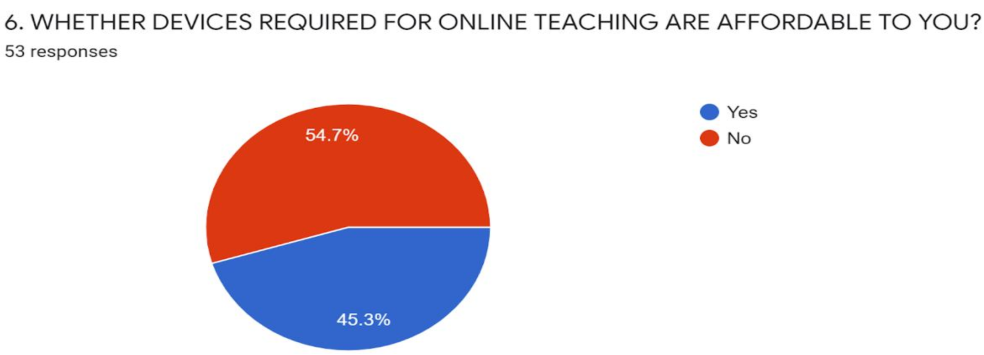

2. 94.3 % teachers working on Ad-Hoc basis fulfill the eligibility criteria or qualification required to be appointed as Assistant Professor as per the UGC norms.




3. 100 % teachers working on Ad-Hoc basis are not getting full scale salary as per the UGC norms.




4. 54.7 % teachers are unable to afford devices like Computers/laptop/I-pads for online teaching.



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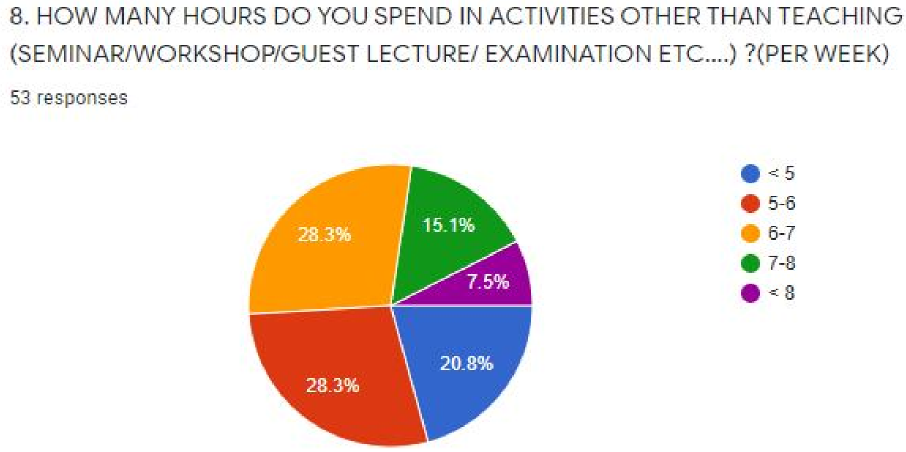
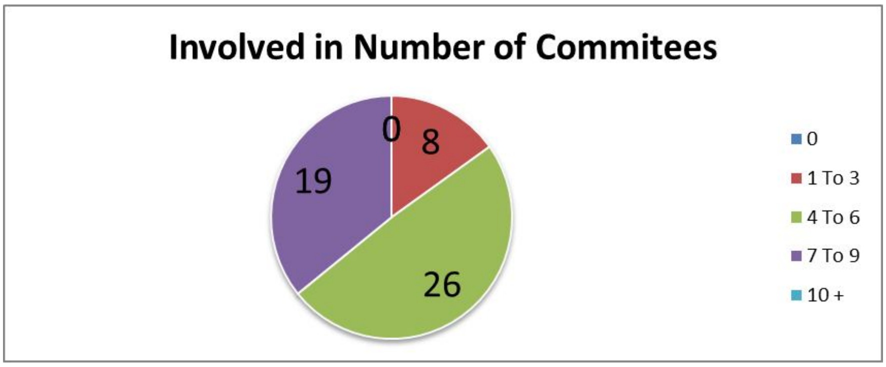
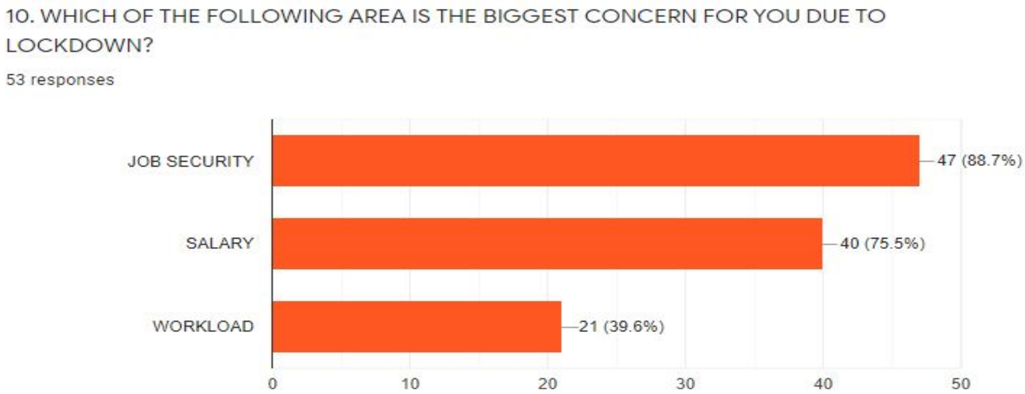
5. 79.2 % teachers are involved in activities like Seminar / Workshops / Guest Lectures / Examination other than teaching.




6. Number of college committees you are involved with? (member / chairperson / convenor)




7. 88% teachers are having fear of losing their job during lockdown. This indicates lack of job security among the Ad-Hoc teachers. 75 % teachers have concerns over salary where their salary has been reduced during these hard times.




8. All 100% teacher's salary was affected during lockdown.

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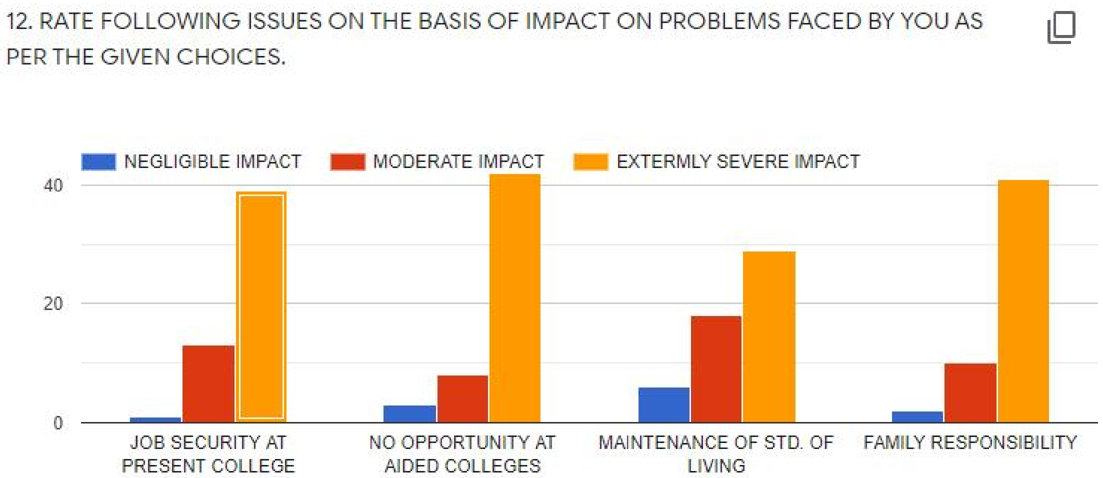
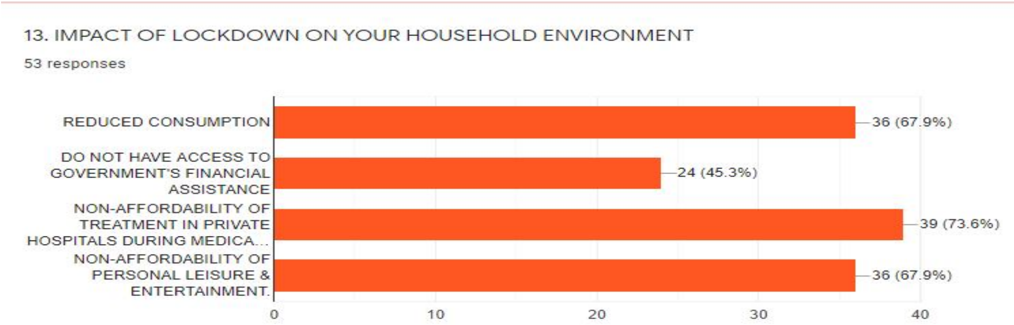
9. Following table indicates problems faced by teachers and severity of impact.

| Problems | Negligible Impact | Moderate Impact | Extremely Severe Impact |
|---|---|---|---|
| Job Security at Present College | 1 | 13 | 39 |
| No Opportunity at Aided Colleges | 3 | 8 | 42 |
| Maintenance of Standard of Living | 6 | 18 | 29 |
| Family Responsibility | 2 | 10 | 41 |




10. Following chart indicates impact of lockdown on Household Environment of Teachers.




**FINDINGS –**

1. All the Ad-Hoc teachers in this research are fully qualified as per the UGC norms.
2. Even though they are qualified they are not getting salary as per the UGC scale.
3. Majority of teachers are using their personal mobile internet at their own cost for taking online lectures.
4. These teachers participate in all academic and non-academic activities organized by the college.
5. Job Security and Salary are the biggest concern faced by these teachers during lockdown.
6. 100% teachers involved in this research are getting reduced or half salary during this lockdown period.
7. Due to lack of salary, teacher's consumption and household responsibilities got affected very severely during lockdown.

**SUGGESTIONS –**

1. Local management of colleges needs to look at salary issue of Ad-Hoc teachers on humanitarian grounds during this lockdown times.

2. Internet facilities and other equipment like computer / laptops should be made available on temporary basis by colleges to such teachers.
3. There has to be Job-security or assurance to such teachers during these challenging times.
4. Government should also prove some financial assistance to these qualified teachers.
5. There is urgent need of new appointments of teachers in many colleges. The issues related with advertisements, NOC should be addressed on priority.

**CONCLUSION –**

Covid-19 has generated many challenges in front of us. It is very important that we all should collectively fight against this problem. A bit humanitarian approach on part of college management and government will help to solve many problems of these Ad-Hoc teachers.

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# IMPACT OF CORONAVIRUS A GLOBAL PANDEMIC ON THE GOLD PRICE & SENSEX IN INDIA

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## ABSTRACT
*Today coronavirus pandemic affect the whole world economy. It has been largely disruptive impact on Indian economy. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics. In India the complete lockdown was imposed on 24th March 2020 which results into to a stock market crash due to the uncertainty.*

*Stock Market crashes are defines as the times of wealth reduction and painful situation to investors. It also times of opportunity to few investors. A stock market crash is when a market index faces a rapid and unpredictable severe drop in a day or a few days of trading. Lockdown impact the economy at large, during that Sensex nosedived 3,934.72 pts to end at 25,981.24. Nifty plummeted 1,135.20 pts to 7,610.25 on 24th March 2020 at that time every investor tries to protect their capital and try to invest their saving in some investment which will provide them good return over the year with safety of their capital. Every time during such situation there is a high volatility can be seen at that time heaven of investment be the yellow metal. Many of the investors are of the opinions that gold is the safest of the investment over the others to reduce the economic distress. There are various reasons for volatility in gold price but here we are only study the impact of the pandemic on the gold price in India.*

*Keywords: Gold price, Coronavirus, Sensex, stock market*

## INTRODUCTION
A novel coronavirus is in charge of the current outbreak of pneumonia that began at the beginning of December 2019 near in Wuhan City, Hubei Province, China. COVID-19 is a pathogenic virus.

As COVID-19 began to propagate across the globe, the flare-up added to a huge change in the wide innovation stages. Where they once declined to take part in the issues of their frameworks, aside from however the conceivable risk to public security became self-evident, the appearance of a novel Covid put them in an alternate interventionist method of thought. Huge tech firms and web-based media are finding a way to direct clients to relevant, credible details on the virus. And some of the measures they're doing proactively. Many of the firm finding out to come out of it, in its own way like work from home, online meeting, online lecture. Government has come out with nationwide lockdown only allowing essential commodities to remain same.

Today coronavirus pandemic affect the whole world economy. It has been largely disruptive impact on Indian economy. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics. In India the complete lockdown was imposed on 24th March 2020 which results into to a stock market crash due to the uncertainty.

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## REVIEW OF LITERATURE
**P K Mishra, J R Das & S K Mishra (2010)** "Gold Price Volatility and Stock Market Returns in India" mention that gold prices and stock market returns based on BSE 100 Index are significantly correlated. They also stated that there are various variable along with the stock market impact the gold consumption.

**Dr. Naliniprava Tripathy** "A Study on Dynamic Relationship between Gold Price and Stock Market Price in India" indicates that Gold price and Stock market price are co-integrated indicating long run relationship

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between them and they move together. She also recommended that gold price can be predict with the help of stock market knowledge.

**Ibrahim Yousef &Esam Shehadeh (2020)** in their research title 'The Impact of COVID-19 on Gold Price Volatility' found that as the number of covid-19 cases are increases the gold prices and volatility of returns also increase.

## RESEARCH GAP

There are a few researches on this topic and that to in the context to world. The research also doesn't show the comparative analysis of returns of the different investment avenue with gold during the pandemic time.

## OBJECTIVES OF THE STUDY

- To study the return on gold compare to fixed deposit during pandemic
- To study the correlation between gold price and economic turmoil
- To study the return on gold compare to other investment avenue

## RESEARCH METHODOLOGY

**a) Data Collection:**
Only secondary data is used to analysis the trend. References were taken from- Journals, Periodicals, Magazines, Newspapers etc.

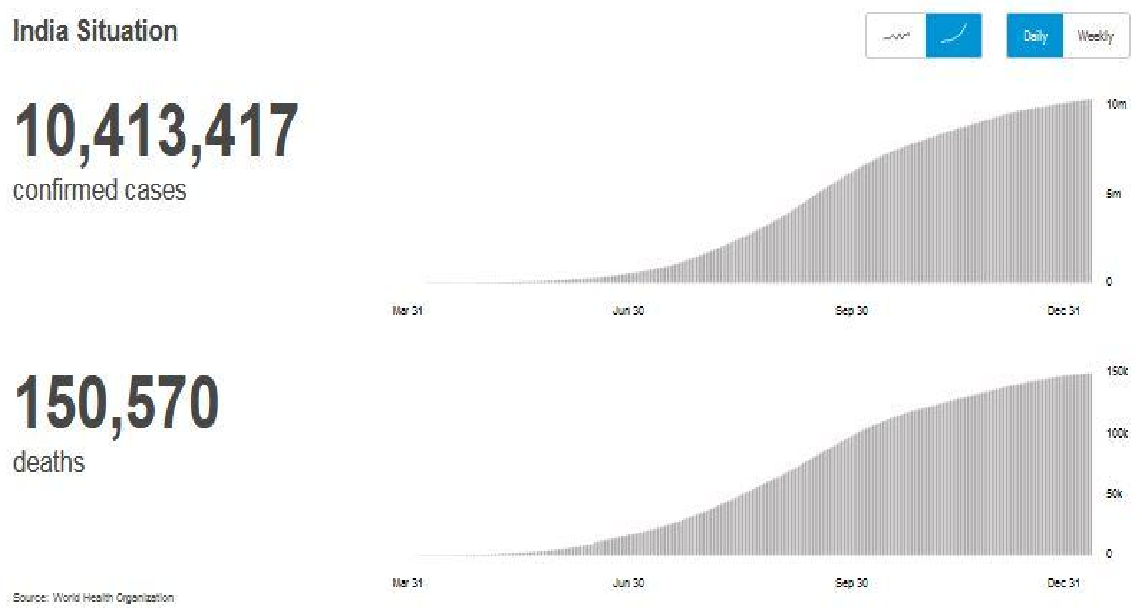
**b) Techniques of Analysis:**
The data collected from various sources were classified, tabulated and analyzed to arrive at appropriate conclusion and interpretations. Here we have use percentage analysis.

**World Corona Cases**


Source: WHO Report

Above diagram represent the number of coronavirus cases noted over the world by WHO (World Health Organisation) which shows that the numbers of cases increases month by month. Total 8,67,49,940 confirmed cases and till 8th Jan, 2021 and no. of death toll to 18,90,342.

**Indian Corona Cases**




Source: WHO Report

Above diagram represent the India's report card related to corona cases. Till 6th Jan, 2021 the total number of confirmed cases are 1,04,13,417 and 1,50,570 deaths. Which proved that this is a difficult situation for the entire world and India is not exception to it.

**Growth of gold price over the years in India**

India is the major consumers of gold in the world it consumes one fourth of the world's total consumption. Indian uses gold primarily for jewellery and for secondly for investments. One of the oldest precious metals to be known to humankind, it has been value for investment since many years. It is preserved throughout for its beauty, liquidity, investment and industrial properties. Gold's global demand is centered on four major categories – jewellery, investment, central bank reserves & technology. Gold price India was at Rs. 400 gm in year 2001 which hit Rs.50,000 gm in year 2020 which shows that over the year gold price has increased with all ups and down in the world economy. Recession (an economic turmoil) can hike the gold prices. Like in the period of 2008-2010 which is the recession period in 2007 price was Rs. 10,800, in 2008 price was Rs. 12,500, in 2009 price was Rs. 14,500 & in 2010 price was Rs. 18,500 (all the prices are average for in a year).

Till date it's a history that whenever there is situation when the economy is in volatile, the safe bet to park your money is always the gold. Over the year the gold price is always boost up with the significant change in demand. There are various reasons for fluctuation in price of gold such as Currency changes, economic and social parameter, gold mining, consumption rate, war, etc.

Though the demand for gold is not high due to the coronavirus nationwide lockdown, then also the price of the precious metal has been a surge in recent months. Gold prices have rallied over 16 percentages so far this year.

| **Value of Rs. 1 Lakh Invested in Various Asset** | | | | | |
|---|---|---|---|---|---|
| As on 19-6-2020) | Sensex | Gold | Silver | FD (SBI) | PPF* |
| 1 Year | 88799 | 144433 | 129427 | 106800 | 108000 |
| 5 Year | 127141 | 176932 | 128596 | 146933 | 151757 |
| * Notes: Cumulative equity gains up to Rs. 1,00,000 in a financial year are tax free. | | | | | |

Source: Smart Investment (Financial Weekly) **12th July 2020 to 18th July 2020**

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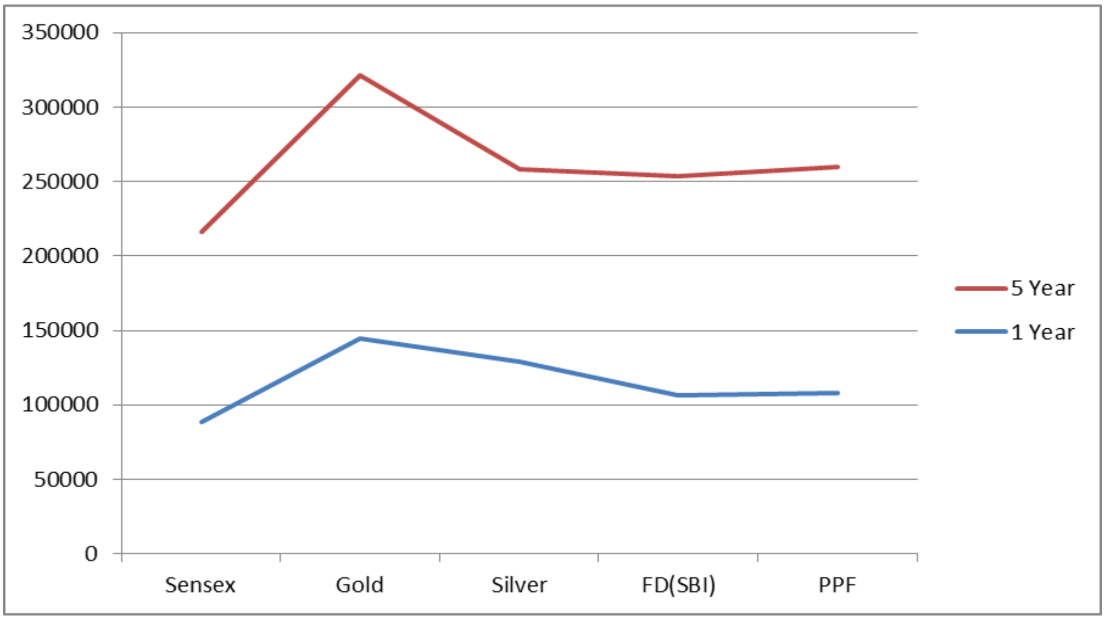
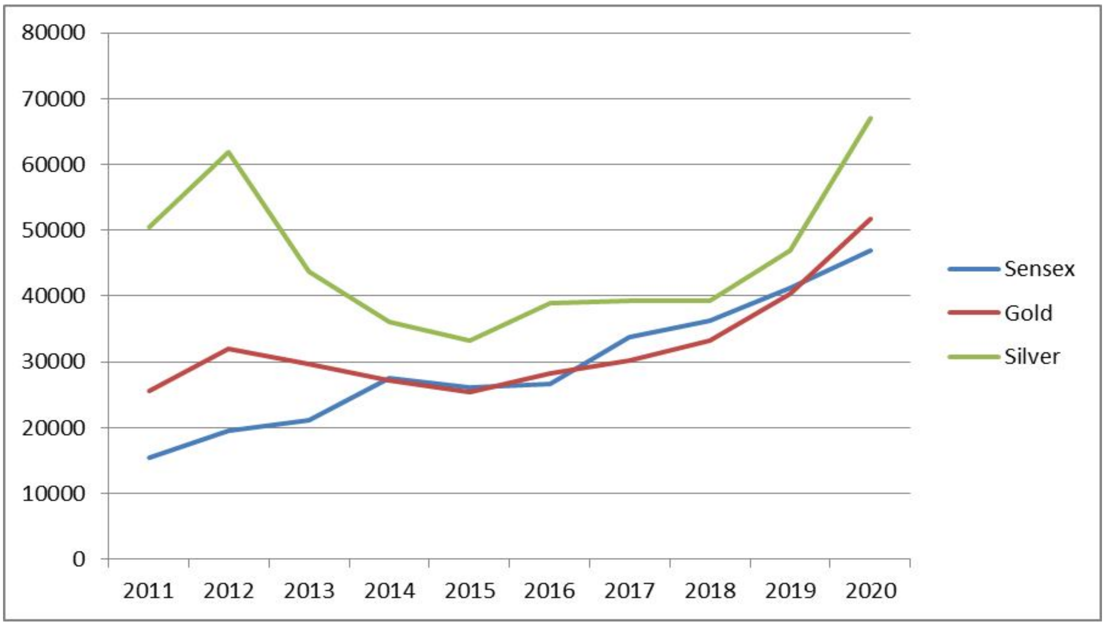



Above schedule and graph show the return of the investment of Rs.100000 over the various assets in the one year. Which clearly shows that the gold return is outperform the all the other alternative available. Gold spot price shows wild volatility still the investor feel the safe bet of investment which shows it demand which is still growing at such a high price also which proves that during the turmoil situation also Gold investment are heaven over the others

**Last 10 years Report card of SENSEX / GOLD & SILVER**

| Years | Sensex | Change % | Gold | Change % | Silver | Change % |
|---|---|---|---|---|---|---|
| 2011 | 15518 | -25 | 25575 | 31 | 50500 | 9 |
| 2012 | 19581 | 26 | 32050 | 16 | 61900 | 23 |
| 2013 | 21140 | 8 | 29650 | 7 | 43700 | 29 |
| 2014 | 27508 | 30 | 27100 | -9 | 36000 | -18 |
| 2015 | 26168 | -5 | 25450 | -6 | 33300 | -8 |
| 2016 | 26595 | 2 | 28300 | 11 | 39000 | 17 |
| 2017 | 33813 | 27 | 30200 | 7 | 39300 | 1 |
| 2018 | 36254 | 7 | 33300 | 10 | 39200 | - |
| 2019 | 41306 | 13 | 40300 | 21 | 47000 | 20 |
| 2020 | 46974 | 14 | 51700 | 28 | 67000 | 43 |

Source: Smart Investment (Financial Weekly) 4th January 2021 to 10th January 2021



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Above chart and return percentage shows that the investment in gold is proved to be the best in the world over the investment in shares which is much risky at time and require the expertise knowledge. One side in the year 2020 the coronavirus stops the growth of world economy but gold provide the hefty return to the investors. In Mumbai gold given 10900 per/10gm annually whereas silver given 20700 per/kg. This increase in the price is due to the increase in the gold price at the international level. At international level gold has given 90$ per/ounce annually.

## FINDINGS

We found that there was a positive correlation between the expanding number of Covid cases and expansions in gold price. We located a huge positive effect of COVID-19 on the contingent fluctuation can identifies with the way that the spread of the infection expands vulnerability as to the future of economic and financial markets, making the interest for gold increment and thus pushing costs upwards, a pattern which might probably proceed until an immunization or different medicines start to balance out the worldwide financial viewpoint.

## CONCLUSION

From the study we conclude during pandemic it's always advisable to put your investment in the safest avenue and gold is found to be the most secure and highest return paying option in such situation.

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# EMERGING TRENDS IN BANKING SECTOR

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## ABSTRACT

*Today the banking sector is one of the biggest service providers in India. Due to Foreign Direct Investment (FDI) in the Indian banking sector resulted in creation of intensified competition level between private and public banking sector. The banking sector now focusing on how to retain and have large number of customer by providing efficient services to its customers and this leads to an innovation in banking sector. The main aim of banking sector is the customer service and customer satisfaction, With the help of (Information and Technology) i.e. IT enable banking help to create new and innovative banking products (services) to satisfying the growing need of the modern customers. Due to an advancement of information and technology, banking company try to provide innovative services with innovative method of delivery of services to the customers at the prime most time. This paper focusing on the various new emerging trends take place in the banking sectors and also new challenges facing by banking sectors.*

## INTRODUCTION:

Banks plays an important role in the economic development of developing countries.

Economic development involves investment in various sectors of the economy. It Emphasis on significant factor that the success of any banking institution largely depends upon the service delivery of the services offered and the satisfaction of the customers. It also covers the various quantitative and qualitative service offered to the customer for their maximum satisfaction and to retain the customer. The banking arena transformed due to the entry of the private and foreign bankers in the banking sector, thus due to tough competition in the banking sector, the quality banking service is in a need of great improvement. Banks today are thus offering a large number of quantitative services along with qualitative dimensions. Nowadays banking is not in its traditional path, due to advancement of Information and Technology, banking sector focusing on more comfort of customer providing services such as online banking, Investment banking, Electronic banking, Internet banking, mobile banking etc. Banking customer service is related with an innovation and development of personal customer relationship care, with the aim to maximizing customer value and satisfaction compare to their growing expectation, it’s all about winning your customer and attracts the prospective customers by core and branch banking.

The traditional banking is now converted into an innovative banking, means IT enabled banking services with new and innovative ways of service products and its delivery to cater the emerging expectations of their customers. Nowadays there has been considerable diversification and innovation in the banking sectors and their services.

## OBJECTIVE OF STUDY:

- ✍ To understand the Banking scope.
- ✍ To highlight the emerging trends in banking sectors.
- ✍ To study the challenges facing by the banking sectors.

## RESEARCH METHODOLOGY:

This study is based on the analysis of the changing banking scenario in the India with the help of secondary data collection.

## RECENT TRENDS IN BANKING SECTORS:

### 1) Electronic Funds Transfer (EFT) :

EFT is a Scheme introduced by Reserve Bank of India (RBI) to help banks offering their customers money transfer service from account to account of any bank branch to any other bank branch in places where EFT services are offered. Electronic Funds Transfer (EFT) provides for electronic payments and collections. EFT is safe, secure, efficient, and less expensive than paper check payments and collections. EFT a system whereby anyone who wants to make payment to another person/company etc. can approach his bank and make cash payment or give instructions/authorization to transfer funds directly from his own account to the bank account of the receiver/beneficiary.

**2) Electronic Data Interchange (EDI):**

EDI can also be used to transmit financial information and payments in electronic form. Electronic exchange of business documents like purchase order, invoices, shipping notices, receiving advices etc. in a standard, computer processed, universally accepted format between trading partners. Electronic Data Interchange (EDI) Computer terminal that is linked online to the computerized customer information files in a bank and magnetically encoded plastic transaction card that identifies the customer to the computer -E TERMINAL.

**3) Retail Banking:**

Retail banking refers to the consumer –oriented services offered by commercial banks. These services include checking saving accounts, mortgages and various types of loans and investments services relating to retirement and educational planning. Retail banking is a framework that allows commercial banks to offer banking products and services in one place at virtually any of their branch locations. The retail banking aspects turns commercial banks into a kind "store" (or retailer) where clients are able to purchase multiple banking.

**4) Corporate Banking:**

Corporate banking typically refers to financial services offered to large clients ('wholesale clients'). Although many wholesale clients are large corporation, they may also include other institution like pension funds, government and other semi-public entities and private entities .Financial services, specially offered to corporations, such as cash management, financing, underwriting, and issuing of stock, bonds, or other instruments, Financial institution often maintain specific division for handling the needs of corporate clients, separate from consumer or retail banking activities for individual accounts.

**5) Real Time Gross Settlement (RTGS):**

Real time gross settlement systems are specialist funds transfer systems where transfer of money takes place from one bank to another on a "real time" and on "gross" basis. Settlement in "real time" means payment transaction is not subjected to any waiting period. Real Time Gross Settlement, which can be defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting). 'Real Time' means the processing of instructions at the time they are received rather than at some later time; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction by instruction basis). Considering that the funds settlement takes place in the books of the Reserve Bank of India, the payments are final and irrevocable. The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is `2 lakh. There is no upper ceiling for RTGS transactions.

**6) National Electronic Fund Transfer:**

NEFT refers to National Electronic Funds Transfer. It is an online system for transferring funds from one financial institution to another within India. National Electronic Fund Transfer and it's a system of transfer between two banks on net settlement basis. Which means that each individual transfer from one account to another account is not settled or processed at that same moment, it's done in batches? A lot of transactions are settled in one go in each batches.

**7) Electronic Payment Services – (E Cheques):**

An electronic version or representation of a paper cheque. The account holder writes an e-check (or e-cheque) using a computer or other type of electronic device and transmits the e-cheque to the payee electronically. Like paper cheques, e-checks are signed by the payer and endorsed by the payee. Rather than handwritten or machine – stamped signatures, however, e-checks are affixed with digital signatures, using a combination of smart cards and digital certificates. The payee deposits the e-checks, receives credit, and the payee's bank clears the e-check to the paying banks. The paying bank validates the e-check and then charges the cheque writer's account for the cheque.

**8) NRI Banking:**

A Non Resident Indian(NRI) as per FEMA 1999 is an Indian citizen or Foreign National of Indian Origin resident outside India for purpose of employment, carrying on business or vocation in circumstances as would indicate an intention to stay outside India for an Indefinite period. An Individual will also be considered as NRI if his/ her stay in India is less than 182 days during the proceeding financial year. Banks allow NRI's to open an NRI account when they complete the account opening formalities. A customer for this purchase a form has to be filled up in which the information sought the bank is provided. . They can open a NRI Saving Bank Account, Current Account, Fixed Deposits in Indian Rupees, Fixed Deposits in Foreign Currency, NRO account ( Rupee accounts for crediting income in India)

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**9) Forex Online:**
Forex means Foreign Exchange. Forex market is very large and growing. Trading is conduct mostly either through telephones or through electronic trading networks. Banks, Insurance companies and other financial institutions use the forex market to manage the risks associated with fluctuations in currency rates. Foxes trading involve high level of risk and may not be suitable for untrained investors. It requires constant monitoring and to understand the relationship between the currencies and their rates. Before start trading one has to open an account with a forex dealer. The investor should have constant touch with currency exchange rates since there will be lot of fluctuations in the exchange rates. If one is not cautious he/she may lose money. If one is using Internet based or other electronic system for trading, in the event of system failure, one may lose orders or order priority and result in loss of investments too. The investor should also know about the foreign currency scam to avoid losses.

**10) SME Services:**
SME means small and Medium Enterprises. The Bank finance for small business activities which are of special significance to a large number of people as many of these activities can be started with relatively lower investment and with no special skills on the part of the entrepreneurs. This includes loans to traders to meet normal business requirements. Large numbers of small and medium enterprises are working in our country. These enterprises are a source of employment to the local people. Such enterprises mainly adopt labour intensive techniques even than finance are required by them to meet long term as well as short term credit requirements. Banks provide a variety of facilities through the SME service.

**11) Technology :-**
Public sector banks have been late entrants in respect of technology, their level of technology absorption has been low. Recognizing the need for using IT, the banks have gone for large scale computerization of branches. Further, banks have been required to cover 70% of their business through computerization as per the Central Vigilance Commission (CVC) directive. In contrast, the newer private sector banks have achieved high level of automation and have started offering electronic banking products including Mobile Banking to their top end customers. They have also moved towards electronic banking which include ATMS, shared ATM networks, issue and distribution of plastic cards, tele-banking, on-live submission of loan applications etc. With the recent establishment of INFINET (Indian financial Network) by RBI, using V-SAT technology has become possible. The INFINET will provide inter-bank connectivity and would eventually help introduction of various electronic banking products addressed to different market segments and help implementation of Real Time Gross Settlement system (RTGS).

**Challenges Ahead: -**

**1) Global Banking:**
The impact of globalization becomes challenges for the domestic enterprises as they are bound to compete with global players. For sustainable development, every individual banks has adopt integration process in the form of liberalization and globalization. The impact of globalization becomes challenges for the domestic banking institute especially major challenge for Nationalized and private sector banks.

**2) Risk Management system in India:**
The design of risk management functions should be based on size, complexity of business and the quality of MIS. The banks should have the necessary skill set available or develop it through proper in-house capacity building. Banks, therefore, will need to refine and re-orient their risk management skills for enterprise-wide risk management. In addition, banks need to have in place a fair and differentiated risk pricing of products and services since capital comes at a cost.

**3) HR Management:**
This is an area where most of our banks, especially the PSBs, are found lacking. In their eagerness to expand their core business they tend to forget the relevance of human expertise which drives their business in a sustainable manner. The complexities of modern banking and the dependence on IT makes it all the more important why the banks should have requisite manpower with right amount of knowledge and experience at appropriate places. Many of the present day ills in Indian banks, e.g., weak appraisal standards, not being able to pick up the early warning signals in problem accounts which leads to fraudulent transactions or accounts becoming NPA, recurring customer grievances, etc. can be ascribed to skill gaps in the manpower of the banks. Near vacuum in the senior management over the next few years, lack of expertise in critical areas like IT, risk management, credit appraisal and treasury operations, absence of succession planning for middle and senior

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management positions, attracting, retaining and nurturing fresh talent, ad hoc responses to capacity building and poor performance management system are some of the major HR challenges staring the PSBs.

**4) Safety and security of payment transaction:**
Today safety and security of payment transactions is the major challenges for our banking industry in India, with the increased volume of transactions, the frauds are taking place in large and innovative ways. While the Reserve Bank has mandated many requirements to strengthen security and enhance risk mitigation standards for the electronic transactions, it is essential that these are implemented not only in letter but also in spirit.

**5) Employees' Retention:**
Retention of employees is the major challenges specially to private players, reduction in the employee's morale result in decreased revenue. The banking industry is concerned about employee retention from top to bottom levels. Employee retention can be possible due to job satisfaction of employees at the workplace through the quality of life factors of job involvement and sense of competence. Results indicated that personal, job, and organizational climate factors influenced the ego investment or job involvement of people in their jobs, which in turn influenced the intra-psychic reward of sense of competence that they experienced, which then directly influenced employees' job satisfaction.

**6) Customer Relationship Management (CRM):**
Today there is a great need to maintain customer loyalty so that old customer can retain and new customer attracted. The banks need to e activate and to do purposeful study into the behavioral patterns of the customers, analyze their needs and accordingly develop products to suit their requirements. A Bank need to appoint Customer Relationship Managers, field-level sales force, help, desk, call centers, interactive voice response systems, interactive television and email etc.

**8) Branch Rationalization:**
In order to minimize their administrative costs, banks need to rationalize the branch networking by consolidating the number of branches within a local area into a single profile centre without affecting customer service. As a part of such rationalization, banks should also be allowed to close down unviable rural branches.

**9) Financial Inclusion:**
It has become a necessity in today's business environment. Financial inclusion is significant from the point of view of living condition of poor people, framers, rural non-farm enterprises and vulnerable groups. Financial inclusion, in terms of access to credit from formal institutions to various social groups. Indian banks is to redesign their business strategies so as to incorporate specific plans to promote financial inclusion of low income group by treating it as a business opportunity as well as a corporate social responsibility.

**10) Others challenges:**
1) Corporate governance
2) Regulatory reforms
3) Technology up gradation
4) Social and Ethical Aspects
5) Non- performing Assets (NPA)
6) Transparency

## CONCLUSION:
The Indian banking system has to be more strengthening according to the changing trends and development takes place in banking sector globally. Nowadays banks has to serve mass population nationally and as well as internationally, with view of this banking sector has to come up with the new and innovative trends so as to satisfy the needs of customer in totality. Apart from the new trends banks have to also work on to the challenges facing by the them. Indian banks face challenge of sustenance and for these they need to develop proactive strategies with focus on product innovation, to increase their income from non-core activity, efficiency in service development and delivery to their customer. Banks have to be active partner in this modern India to harness the new possibilities and seize the new opportunities for socially responsible yet sustainable business growth.

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# A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON YOUNGSTERS WITH REFERENCE TO THANE DISTRICT

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## ABSTRACT
*In today's modern era, Social Networking is being used extensively everywhere. Even in remote and rural area, people know about usage of varied Social Networking Sites like Whatsapp, Face book, Skype, Twitter, YouTube, Instagram & so on. Social Networking sites have achieved a tremendable growth over the last decade by attracting people from all age groups especially youngsters. It had been found that Social Networking Sites are having a great impact on the lives of youngsters. The present research is conducted to study the perspective of youngsters towards Social Networking Sites, pattern of social media usage and positive as well as negative impact of it. As a youngster, are they utilizing their precious time for good purpose or not? Because overall development of the society depends upon these youngsters only.*

*Keywords: Social Networking, Social media, Face book, Whatsapp, Twitter, Instagram, Skype, YouTube, Society, Youngsters.*

## INTRODUCTION:
Technology is a step forward for betterment of life. The advent of Social Networking Sites attracted millions of users around the World. Earlier studies revealed that 2 in 3 Indians who have smart phones are on some kind of Social media sites. Usage of Social Networking Sites is the most common activities of today's youth. These sites offer today's youth a medium for entertainment, communication, knowledge transmission and these have grown expendably.

In the initial period, Social Networking Sites were designed for connecting with the clients, customers, peers in corporate world. But now people use it for being in touch with their family, friends, acquaintances and create a personal profile. These allow the user to perform various tasks such as sharing of information, blogging, chatting, photo and video sharing, etc.

Today's youngsters show very much interest for using Social Networks. The term 'Social Networking' is a web based facility which allows youth to browse, to chat, updates and the most often to seek entertainment. But sometimes it can prove to be dangerous for Social Networking addicts. It changes the mindset of youngsters completely.

**Top Social Networking Sites visited monthly in India in 2019.**

| Social Networking Sites | Monthly Visits | Mobile Traffic share | Desktop Traffic Share |
|---|---|---|---|
| Face book | 1.6 Billion | 99.25 % | 0.75 % |
| YouTube | 1.2 Billion | 59.96 % | 40.04 % |
| Quora | 215.8 Million | 98.89 % | 1.11 % |
| Instagram | 191.1 Million | 99.02 % | 0.98 % |
| Twitter | 125.2 Million | 97.81 % | 2.19 % |
| Pinterest | 49.5 Million | 98.40 % | 1.60 % |
| LinkedIn | 29.5 Million | 90.97 % | 9.03 % |

Source: SEMrush, App Annie, Statists reports 2019.

The social Networking Sites has become essential need today. It offers a large platform for discussion on burning issues related with youngsters that has been untouched in India.

## REVIEW OF LITERATURE:
- Tinto (1997) reviews that new information on social networking websites encourages growth and provide students with an ever rowing learning community which in returns substitute both academic and social success. Some of social networking websites are specifically specified for educational environment including linkedin.com which is fully featured for education purpose and let user to updates his educational credential and make a professional connections.

Tinto reviews that in this (14-18) stage of human life people are more attracted towards social networking websites because those students who get aware from social networking websites cannot satisfy themselves only from academic activities, which are specifically specified for online personal, professional and dating profile.

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- Nicole et al (2007) analyzed that there is a strong link between social networking websites and students as social networking websites helps to maintain relation with people when they move from one offline community to another.
- Charlene Li et al., (2007) estimated that students are more likely to use social networking websites; nearly 47% of teenagers (12 to 17year olds) and 69% of young adults (18 to 21year olds) and 20% of adults (18+) use social networking sites, and only 20% use them to contact other people. Student activity on social networking sites focuses on communicating with each other. The most popular activities done by students and users on social networking sites revolve around looking at profiles of one another, searching for someone here and there, or updating one’s own profile. Media related activities like looking for an event, watching online videos, listening to music.
- Reshma (2014) showed that there are many fraud institutions providing the fake degree which is a huge threat. Now-a-days youngsters are using jargons while communicating online. The same could be reflected while writing exam and assignments.
- Khurana N. (2015) stated that these days many of the youngsters don't have to meet their friends face to face for communication. Due to the constant use of Social network, youth have moved themselves from a mass to virtual society. They think that life without social media would be miserable. It is been noticed that addiction of social media leads to strain in eye and lack of sleep. Social media triggers more sadness and less well being on youth.

**STATEMENT OF THE PROBLEM:**

" A study on Impact of Social Networking Sites on youngsters with reference to Thane District".

**OBJECTIVES OF THE STUDY:**

- To understand the awareness level of usage of different Social Networking Sites.
- To review positive and negative impacts of Social Networking Sites on youngsters with reference to Thane District.
- To find out the relevance of information received from Social Networking Sites.
- To study the types of Social issues discussed over Social Networking Sites.

**RESEARCH METHODOLOGY:**

To achieve the objectives of the present study, the researcher used descriptive approach. Researcher used both Primary as well as Secondary data.

**DATA COLLECTION:**

**Primary Data** was collected through structured questionnaire from the selected areas of Thane District.

**Secondary Data** was collected from various books, national and international journals and publication from different websites and research articles.

**Sample Size:** For the present study, the researcher took 122 samples of students of the selected area of Thane District.

**Scope of the study:** The scope of the study is limited to the students of age group of 18 to 29 years in Thane District.

**LIMITATIONS OF THE STUDY:**

- The study had the time and sample size limitation to the selected areas of Thane District.
- Researcher felt that information bias by the respondents may slightly weaken the precision of findings.

**Aspects of Social Networking Sites:**

From the study, it has been noticed that there are many positive as well as negative impact of Social Networking Sites on youngsters.

**Positive Aspects :**

- **Education:** Social Networking sites like LinkedIn, YouTube provides students to enhance their learning process. They can share their ideas and information from every corner of the world.

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- **Knowledge on Politics:** Social media provides knowledge to participate in the process of politics, beliefs about responsiveness of government authorities.
- **Awareness:** students can organize Social media to spread social awareness and kindness.
- **Social Benefits:** Social Networking Sites can help youngsters to connect with friends and family.
- **Job Opportunities:** The candidates are able to find out suitable job profile on various companies' websites as per their abilities and can apply for the same.

At the same time, through building profile pages on social media, especially on LinkedIn, Face book and Twitter along with company's website, companies find suitable candidates for the available vacancies in their organization.

**Negative Aspects :**

- **Wastage of time:** Many youngsters are using Social Networking Sites for unwanted gossiping, chatting, making their videos & so on.
- **Effects on Health:** Excessive use of Social Networking through internet technology creates health related problems like eye sight weaknesses, headache, body pain, etc.
- **Lack of Privacy:** Many of the youngsters share their personal information through Social Networking Sites, without reading the private clauses carefully.
- **Misinformation:** Many youngsters are now becoming the victim of rumors and fake massages.
- **Social Detriments:** It is found that many youngsters spent more time on social media than with their parents. Many of them suffer from depression due to less time spent with people face to face.
- **Cyber or E- crime:** Many youngsters are becoming of cyber bullying such as hacking, identity theft, theft of valuable data, kidnapping & so on.

**Analysis and Interpretation:**

This analysis is based on the survey method. The study emphasized detail questionnaire via. Google forms. Questionnaires are prepared by taking various questions based on impact of Social Networking Sites on youngsters in selected area of Thane district and given to the respondents to fill. The following data have been obtained.

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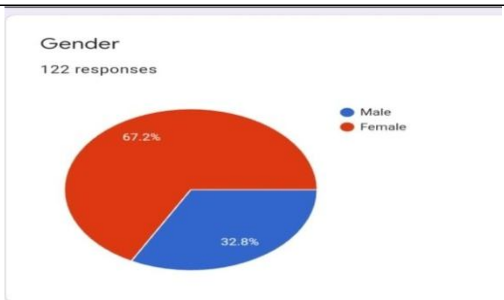
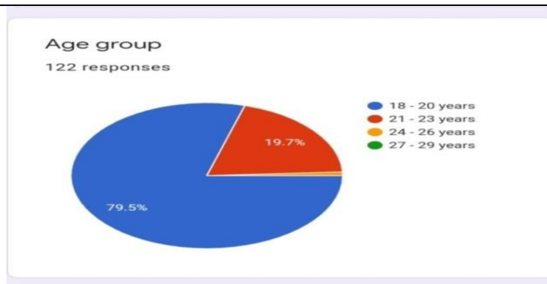
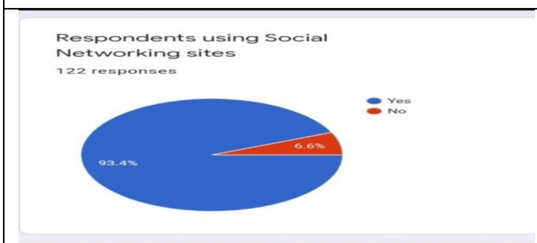
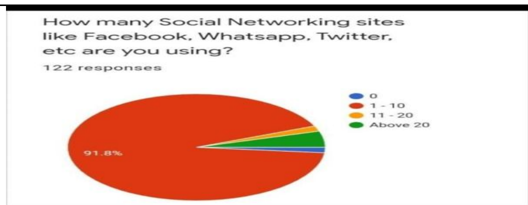
<td>

Interpretation 1: It shows that female respondents are twice than male respondents.</td>
<td>

Interpretation 2: It is seen that youngster having age group between 18-20 years are maximum in sample population.</td>
</tr>
<tr>
<td>

Interpretation 3: It shows that majority of the youngsters are using Social Networking Sites.</td>
<td>

Interpretation 4: It shows that maximum youngsters are the members of more than one but less than 10 Social Networking Sites.</td>
</tr>
</table>

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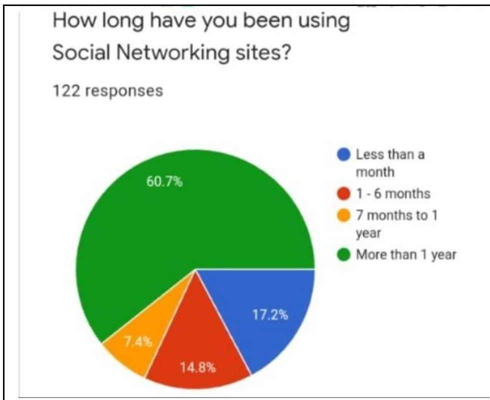
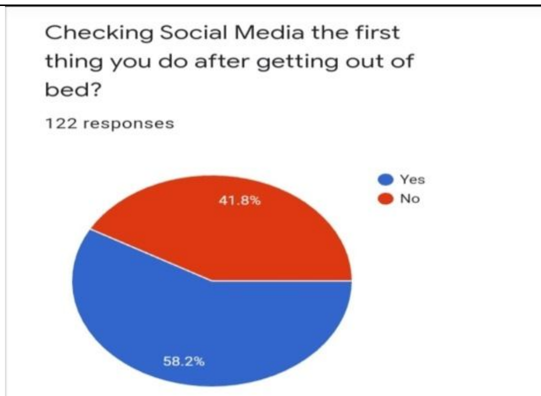
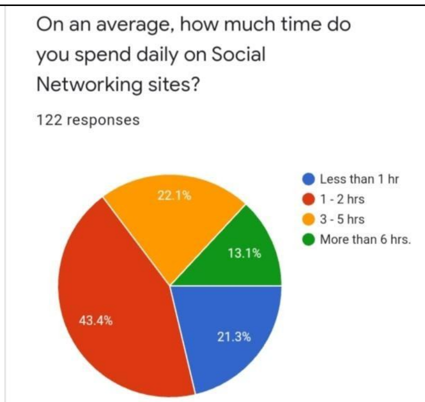


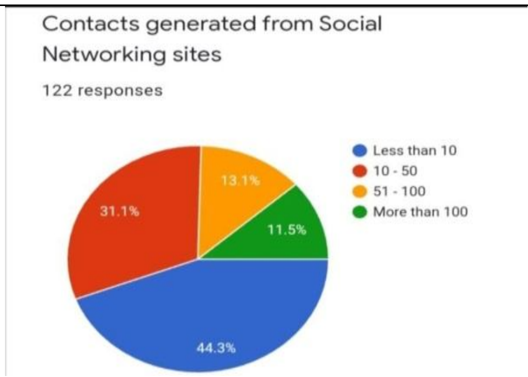

**Interpretation 5:** The study shows that the students are having their accounts since they are in. You can see that majority of them are using it more than a year in Social Networking sites for more than 1 year



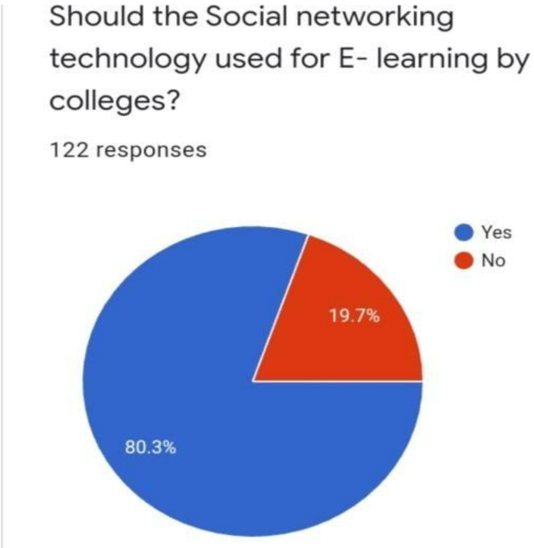

**Interpretation 6:** When the students were asked about whether they are checking Social media the first after getting out of bed, more than 50%youngsters agreed on it.



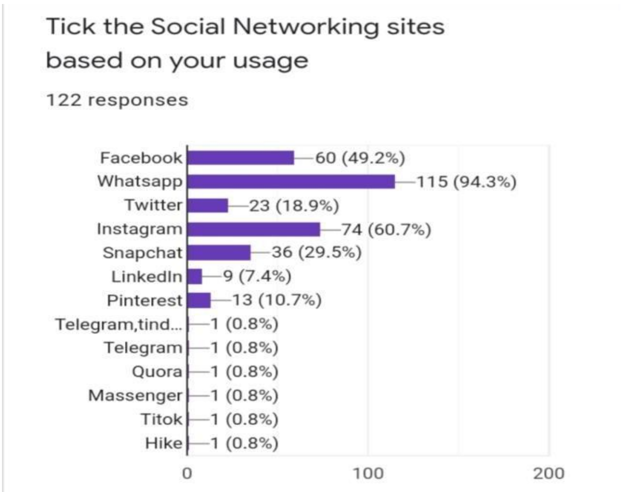

**Interpretation 7:** The present study has shown that daily usage of these sites have been 1-2 hrs. In youngsters.




**Interpretation 8:** The present study shows that Social Networking sites have became a way to make contacts with friends and relatives. However it depends upon Respondent's nature and behavior.




**Interpretation 9 :** The present study revealed that more than 75% of students agreed that Social Networking Sites should be used for e-learning in the college especially lectures on Zoom App, LinkedIn, YouTube, etc.




Interpretation 10: It has been noticed that Whatsapp, Instagram and Face book are the most used Social Networking Sites among the students with 94.2%, 61.2 % and 49.6% respectively.

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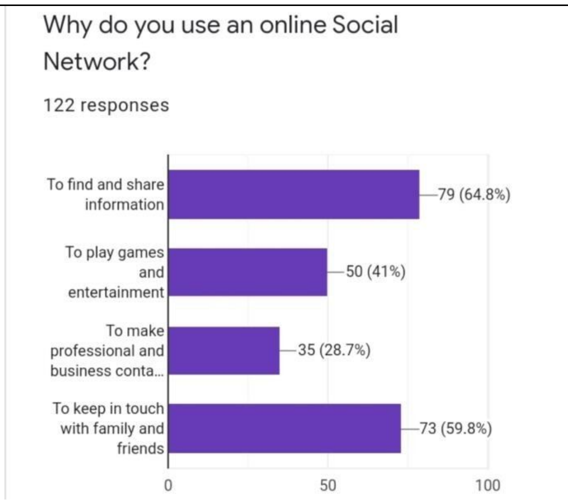
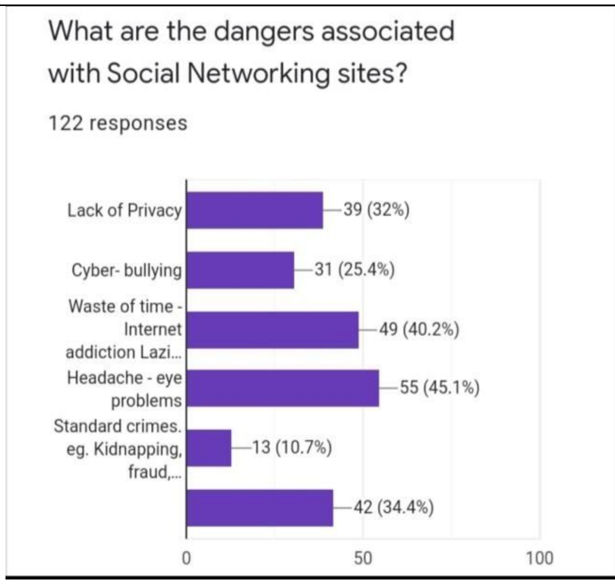
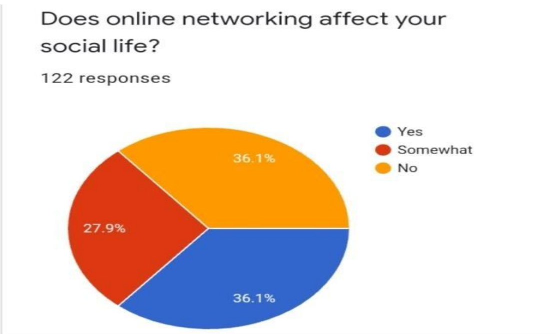



**Interpretation 11:** From the above study, it is clear that 64.8% of the youngsters are using Social Networking Sites to find and Share information. 59.8% students are using it to keep in touch with family and friends. Other users do play games and entertainment and also to make professional & business contact are of 41% and 28.7% respectively.

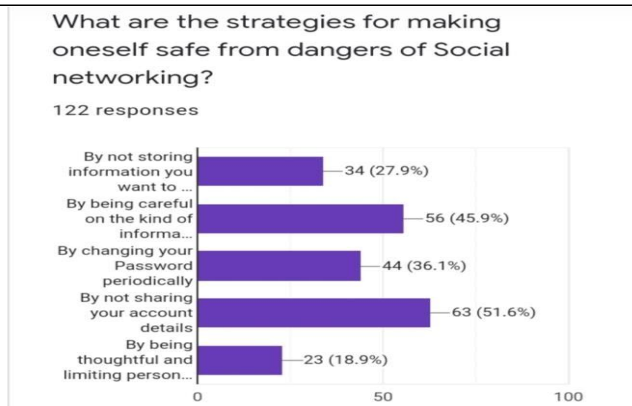



**Interpretation 12:** When the respondents asked about the dangers associated with Social Networking Sites, it revealed that almost all of them were agreed on it. It is badly impacted

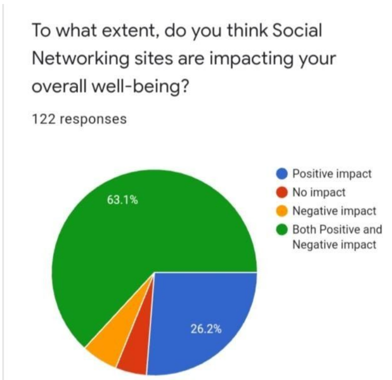

**Interpretation 13:** Many students accepted that they have experienced cyber crimes or have become victims for these. During the survey, it was found that 31.1% of student were suffered from fake profiles, 12.4% of user's personal photographs were misused and 29.8% from hacking.




**Interpretation 15:** This study shows that equal number of respondents agrees that Social Networking Sites affect the life of youngsters.




**Interpretation 14:** When there is danger, necessary protective measures need to be taken. From the study, we can say that almost all the respondents agreed on it. 51.6% of the students do not want to share their account details on Social networking sites.




**Interpretation 16:** The study showed that Social Networking Sites have both positive and negative impact on youngsters.

**SUGGESTIONS:**

1. Youngsters should use their time wisely on Social Networking Sites. For better Social Networking instead of wasting their precious time on informal chats and post on Whatsapp, Twitter, Face book, etc.
2. It is the responsibility of the Parents to check out what youngsters actually are doing on Social Networking Sites.
3. An awareness programme has been arranged monthly or half yearly in Colleges which gives idea about pros and cons of Social Networking Sites to Youngsters which might helpful to reduce negative impact of it.

**CONCLUSIONS:**

From the study, it is concluded that, Social Networking Sites are the most popular among Youngsters especially Face book, Whatsapp and Instagram. It has thrown both positive as well as negative impact on the youngsters. However it depends on the mindset of youngsters whether to use it positively or negatively.

The finding of the study can be used for further research work on Social Networking Sites and its impact on education, culture, values among youth and so on.

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# THE COMPARATIVE STUDY OF ONLINE TEACHING APPLICATIONS WITH SPECIAL REFERENCE TO ZOOM AND MICROSOFT TEAM ADOPTED BY EDUCATIONAL INSTITUTES

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## ABSTRACT

*During the tough times all around, we all are facing many problems like how to learn online, how to operate, how to engage, how to control etc. The main problem is faced by children switching from traditional to virtual systems of learning. The teachers' are also struggling hard to get acquainted and adapt themselves with one or the other medium as per requirement or need of hour. The various alternatives available sometimes confuse a person .The applications like Zoom and Microsoft team are simpler to understand and get used to with. The comparative study reveals in this paper that the zoom application is the leader and equally competitive to the other applications available. The research is done on the various resources available to find out the most preferred application by the Educational institutes in Nashik.*

*Keywords: Zoom, Microsoft Team, Traditional, and Competitive.*

## INTRODUCTION

The online teaching has become a major task for all the educationists around the world. The biggest challenge is to bring students online and engage them mentally too. The classroom teaching includes various teaching methods and models of pedagogy which in turn help a teacher to develop the interest among his or her students .The online teaching on the other hand has created a gap among the both ends .The students also try to join and attend but mentally get distract very fast due to various distractions like laptop, mobiles, home environment etc.

The applications like zoom, Microsoft Team, Go meet, Cisco Webex, Kahoot help the instructors to impart the knowledge they have in a proper and simple manner .There are various open access databases available to the teaching fraternity to take the advantage of like Google Scholar, DOAJ, BASE, Research Gate, and Microsoft Academic. Online education has emerged as the new 'normal' for millions of students across the world. The virtual education system will prove to be the best platform and a solution to the issue. It is a kind of roadmap for the future education system through which we all can decide certain remedies for better understanding and a strong connectivity mentally. Online teaching and learning helps intelligent integration and combination of technology with the right pedagogy and assessment strategies as well. The teachers need to be more conversant with these kind of applications as it has become the need today. Training before hand is also given in most areas and comfort level is achieved .We need to invest our time, money and labour wisely as online curriculum is demanding that.

## LITERATURE REVIEW

There are many people who are working on finding which application is the best and mostly used by our educational institutes nowadays. Incidentally, Indians are the second largest consumers on Massive Open Online Courses (MOOCs). India has approximately 3.5 million students in higher education and around 900 universities catering to this need. The demand is going to increase in coming future. Besides live online classes, technologies like Blackboard, Zoom sessions and Skype allows regular interaction with the teachers. The teaching staff has emerged as an equally proactive lot, who is all time ready and switched swiftly to learn new technologies to instruct the classroom and give online lectures anytime. A radical change of education policy, change in mindset and conviction of staff will further push online education in other areas within the country. Both the applications have high overall ratings, including high ratings for ease of use, customer service, and value for money, and functionality. Many Users recommend these tools to their known ones.

## RESEARCH METHOD

This is an exploratory paper written on the basis of secondary data and highlights the usage of Digital applications in teaching and comparing zoom and Microsoft team ,its usage and benefits . The secondary data was collected through books, periodicals, online articles, and posts shared by the companies using both the applications in journals and published material related digital learning for the study. Microsoft Teams and Zoom are popular tools among users.

## THEORETICAL BACKGROUND AND DATA ANALYSIS:

When we compare things we need to understand the objective and applicability. Microsoft Teams is a collaboration tool and Zoom is a communication tool, they do have a lot of overlap in terms of their capabilities. To help ourselves in making decisions ,we need to compare between the two.

**What is Zoom ?**
Zoom is a leader (and arguably the most high-profile of the pack since their April IPO) in the video communications industry, tackling unified communications with their cloud platform for video, audio conferencing, collaboration, chat, and webinars across all endpoints.

**What is Microsoft Teams?**
Microsoft Teams is Microsoft's all-encompassing work stream collaboration plus unified communications platform – combining meetings, chats, calls, and file sharing with the Office 365 application stack to bring everyone together in a shared workspace.

**Pros**
- Microsoft Teams is particularly good at keeping conversation history in sync across multiple devices. Skype for business, which is Microsoft's other chat client, is particularly bad when it comes to this aspect.
- The sidebar of the application window makes it easy to switch between all aspects of the application in one click. Easy switching between chat, notifications, and meetings.
- Integrated hierarchy chart within each chat window easily allows you to see where an unfamiliar person you may be chatting with sits in terms of management level in the organization.

**Cons**
- Lack of rollout plans from MS that businesses can use to improve user adoption.
- Slack still has more connectors.
- Meetings could more intuitive and most of the screen is just pictures of people.
- The desktop application is very large and absorbs a lot of system resources.
- Multiple users cannot share screens at once, one at a time only.
- Can't choose where to put files from conversations, they automatically are put in a Teams SharePoint.

**Comparative study between the two major applications:**

1. **Industry Review on both the applications:**

| FEATURES | MICROSOFT | ZOOM |
|---|---|---|
| 1.Information Technology and Services | **15.1%** | **9.6%** |
| 2.Computer Software | **8.3%** | **9.2%** |
| 3.Education Management | **5.1%** | **6.7%** |
| 4.Marketing and Advertising | **4.2%** | **5.9%** |
| 5.Hospital & Health Care | **3.5%** | **5.0%** |
| Other | **63.8%** | **63.7%** |

*Source: Study by University of Pittsburgh*

2. **Rating Summary by Trust Radius:**

| Rating Criteria's | Microsoft team | Zoom |
|---|---|---|
| Likelihood to Recommend | 8.4 | 9.2 |
| Likelihood to Renew | 10.0 | 9.5 |
| Usability | 7.7 | 9.7 |
| Reliability and Availability | - | 10.0 |
| Performance | - | 10.0 |
| Support Rating | 7.7 | 7.8 |
| Implementation Rating | - | 9.7 |
| Scalability | - | 10.0 |

*Source: Study by University of Pittsburgh*

3. **Online Meetings Product Comparison:**

| Features | Microsoft Teams | Zoom Meetings |
|---|---|---|
| Total features | 67 | 44 |
| Total integrations | 191 | 208 |
| Available To… | Students, Faculty, Staff | Students, Faculty, Staff, |

| | | |
|---|---|---|
| | | Departments |
| Desktop App | Windows, Mac | Windows, Mac, Linux |
| Mobile App | iOS, Android | iOS, Android |
| Browser Support Without Downloads or Plug ins | Yes; Microsoft Edge or Google Chrome. | Yes; Google Chrome is preferred. |
| Browser Plug in for Improved Functionality | No | Yes |
| Capacity | | |
| Maximum Meeting Attendees | 300 | 300<br>Optional upgrade up to 1000 |
| Audio and Video | | |
| HD Video Capable | Yes | Yes |
| Join Meeting with Audio Only | Yes | Yes |
| Join Meeting by Phone (Domestic) | Yes, with cost | Yes |
| Join Meeting by Toll-Free Number | Yes, with cost | Yes, with cost |
| Chat | | |
| Chat Within Meetings | Yes | Yes |
| Chat Outside Meetings | Yes | Yes |
| Content Sharing | | |
| Screen Sharing | Yes | Yes |
| Application Sharing | Yes | Yes |
| Annotate Shared Content | No | Yes |
| Whiteboard | Yes | Yes |
| Meeting Capabilities | | |
| Breakout Rooms | No | Yes |
| Polling | Yes, via 3rd party plug ins | Yes |
| Cloud Recording | Yes | Yes |
| Local Recording | No | Yes |
| Recording Transcription | Yes | Yes, Cloud Recordings only |
| Automatic Live Captioning | Yes | Coming Summer 2020; Manual captioning also available |
| Join Before Host | Yes | Yes |
| Integration | | |
| Join Meetings from H.323 or SIP Devices | No | Yes |
| Outlook Calendar Integration | Yes | Yes |
| Google Calendar Integration | No | Yes |
| Security | | |
| Approved for Confidential Data | Yes | Yes |
| Approved for Restricted Use Data | Yes | Yes |
| Approved for HIPAA Data | Yes | Yes, *in Zoom Meetings for HIPPA Only* |
| Approved for ITAR Data | No | No |
| Encrypted Meetings | Yes | Yes, however SIP devices may be unable to join calls using encryption. |

*Source: Study by University of Pittsburgh*

**4. Online Classroom and Training Webinars:**

| Function | Microsoft Teams | Zoom |
|---|---|---|
| Virtually Raise Hand | No | Yes |
| Breakout Sessions | No | No |

| | | |
|---|---|---|
| Collaborative Tools | Yes | Yes |
| Chat with Classmates/Attendees | Yes (limited to 100 participants) | Yes |
| Number of Participants | 250 | 500 |
| Video Sharing | Yes | Hosts & Panelists |
| File Transfer | Yes | No |
| Recording | Cloud | Local or Cloud |
| Automatic closed captioning | Yes | No |
| Q&A Tool | Chat (limited to 100 participants) | Yes |

*Source: Study by University of Pittsburgh*

5. **Online Meetings and Conferences**

| Function | Microsoft Teams | Zoom |
|---|---|---|
| Number of Participants | 250 | 300 |
| Number of Participants (For Faculty Hosts) | 250 | 500 |
| Phone Conf Bridge Included | Yes | Yes |
| Audio/Video Calls | Yes | Yes |
| Breakout Sessions | No | Yes |
| Screen Sharing | Yes | Yes |
| Lobby / Waiting room | Yes | Yes |
| Video Background Blur | Blur | Custom Background |
| Guest join | Via browser | Yes |
| Video Sharing | Presenters | All Participants |
| File transfer | Yes | Yes |
| Chat | Yes (limited to 100 participants) | Yes |
| Recording | Cloud | Local or Cloud |
| Outlook Calendar integration | Yes | Future feature |
| Live captioning | Yes | No |
| Remote Control | Yes | Yes |

***Source: Study by University of Pittsburgh***

**6. Office Chat**

| Function | Microsoft Teams | Zoom |
|---|---|---|
| Instant Messaging | Yes | Yes |
| Persistent Instant Messaging | Unlimited | 2 years |

| Function | Microsoft Teams | Zoom |
|---|---|---|
| Public Group chat | Yes (limited to 100 participants) | Yes |
| File transfer via chat | Yes | Yes |
| Screen Sharing | Yes (limited to 20 participants) | Yes |
| Whiteboard | Yes | Yes |
| Audio/Video Calls | Yes (limited to 20 participants) | Yes |

***Source: Study by University of Pittsburgh***

**7. Comparative analysis of online platforms.**

| Platform | Recording | Max. Participants Free/Full | Privacy, Security, E2E Encryption | Pricing | Exclusive Feature | Whiteboard |
|---|---|---|---|---|---|---|
| Skype | Storage 30 days in cloud | 50 free version | Chats, calls and videos are encrypted, E2E encryption | 5–12.5 $/month | Skype to Skype calls; Calls to mobiles and landlines; Group calls; Skype Number; Caller ID; One-to-one video calls; Group video calls; Video messaging; Instant messaging; Send texts (SMS); Send files; Skype Video Conference; Skype Classroom | No |
| Microsoft Teams | Storage 30 days in cloud | 250/250 | Microsoft Teams is ISO 270001 and SSAE16 SOC certified | Starting at 5 $/month | Integrated with Office 365, App Integrations; Live Collaboration in Real-Time; Conversation Threads; Collaboration with Clients vendors & Suppliers; One Note; OneDrive | Yes |
| Zoom | Up to 1 GB of cloud reporting | 100/500 | Only features with the latest 5.0 have E2E encryption | 15–20 $/month | Zoom Chat; Zoom Classroom; Zoom Video Recordings; Zoom Webinars; Google Drive; Hip chat; Dropbox; Slack; HubSpot; Infusionsoft | Yes |
| Cisco Webex Meetings | Yes, only in own computer | 200 participants in the 30-day free trial | E2E encryption Multilayer Security Model Cisco Webex privacy | 13.5–26.95 $/month | High-definition (HD) video & audio; Screen & Document Sharing; In-meeting & Recording Notifications Microsoft Office; Google Calendar; Salesforce; Jira; SharePoint Online; OneDrive for Business | Yes |

| Platform | Recording | Max. Participants Free/Full | Privacy, Security, E2E Encryption | Pricing | Exclusive Feature | Whiteboard |
|---|---|---|---|---|---|---|
| Google Meet | Yes, in Google Drive | 100/100 | Privacy and security, but no 2E2 encryption | 6–25 $/month | Gmail Business email; Meet Video and voice conferencing; Chat Team messaging; Calendar Shared calendars; Drive cloud storage; Docs Word processing; Sheets Spreadsheets; Slides Presentation builder; Forms Professional surveys builder. | No |

***Source : www.ncbi.nlm.nih.gov***

**8. Alternative applications available other than Microsoft Teams and Zoom:**

1. Google Classroom
2. Kahoot
3. Seesaw
4. Photomath
5. Socrative
6. Edmodo

10. Thinglink
11. Quizlet
12. Class Dojo

**Findings:**

1. Zoom Videoconferencing and Microsoft Teams are both powerful tools that combine real-time chat, content sharing, and video. Each has its unique strengths.
2. Zoom is better suited for online teaching, Meetings, whereas Teams is a great fit for large, collaborative projects.
3. For few people ,Microsoft Teams emerged as the most satisfying platform

## CONCLUSION

The need of an hour knows the importance of digital applications and their usage .The digital applications are proved to be very useful in all areas of work .At many functioning areas, Microsoft Teams beats Zoom in many areas, because it offers a more complete solution for our organization, chatting needs, file transfers, and more. Both the applications generate a unique link that can be shared with others to enter a video call. The person who wish to call for a meeting can invite anyone, regardless of whether they're Zoom or Microsoft Teams users. Both the applications are compatible on phone and can be used very simply .Even school going children have become used to these .Microsoft Team has got many good features but Zoom has overcome all. The results of the survey conducted, showed clearly the overall acceptance of Zoom over Microsoft Team. The hackers are trying on both the applications, but doubt there success. Zoom offers free packages and plans .The people have started using the links of Zoom for their casual meetings, as it is very simple and widely used. Zoom is having better video quality in meetings and during Calls.

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# EXPLORING AND EVALUATING THE KEY COVID-19 ECONOMIC IMPACT TRIGGERS ON GLOBAL ECONOMY

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## ABSTRACT
*This Research article tries to explore and evaluate the Key Economic Impact Triggers of the Covid-19 Pandemic on the state of the Global Economy in the coming decade. Besides, it also tries to decipher the Macroeconomic Impact of the Contagion in post Corona times thereby documenting the realistic changes, it will bring in the trajectory of the Global economic order.*

*Keywords: Key Economic Impact Triggers, Great Recession, Economic Uncertainty, Sustained Economic Revival, Global Economic Engine.*

Well...as the Global Economy executes a swift revival amidst the continuous rampage and mayhem set free by Covid contagion in the first half of 2021; there is an extreme concern echoed by Economists, Thinkers, and analysts about the fate of mankind in the coming decade.

The Post Covid Global Economic System has been immensely shaken by the cascading Economic and Financial Impact of the Pandemic. Many Financial Market experts and Economists of repute have suggested a host of policy measures and solutions aimed at pulling the Global Economy out of this Great Recession, a term popularly used by the IMF Economic Think-tank in their celebrated World Economic Updates.

However, despite various remedial measures proposed for recovery and containment, there exists a significant disagreement and uncertainty on the overall extent of Global Economic Recovery moving into the next decade. The principal reason for the lack of consensus in the risk assessment and consensus could be attributed to a lack of foresight and failure in identifying the key Covid 19 economic impact triggers holistically.

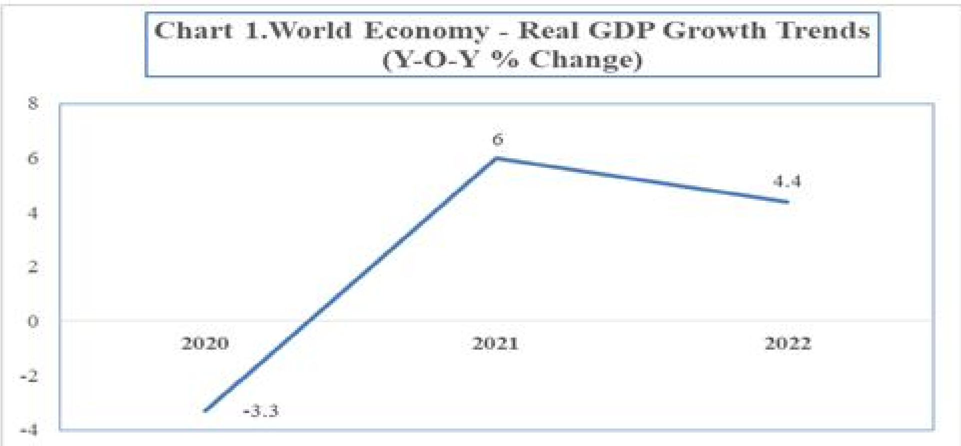
Keeping the above perspective into consideration, this Research article makes an effort to add food for thought for a quest in exploring and evaluating the Key Economic Impact Triggers that would define the fate of the Global Economy in the coming decade.

Essentially, the Covid-19 after impact on the Global Economy in the coming decade can be explained with the help of these 4 major Impact Triggers:

**1.Global Economy to continuously bleed in the Coming Decade**

Firstly, it is widely accepted and believed that the Global Economy would continue to bleed in the coming decade. This is indicated by the fact that - the International Monetary Fund(IMF) in its April 2020 World Economic Update, had called the Covid-19 Pandemic a “Great Lockdown,” for the Global Economic system and the induced “Great Recession” as the worst recession since the Great Depression of 1929.

Furthermore, as per IMF’s Economic calculations, the Global Real GDP Growth in year-on-year percentage terms fell by around – 3.3 % worse than -0.1 % registered during the Global Financial Crisis of 2008 in April 2020(**see Chart 1**). The IMF did revise this figure in October 2020 to – 4.4 % indicating the Recession will further widen and deepen in the first half of 2021.




Source: World Economic Outlook Update - October 2020 & April 2021, IMF

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In fact, in the April 2021 World Economic Update, the IMF expects the Global Economy to recover at an ambitious 6 % for 2021 moderating to 4.4 % in 2022 **(see Table 1)**; but these Projections lack conviction in wake of growing uncertainty associated with New Virus Mutations and an unprecedented rise in human toll despite increased vaccine coverage initiated by a majority of Nation States in the World.

Thus, there lies a big Question mark on when the World Economy would recover from the Covid-19 induced Great Recession in the true sense of the word, as it is generally anticipated - that the Global Economic Engine would not come back on track in the coming decade – as by now, it is being widely accepted that the Economic Outlook would solely depend on the battle between the further spread of the Virus and Vaccination measures.

Besides, it also will depend on how Countries across the Globe deploy economic policies aimed at limiting lasting damage emanating out of this unprecedented crisis thereby restoring the need for confidence in their respective Economies, Industries, and Financial Markets.

**Table 1. Global Real GDP Growth Trends (Year-on-Year % change)**

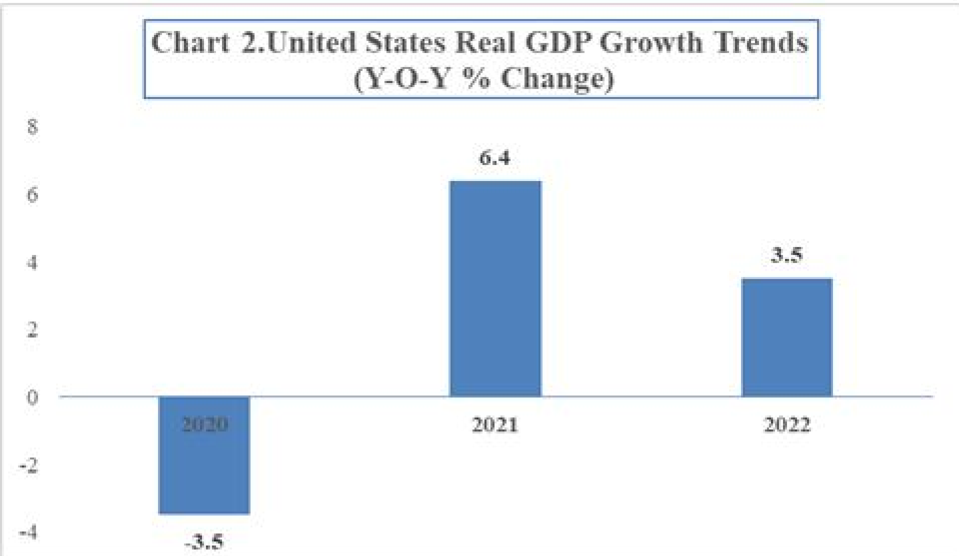
| | World Economy | United States | Advanced Economies | Emerging (Developing) Economies |
|---|---|---|---|---|
| 2020 | -3.3 | -3.5 | -4.7 | -2.2 |
| 2021 | 6 | 6.4 | 5.1 | 6.7 |
| 2022 | 4.4 | 3.5 | 3.6 | 5.0 |

Source: World Economic Outlook Update - April 2021, IMF

**2.The US Economy to lose its sheen as the Super Economic power of the World**

Secondly, the US would lose its sheen as the Super Economic Power of the World in this decade. It seems this Economic prophecy seems to be working well on course - as, by the end of 2021, United States is most likely to become the worst-hit Covid Nation of this World with the maximum number of Covid Infected patients.

Thus, despite the Republican President-elect Joe Biden Administration trying its level best to restore the Economic image of the United States through the injection of a massive $1.9 Corona Relief package and ensuring that 2/3rds of Americans receive direct financial aid and are vaccinated by the end of 2021, much still is desirable for execution on the Macroeconomic front.




Source: World Economic Outlook Update - April 2021, IMF

The United States economy contracted with a - 3.5% annualized GDP Growth rate for 2020 slipping into the “Great Recession” **(See Chart 2)**. This was the biggest contraction for the World Economic Powerhouse since 1946 and the first contraction since 2009. The Unexpected fall in Crude Oil prices in the middle of 2020 owing to the piling up of Global Crude Inventories and the worsening of Sino–US relations, were responsible for further making the Terms of Trade unfavorable for the Americans leading to an accumulation of large Trade deficit on the US Balance of Payments.

For a $ 21.66 Trillion Economy in Nominal GDP Terms with a per capita income of $83,051 by the end of 2020; it is indeed baffling to note that despite being the Richest and most Prosperous nation in the World, the biggest challenge for the United States is to keep a check on the size of its National Debt.

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As per the data shared by US Treasury and Federal Reserve Board through the website USDebtClock.org, the size of US Total Debt has touched an astronomical level of $28.26 trillion, which is a staggering 130.2 % of American GDP. A large quantum of this debt accumulated in the first half of 2021 has been attributed to a sudden increase in Federal Government Spending trillions of dollars in virus aid and economic relief for combating the Covid-19 pandemic.

So, if this unprecedented rise in the US Public and External Debt is not checked on time; being chiefly attributable to the worsening of the Economy, Industry, and Financial Markets owing to the Economic uncertainty created by the worsening Covid-19 Scenario in the United States. Then a massive fall of the US Financial Markets and Dollar leading to an all-around collapse of the US Economic System will become surely inevitable soon.

**3.China slated to experience an International Economic backlash and Trade Boycott**

Thirdly, in the coming decade, it is anticipated that the Chinese Economy would experience an International Economic backlash and trade boycott leading to a possible collapse of its celebrated "Market Driven Economic Model" based on the ideology of Communism.

The above writing is visible on the Wall and is indicated by the fact that the Economic Powerhouse has been accused by the Western World and a majority of Nation States in the World of creating and spreading the deadly Coronavirus in November 2019 from Wuhan, under a big Trade Conspiracy aimed at deliberately weakening the Global economy. Furthermore, it is also believed by Economic experts, that the above ploy used by the Chinese was also single-handedly directed for tilting the International Terms of Trade in its favor and for making Yuan (Renminbi), the Strongest currency in the World.

The People's Republic of China, today is the largest trading nation and the Second Largest Economy in the World with a healthy Nominal GDP of around $14.03 Trillion, playing a prominent role in International Trade. However, the Chinese have been outrightly criticized for the adoption of an unfair Protectionist Trade Policy aimed at keeping the Terms of its Balance of Payments in its favor coupled with the artificial revaluation of Yaun(Renminbi) against the Dollar. This has led to the further worsening of Sino – US Trade relations in the Post Covid-19 times leading to the creation of huge Trade imbalances for the already fragile World Economy.

Thus, in the coming days, it is expected that the Chinese would experience a severe Economic backlash and a collective Trade boycott from the Rich and Advanced Economies that can result in a cascading impact on the Chinese "Market-driven Economic model," created on the principles of Communism, thereby leading to its imminent collapse.

Therefore, despite the fact, that China has been only major economy in 2020 to register a full-year positive growth of 2.3 percent owing to a speedy recovery in the Last Quarter of the Calendar Year **(see Chart 3)**; the UK based Centre for Economics and Business Research (CEBR) projects that China should overtake the US, as the World's largest economy by 2028 owing to its, "skillful and intelligent, "management of Covid-19 Scenario.

The above economic conjectures associated with more than larger and unrealistic Projections of the Chinese economy, however, have been consistently rejected by eminent Economists across the World owing to issues of mistrust and lack of authenticity associated with the base level Macroeconomic Data released by the National Bureau of Statistics of China - which in turn - has been accused of excessive over-representation and incorrect documentation of facts and figures.

**4.A Strong Resurgence and re-affirmation of India's Global economic power Status**

Fourthly, it is now being increasingly accepted that the Emerging Economic Bloc consisting of China, India, and Southeast Asian Economies, would become the undisputed Economic Nerve Centers of the Global Economic Engine in the Post Covid-19 times, with India tipping to become the third-largest economy of the World by 2030.

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Source: World Economic Outlook Update - April 2021, IMF

India's strong Resurgence in the Post Covid-19 times as a Strong and Vibrant Economy with robust economic fundamentals, state of art Covid Containment Medical Infrastructure, Impressive and intelligent Covid Management through affordable Vaccination, a gigantic Consumer Market and a big demographic dividend (largest number of the working population in the age bracket of 18 to 42); all these factors coupled with the existence of Market friendly and Social Welfare driven Mixed Economic Model, based on the principles of Democratic Socialism, has resulted in the International Monetary Fund revising upwards the growth forecast for the Indian economy to 12.5 percent in 2021, making it the only major economy expected to register a double-digit growth amidst the COVID-19 pandemic.

The IMF World Economic Outlook Update for April 2021 expects the Indian economy to have contracted by 8 percent in 2020, leaving China to be the only major economy, which had registered positive growth during the year (2.3 percent). While IMF pegged India's growth to a moderate 6.9 percent in 2022, the same for China is projected to hover near the 5.6 percent mark **(see Chart 3)**.

Also, in the Economic Outlook Update for April 2021; the IMF has revised a higher forecast for India's growth in 2021 to a whopping 12.5 % which reflects a carryover - from a stronger-than-expected recovery in 2020 after lockdowns were eased.

So, though the Indian Government is bracing to undertake the "Break the Chain" initiative for containing the Second Covid-19 Wave in the middle of April 2021; the country's impressive Vaccination Drives and resilient hard work, put in by the Health Workers, including the Doctors and Medical Professionals, coupled with Co-ordinated efforts from the Centre and the State Governments aimed at restoring the Economy to the Pre-Pandemic Period - have been consistently appreciated - by the World Bank, International Monetary Fund(IMF) and World Health Organization(WHO).

**So what lies ahead…**

In Conclusion, it can be said that the Covid-19 induced Great Recession was the most unprecedented Economic Crisis experienced by mankind in its last 200 years of existence with almost 3/4$^{th}$ of the World reeling under its cascading impact today.

Financially, the Global Stock Markets on February 28, 2020, saw their largest single-week decline since the 2008 financial crisis with a virtual blood bath while March 2020, saw the World's major Indices experiencing historic declines with falls of several percent.

Thus, the World Economy in General and the Global Financial System in particular, are coming to terms with the onslaught and devastation let loose by the Pandemic across the Political, Economic, Social, and Technological spheres even in the second half of 2021.

Therefore, temporary food shortages, price spikes, and disruption to markets leading Global Economies to modify their Fiscal Stimulus Measures for preserving the livelihoods of their citizens will become the order of the day soon.

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So, a collaborative and sustained effort would be required by the Global comity of Nations aimed at wiping out the deadly Covid-19 Pandemic from the face of Earth, through the adoption of prudent Macroeconomic Policies coupled with sustained use of Health campaigns for creating Awareness on Precaution and Vaccination, thereby providing the much-needed immunity to the entire Humanity and for restoring the Global Economy to the prosperous Pre-Corona times.

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# VISION 2050: EVOLVING ENTREPRENEURSHIP ECOSYSTEM

**Prof. Dharmaraja Ganeshan**

***"Change is the window through which the future enters your life."***

It's all around you, in many types and shapes. You can bring it about yourself or it can come in ways. Sometimes change is a process but most of the time, it is a decision according to Karri Flatla.

For Vision 2050, we need to define change. We have seen the industrial revolution followed by the software revolution followed by ITES/Business Outsourcing to the digital revolution. The future is preparing us all for the change and we need to understand why is change required. We had the LAN –Line telephone to analog mobile phone to digital phones to I phones and much more. There is no point in resisting to change. Gone are those days when type writers were used. Typewriters were replaced by Electronic Typewriters to Desktop Computers to Laptops to digital mobile devices.

Vision 2050 is gearing up for the next phase of robotic controls and artificial intelligence and even replacing human mind with electronic devices. Post COVID 19, everything has changed from the classroom teaching to online teaching and in corporate the work from home system has got calibrated with many corporate cutting out on manpower,rental, AC, electricity, tea, food and other costs.

**Today's World realities**

The magnitude of today's environmental, competitive, and global market change is unprecedented. It's a very interesting and exciting world, but it's also volatile and chaotic:

**Volatility** describes the economy's rate of change: extremely fast, with explosive upsurges and sudden downturns.

**Chaos** describes the direction of the economy's changes: we're not sure exactly where we're headed, but we are swinging between the various alternatives at a very high speed.

To cope with an unpredictable world you must build an enormous amount of flexibility into your organization. While you cannot predict the future, you can get a handle on trends, which is a way to take advantage of change and convert risks into opportunities.

**BECOME CHANGE HARDY**

Research has found that key skills that characterizes people who remained healthy and thrive in times of highly stress and change are having these qualities:

**Committed:** They were involved and committed to their jobs. They understood the big picture of what was going on in the change.

**Challenge:** They saw change as a challenge and as an opportunity. Their focus was on possible options and potential.

**Control:** They focused attention on things they could control, instead of what they could not do anything about.

**Connection:** They asked for help and support from co-workers and others. They are connected with people to expand their learning.

**CONTROLLING YOUR REACTIONS TO CHANGE**

How you respond to change is the area, where you and only you, are in charge. You are in charge of what you think, what you feel, how you take care of yourself, how you act, and how you relate to your colleagues and seniors.

- You can make suggestions, talk to others and add your input.
- You can gather information about what will happen and ask for help and support.
- You can control your emotional response to change, your attitudes towards it and how you will act with others.
- You can practice physical self-care.

**OPEN TO LEARNING NEW WAYS**

Being Change Master, you can:

- Study and develop new technological and human skills: Reach for learning.
- Seek out people: Ask people how people learned new ways.
- Push yourself beyond your comfort zone: Tell yourself that there must be a better way.

The Future is going to witness specialized people working in two to three jobs. It would require people with multitasking abilities.

**Who are the Millennials and What are their Characteristics?**
**The Millennials or those born between 1985 and 2005 are entering the workforce in large numbers.** This generation is perhaps the most unique in the history of modern world since they are the first to have come of age during the Digital Age.

Having grown up with the Internet and the Smartphone, the Millennials are more wired and more connected than any other generation in history. **Moreover, they are the ones who have grown up as Single Children and to Parents, both of whom were working.**

**Challenges in Managing the Millennials**

For instance, as mentioned above, they are very wired and connected which means that **they make extensive use of Social Media which means that the future corporate need to be receptive to their extensive Social Media browsing at work.**

While security concerns typically make organizations wary of providing Social Media access at the workplace, the fact that the Millennials use their Own Devices or the so-called BYOD or Bring Your Own Device provisions of organizational policies mean that corporate honchos cannot keep them away from their devices.

This presents a challenge that needs to be handled in an astute manner. Moreover, the Millennials are also known to communicate even officially through Social Media which means that corporate bosses have to keep pace with such changes in organizational communication policies.

Tech Savvy and Tech Addicted Millennials and the Challenges for HR Managers

Having said that, it is not the case that the Millennials are the generation that breaks All the Rules. Indeed, it is a fact that they are innately and intuitively drawn to technology which means that they are capable of inventing and creating technologically cutting edge solutions.

This means that HR and corporate managers in any sector would have to leverage technology if they are to manage the Millennials.

We mentioned all sectors since the Millennials do not necessarily have to be in Tech or Knowledge work firms to be tech savvy and instead, wherever and whichever firm they are in, **they are so adept and addicted to technology which means that the HR professionals have to be tech savvy consequently.**

However, as mentioned, **the Millennials fascination and love with technology means that they are also distracted easily** and organizational behavioural theorists point to how this sense of distraction means that Deep Work or work that needs extreme focus and concentration, not to mention longer attention spans would suffer.

Thus, to manage this challenge, HR managers would have to either remove the distractions from the workplace to the extent possible or simply assign such work to others.

**Political and Polarized Millennials and How Managers need to Address Them in the coming Decades**

**The Millennials are also extremely political and polarized** (we use the terms interchangeably as in the current political climate, both equal each other). **This means that there are high chances of Coffee Break Discussions turning political and serious which can lead to conflicts and worse at the workplace**.

Already, as can be seen from the Employee Activism in Google, the organization had to back out of Defence Projects as it's politically empowered and engaged employees were vehemently opposed to partnering with the Pentagon.

This has serious implications for the future as this Neo Labour Unionism can make even White Collar work unionized which is the direction in which many of the Millennial staffed Tech firms and other Knowledge Work firms are headed.

In addition, as far as Diversity and Inclusivity is concerned, the Millennials are likewise so polarized on this issue that Managers would have to Tread a Fine Line as far as handling issues related to Gender and Racial Discrimination are concerned.

Indeed, taken together the activism of the Millennials means that HR professionals long used to dealing with the previous Age Cohorts, the Boomers, and the Gen Xers who while being engaged and activist did not cross the line toward full blown conflicts at the workplace have to now reckon with the Millennials who view these issues in a more polarized manner.

**HRM Policy Challenges and the Most Unique Generation**

Turning to other challenges, the Millennials are also more likely to demand more Work from Home or Remote Work options in addition to being amenable to Part Time Work and Non Health and Social Security Benefits contracts.

While the latter can be Music to the Ears of the HR managers, the former would mean that they would have to be more flexible. What all these challenges mean is that the Millennials are unlike any other Age Cohort that has come before them.

While this was true for each generation which presented unique challenges, the Millennials having come of age at the Turn of the Millennium are the Harbingers of the New Era and hence, would have to be managed accordingly. The Millennials would wish to even retire as they turn 40 or 45

Change is hard at first, messy in the middle and gorgeous at the end as indicated by Robin Sharma and we need to be willing to accept new decisions and prepare ourselves to change in the days ahead.

# CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF STATE BANK OF INDIA

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## ABSTRACT
*Corporate social responsibility (CSR) is an important* ***element*** *for any business organizations. It is a thought that has alarmed worldwide attention. Due to the demands for enhanced transparency and corporate citizenship, CSR started to hold community, moral as well as environmental responsibilities. Today, companies are well aware of the impact of CSR on its image as well as on its production. It is said that Companies should not be only moneymaking, but also a good corporate citizens. There is no longer respect for profit only. Today, people demands from companies to take care of them and the environment in which they function. In modest words, Corporate Social Responsibility is a technique of doing business by merging economic benefit with sustainability of the environment.*

*This research paper is descriptive in nature and based on secondary data which focuses on the concept of CSR and its benefit to the society with special reference to State Bank of India.*

*Keywords: Corporate social responsibility, CSR,*

*"CSR isn't a particular program, it's what we do every day, maximizing positive impact and minimizing negative impact." - Anonymous*

## INTRODUCTION:
The concept and influence of Corporate Social Responsibility (CSR) has increased in the recent past mainly during the occurrence of the unusual coronavirus disease (COVID-19) which was declared as a pandemic by the World Health Organization (WHO) on 11.03.2020. Corporate social responsibility, or CSR, denotes to the belief that businesses have a commitment to society beyond their promises to their stockholders or investors. In addition to making profits, companies are expected to have some responsibility to stakeholders such as employees, customers, communities, and the environment. CSR includes institutions being economically answerable, improving labor practices, embracing fair trade, justifying environmental damage, giving back to the community, and increasing employee satisfaction. Even though there is no proper definition of **Corporate Social Responsibility (CSR)** but it can be considered as a Company's positive thinking of responsibility towards the society and environment in which it functions. Companies can satisfy this responsibility through waste and pollution reduction processes, by contributing educational and social programs, by being environmentally friendly and by undertaking activities of similar kind. CSR cannot be only considered as charity or donations. CSR is a mode of conducting business, by which corporate bodies clearly contribute to the social good. Socially responsible companies do not bound themselves to using resources to involve in activities that maximize only their profits. They use CSR to integrate economic, environmental and social objectives with the company's operations and development. CSR is supposed to increase status of a company's brand among its consumers and society. Expenditure on CSR does not form part of business expenditure.

### CSR defined:
- The World Business Council for Sustainable Development (WBCSD) defines CSR as "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large"
- Kotler and Lee define CSR as "Corporate social responsibility is a commitment to improve community well-being through discretionary, business practices and contribution of corporate resources. Corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility"

### CSR Norms in India:
In India, New Companies Act 2013 has introduced some new provisions which alter the face of Indian corporate business. One of such innovative provisions is Corporate Social Responsibility (CSR). The idea of CSR rests on the ideology of give and take. Companies take resources in the form of raw materials, human resources etc. from the society and by performing the task of CSR activities, the companies are giving something return to the society. Ministry of Corporate Affairs has newly notified Section 135 and Schedule VII

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of the Companies Act as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014, which has come into effect from 1 April 2014.

**Applicability of CSR:**
Section 135 of the Companies Act, 2013 delivers the starting point limit for applicability of the CSR to a Company i.e. (a) net worth of the company to be Rs 500 crore or more; (b) turnover of the company to be Rs 1000 crore or more; (c) net profit of the company to be Rs 5 crore or more. Additionally as per the CSR Rules, the provisions of CSR are not only applicable to Indian companies, but also applicable to branch and project offices of a foreign company in India. Every qualifying company requires spending of at least 2% of its average net profit (Profit before taxes) for the immediately preceding 3 financial years on CSR activities in India

**History and Evolution of SBI:**
The foundation of the **State Bank of India** goes back in the beginning of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta in June 1806. After three years the bank received its license and was re-designed as the Bank of Bengal (2 January 1809). An exclusive institution, it was the first joint-stock bank of British India supported by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras (1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the Imperial Bank of India on 27 January 1921. Later, the imperial bank of India became State Bank of India in July 1955.

**Highlights of State Bank of India:**
State Bank of India (SBI) a Fortune 500 company, is an Indian Multinational, Public Sector Banking and Financial services statutory body headquartered in Mumbai, Maharashtra. The gorgeous heritage and legacy of over 200 years, certifies SBI as highly trusted Bank by Indians through generations. SBI, the largest Indian Bank with approximately 1/4th of total market share, work for over 44 crore consumers through its huge network of over 22,000 branches, 58,500 ATMs, 66,000, business correspondents (BC) outlets, and around 2,50,000 employees working on different capability for the satisfaction of the customers. The Bank has magnificently diversified businesses through its 11 subsidiaries i.e. SBI General Insurance, SBI Life Insurance, SBI Mutual Fund, SBI Card, etc. It has spread its existence internationally and operates across time zones through 233 offices in 32 foreign countries. Rising with times, SBI continues to redefine banking in India, as its objects is to offer responsible and sustainable Banking solutions.

**Objectives of the study:**
The study is descriptive in nature based on the following objectives.

- To understand the concept of CSR
- To analyze the activities of CSR undertaken by SBI
- To highlight the benefits of CSR to the society

**RESEARCH METHODOLOGY:**
Present research paper is based on secondary data collected from various books, journal and internet.

**LIMITATIONS OF THE STUDY:**
The study is based on secondary data taken from the annual report of the bank which may be window dressed.

**CORPORATE SOCIAL RESPONSIBILITY in SBI:**
Corporate Social Responsibility (CSR) is sincerely fixed into the culture of State Bank of India. SBI has been actively involved in CSR activities since 1973. The principal purpose of State Bank of India's CSR philosophy is to make a significant and measurable impact to the lives of economically, physically, and socially challenged communities of the country. CSR activities of SBI touch the lives of millions of the poor and needy peoples across the length and breadth of the country. The center areas of SBI's CSR activities include Healthcare, Education, Livelihood, Skill Development, Environment Protection of National Heritage, Empowerment of Women, youth, and senior citizens, amongst others. CSR activities in project mode are implemented through the SBI Foundation, the CSR wing of State Bank of India established in 2015 with a visualization of becoming a best CSR institution in India through the practice of "Service beyond Banking"..

**Education:** Education is observed to be one of the most important tools to bring about a socio-economic change within society. It plays a key role in bringing a developmental progression of a family within the ecosystem. Bank always tries to funding education to weaker sections of society in remote, unreachable, and underdeveloped areas. Few notable examples are

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- School Adoption program
- Scholarship to the talented students
- Donation of school buses for various schools
- Distribution of Laptops, Projectors, benches, Tables, chairs, and library cabinet, amongst others for underprivileged students at schools to upgrade the standard of teaching and learning.
- Provides water purifiers to schools at backward places to enable drinking water facility to children

**Healthcare:** In Healthcare: State Bank of India offers basic infrastructure to Hospitals and NGOs to increase the medical facilities of underprivileged and economically weaker sections of the society. Few notable examples are

- Bank has donated good number of ambulances to different Hospitals, NGOs, and trusts.
- Dialysis Machine has also been donated for treating poor patients suffering from kidney problems.
- Donation has been made to Bangalore Kidney Foundation for meeting the cost of free dialysis and Ramakrishna Ashram in Ahmedabad to support mentally challenged children.

**Skill Development:** India is one of the youngest nations in the world with more than 50% of its population below 25 years of age. Employability of the rising young demography is considered as one of the most important factors in the economic growth of the country. State Bank of India has undertaken skill development initiatives as a focus area to support the supply of trained manpower. Few notable examples are

- Bank has set up 152 Rural Self Employment Training Institutes (RSETIs) across the country to help and mitigate the unemployment and underemployment problems of youth in the country.
- During FY2020, your Bank allocated an amount of `1 crore for capital expenditure of two RSETIs.

**Empowerment of Women and Senior Citizens:** Women today are CEOs, entrepreneurs, philanthropists and much more. Their innovation and compassion allow them to be great leaders and inspire the next generation to reach greater heights than ever before. Keeping such thoughts in a mind SBI during FY2020, an amount of `0.42 crore was spent towards the empowerment of women and senior citizen. Some notable initiatives undertaken are as follows.

- Donation of 13-seater TATA Winger vehicle to the Society of Sisters of the Destitute Santhisadan, Oramanjhi, Ranchi
- Donation of a bus for senior citizen pilgrims to Sri Varaha Lakshmi Narasimha Swamy Temple.

**Swachhata, Environment Protection and Sanitization:** State Bank of India is committed to the Government's mission of "Swachh Bharat" and has undertaken several initiatives across the country. Few notable examples are

- Provides sanitary napkin vending machines in a villages
- Provides dumper bins and machines for plastic recycles for environmental wellness
- Installation of smart crushing bins for collection of single use plastic bottles for recycling at different places in India.
- Tree plantation initiatives have been undertaken and lakhs of trees have been planted across the nation.

**SBI Children's Welfare Fund:** With the concept of "Charity begins at home", State Bank of India had established a Trust named SBI Children's Welfare Fund in 1983, as an initiative by its staff members. The Trust takes funds from the voluntary contribution from bank's employees for the betterment of the underprivileged and orphan children. The interest earned on the corpus of the fund is applied to extend grants to Institutions engaged in the welfare of underprivileged children viz. orphans, differently abled, destitute, and deprived, amongst others. During FY2020,a total contribution of `0.45 crore has been received from the staff and the Bank has donated an amount of ` 0.53 crore to six organisations. These institutions are present across the country and work towards the welfare of the marginalized and downtrodden children including PwDs.

**Covid-19 relief initiative**: The current worldwide disaster caused by the Wuhan Corona Virus and affliction called COVID-19 has engulfed our lives in ways that has crippled our individual well-being, threatens humanity and promises massive economic consequences. As part of bank's struggle to fight the Covid-19 pandemic,

- SBI staff members collectively donated 108 crore to the PM Cares Fund.
- Rs.30 crore for COVID related CSR activities.
- Donated around 21,000 P.P.E. Kits to government hospitals.

**SBI GRAM SEVA- Integrated Rural Development by Adoption of Villages:**
SBI Gram Seva, a flagship program of SBI Foundation was launched in August 2017. It is an joined rural development program bringing socio-economic change in the villages through adoption of villages. The program has broad objectives of achieving:

- Digitalization of Villages
- Promotion of Quality Education
- Improving Primary Health Services
- Providing Safe Drinking Water & Sanitation
- Livelihood Generation
- Convergence of Government Schemes
- Empowerment of Rural Women & Youth
- Improvement of Rural Infrastructure
- Environment Protection

**Promotion of sports:**
SBI Foundation has partnered with Abhinav Bindra Foundation Trust to support a year STEAM (Science, Technology, Engineering, Analytics and Medicine) Scholarship for 8 athletes of various sports, granting them full access to sports science facilities and provide customized sports specific practices based on their goals in consultation with their coaches.

**Awards and accolades received by SBI for its CSR activities:**
- CMAI Association of India Best Public Relations Practices in CSR 2019-20
- ICC Chamber of Commerce Awards for CoE for PWDs program.
- SBI Foundation participated as a leading CSR Organization in the Institute of Directors Event in partnership with Republic Media Network.

## CONCLUSION:
CSR in India has conventionally been seen as a humanitarian activity. In today’s modern world business and society both are highly dependable on each other because Society is the ultimate consumer of everything what business and industries are producing and offering. CSR is considered as the important part of the banking sector because it not only increases the revenue but also removes the negative image of the banking industry. It builds a long term relationship with society as well as develop the brand image of the banking sector. After analyzing the CSR activities of the bank it can be easily concluded that since last so many years SBI is recoding continuously its presence in almost every area of CSR with the help of its charity wing, employees and its largest bank branch network which enables them to meet the need of the rural and underprivileged people in a better way.

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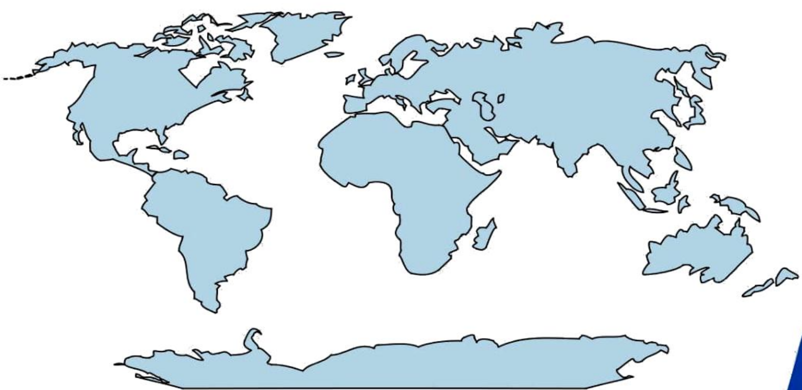

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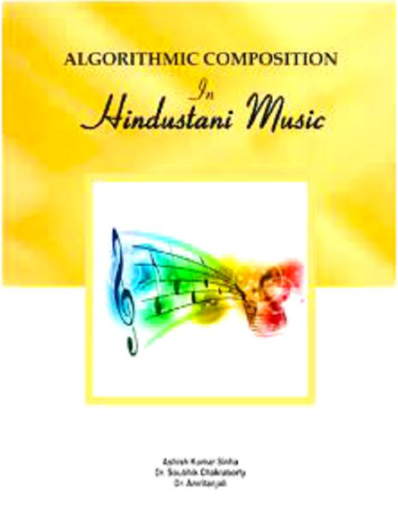


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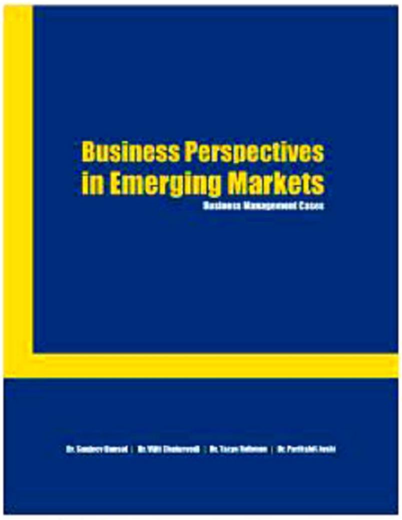


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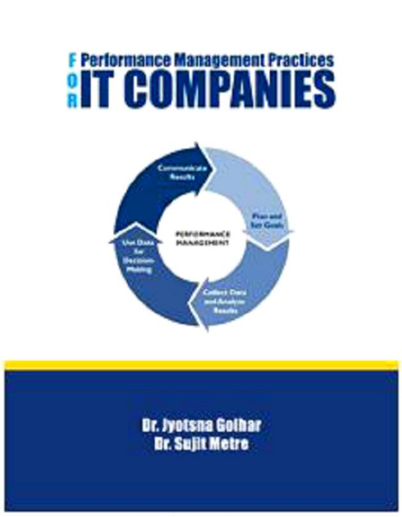


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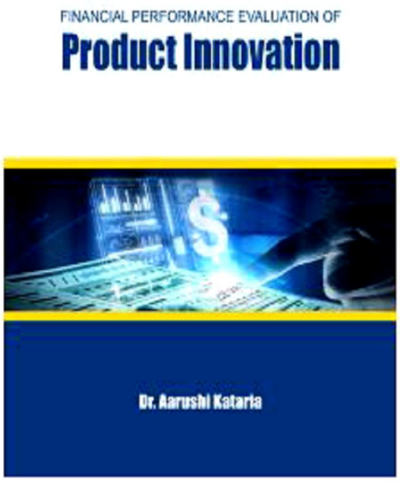


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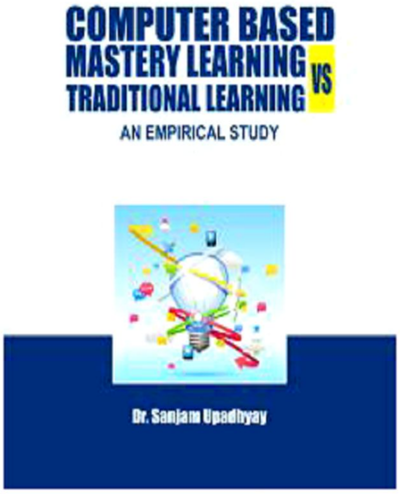


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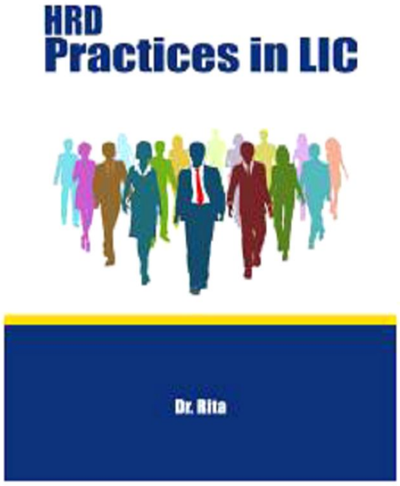


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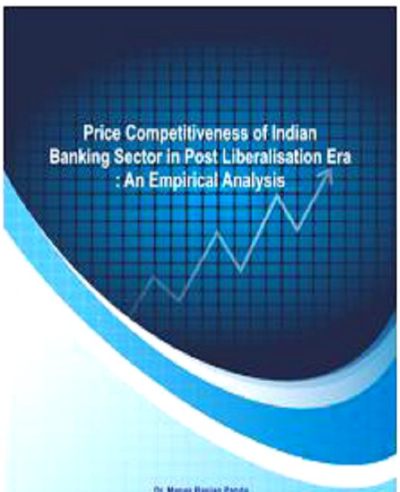


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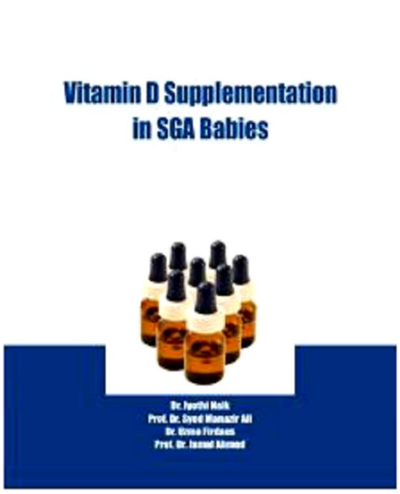


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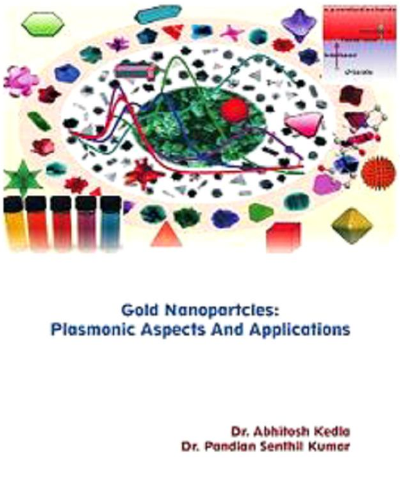


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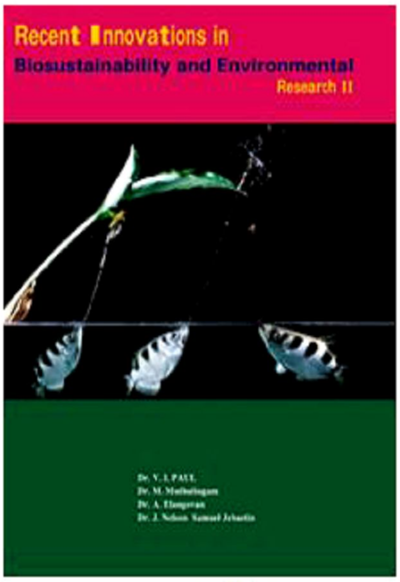


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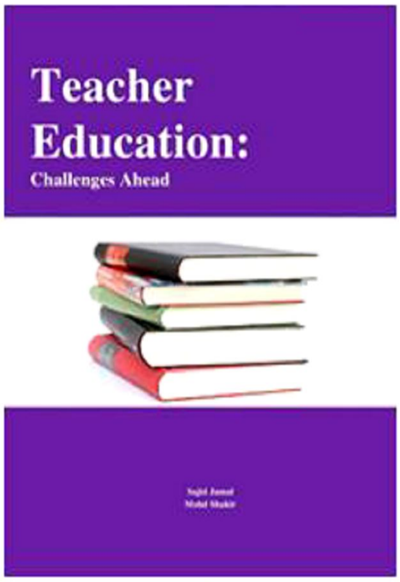


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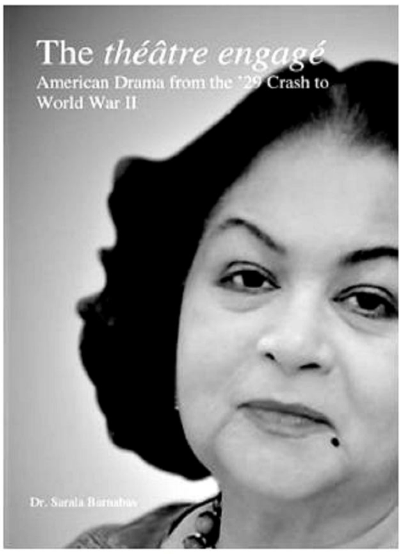


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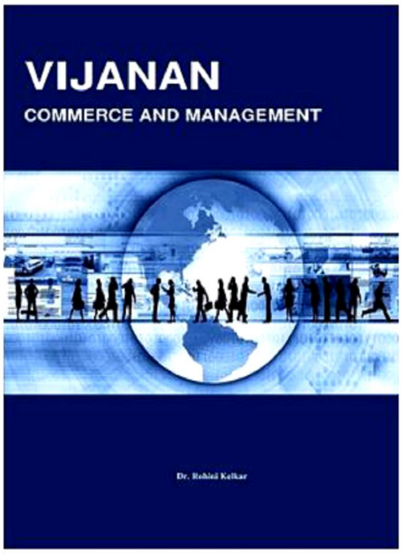


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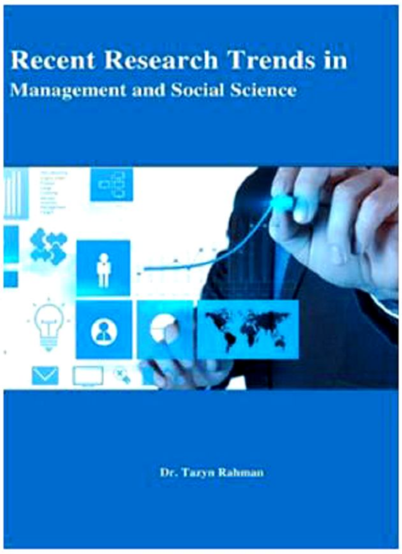


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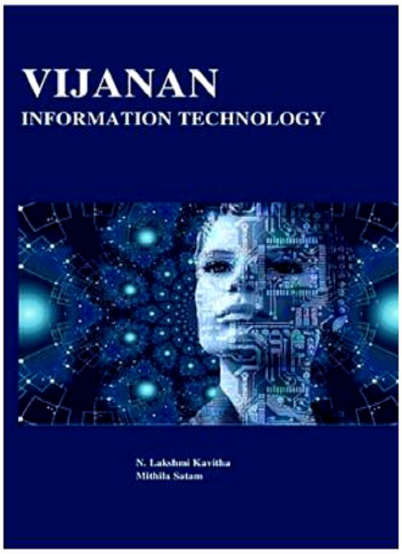


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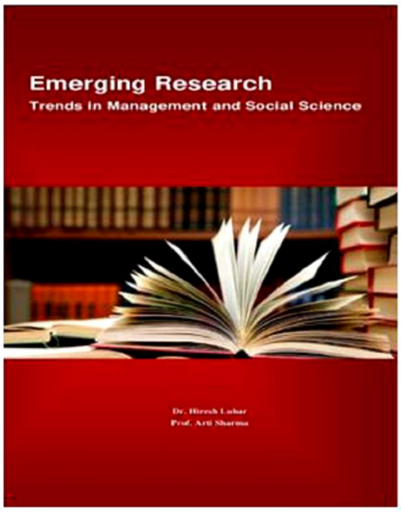


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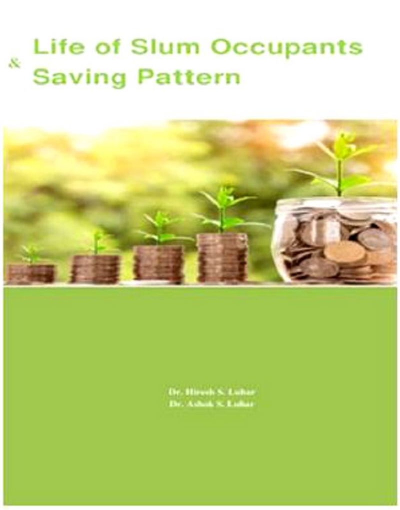


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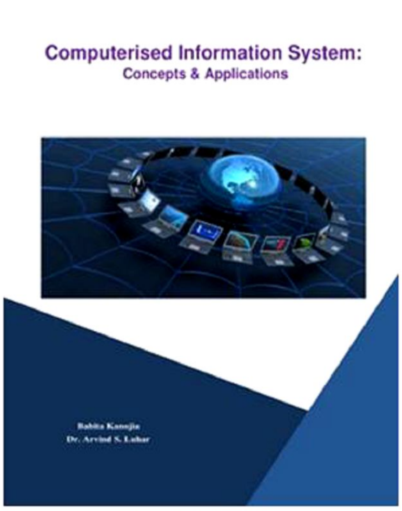


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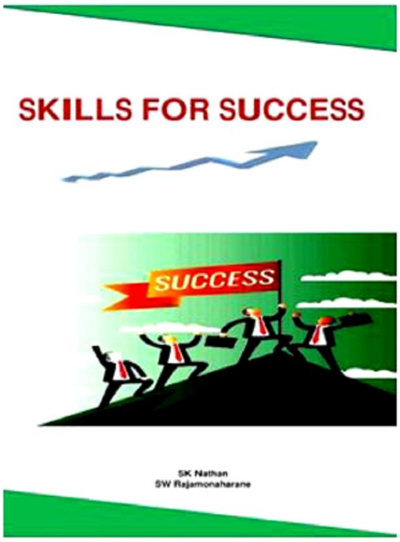


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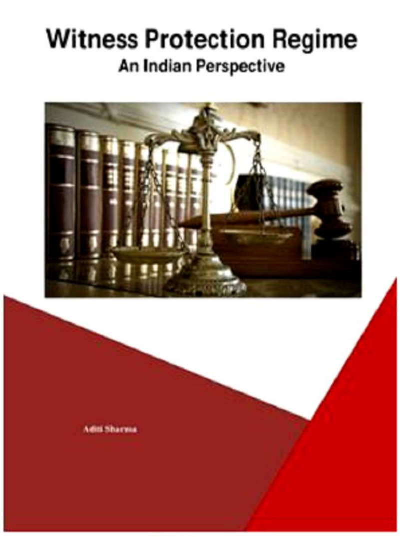


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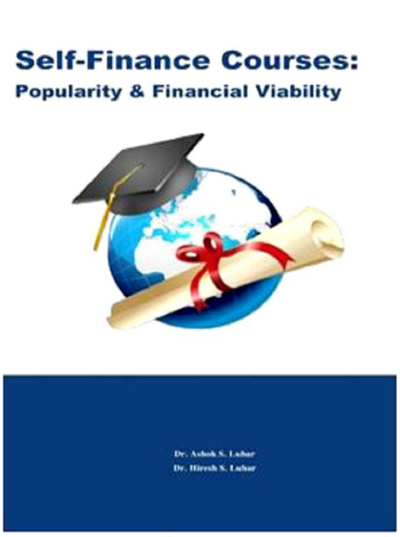


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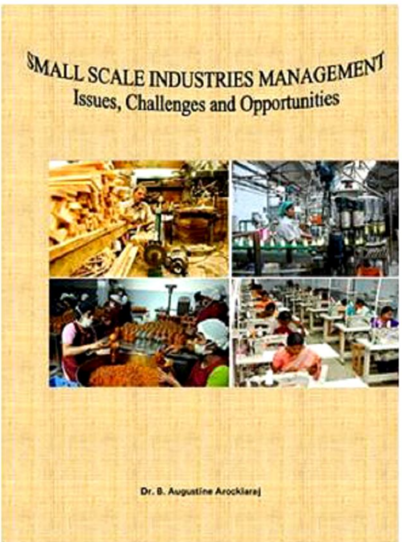


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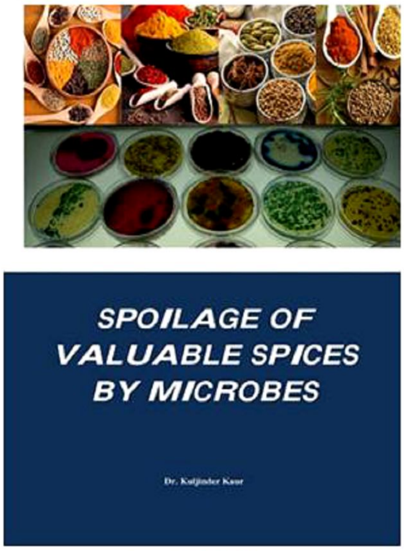


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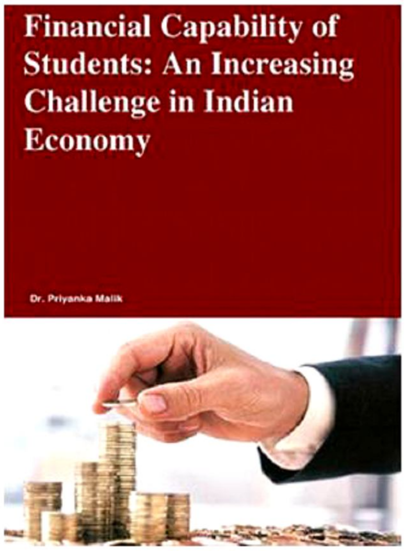


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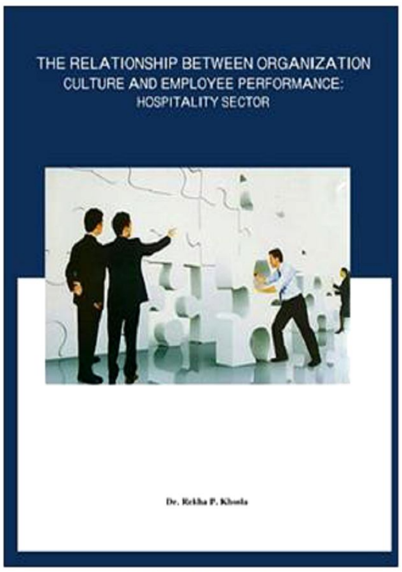


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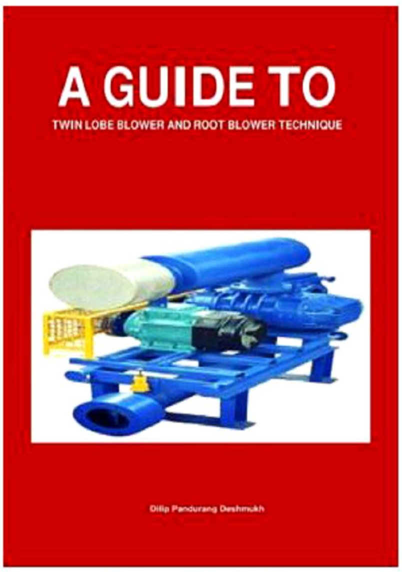


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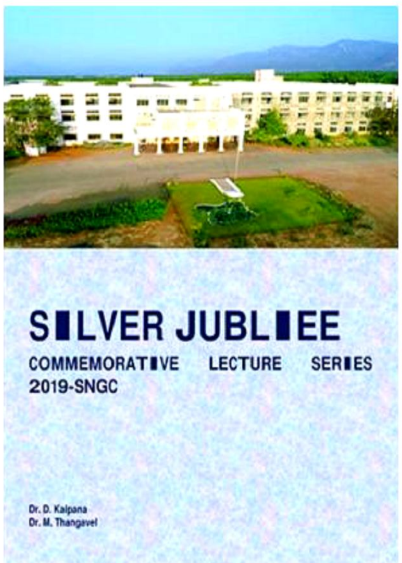


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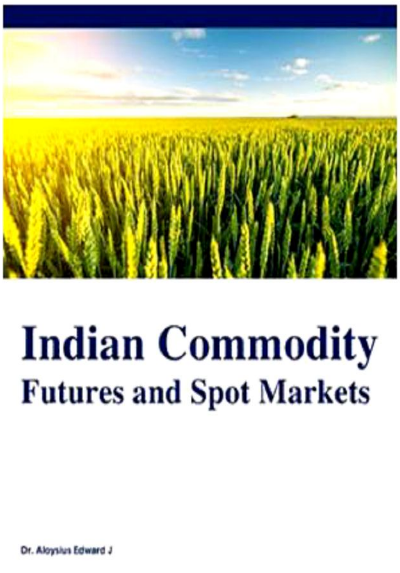


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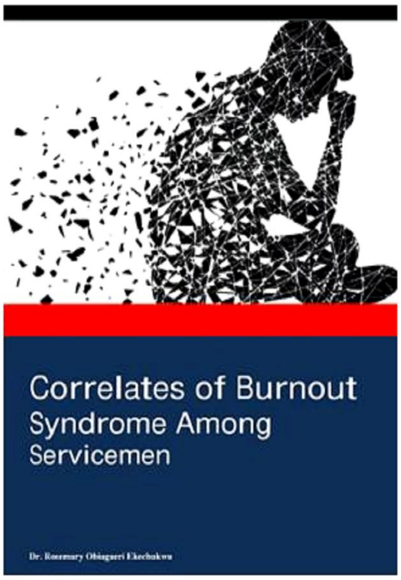


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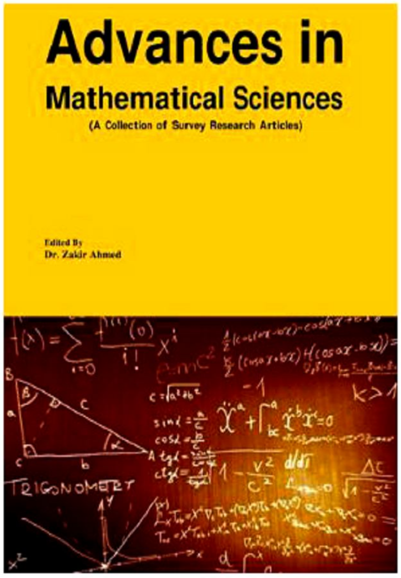


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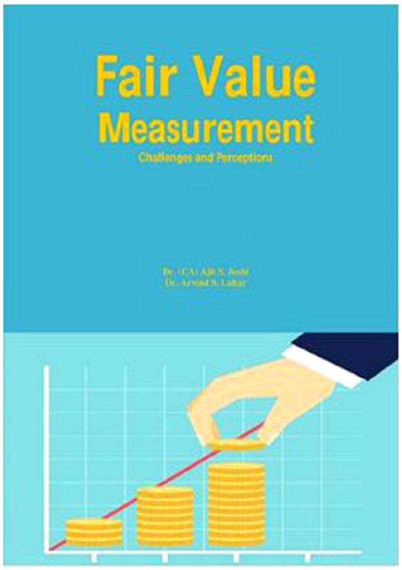


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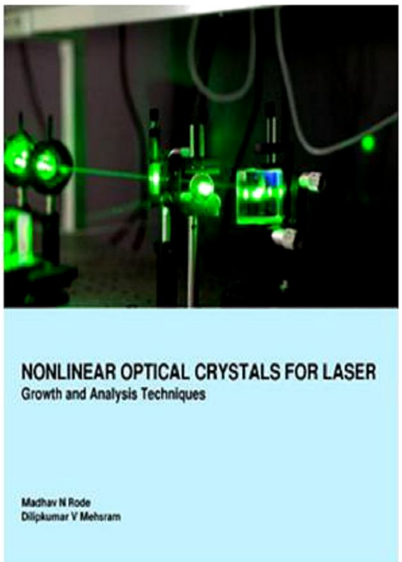


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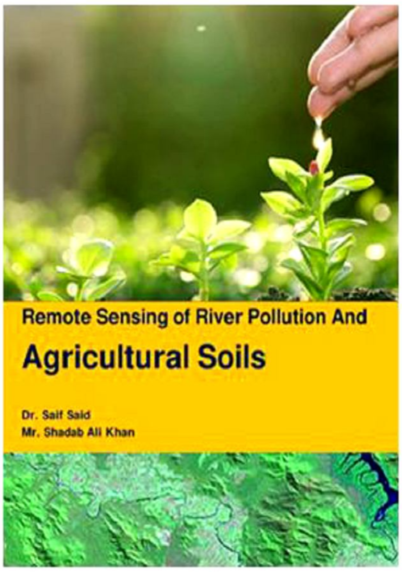


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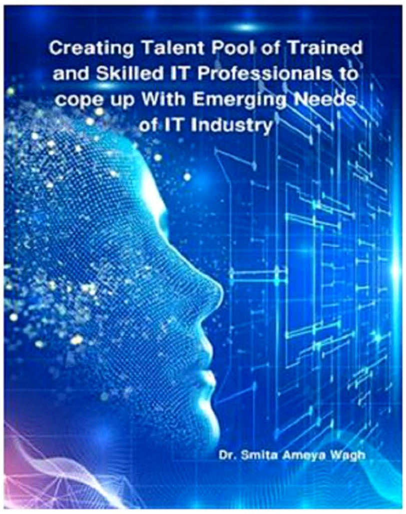


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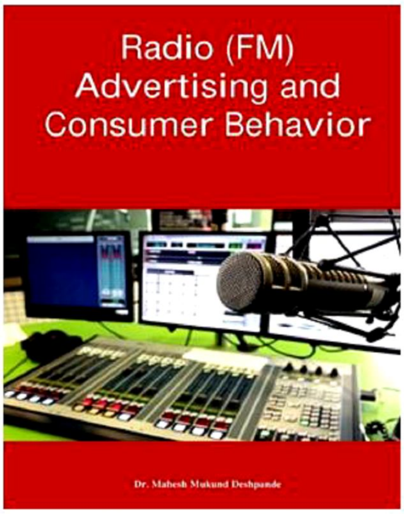


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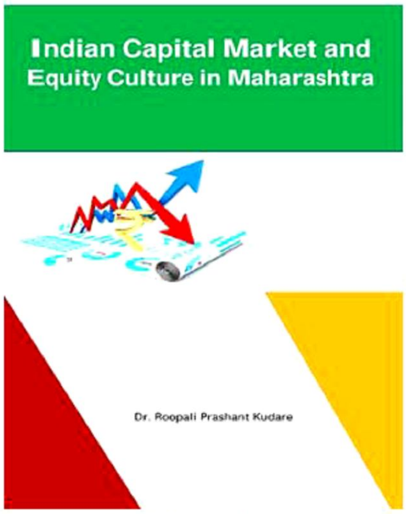


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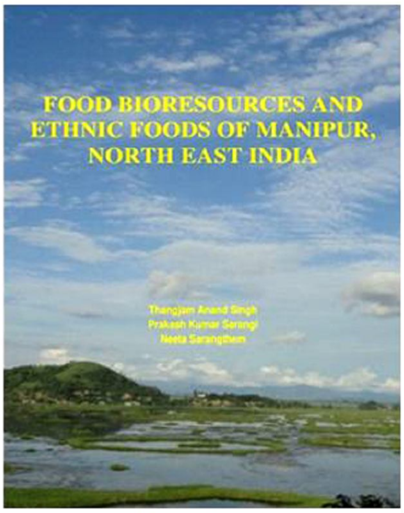


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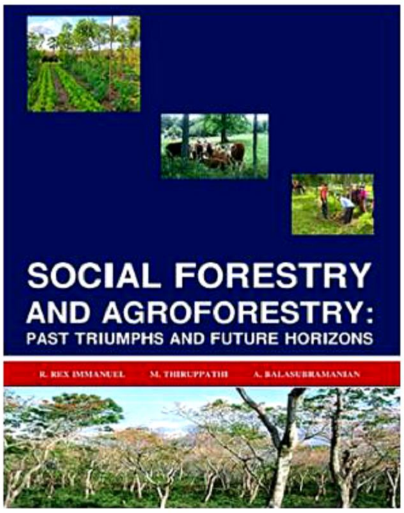


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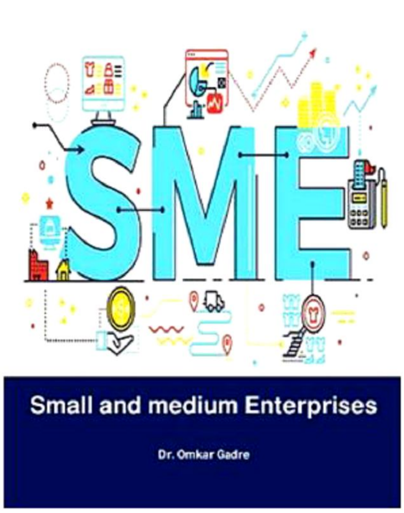


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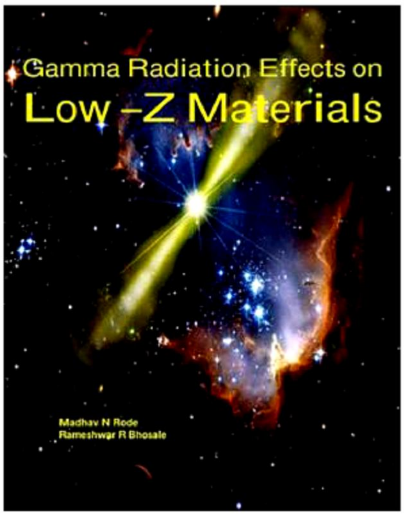


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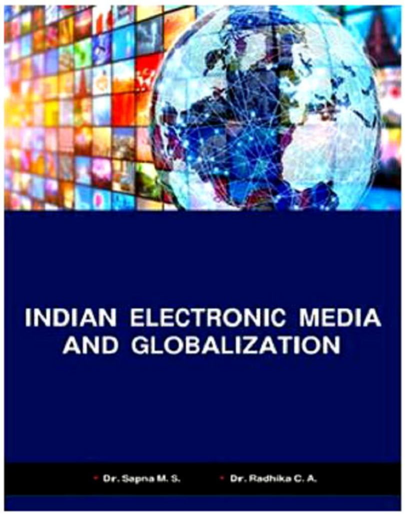


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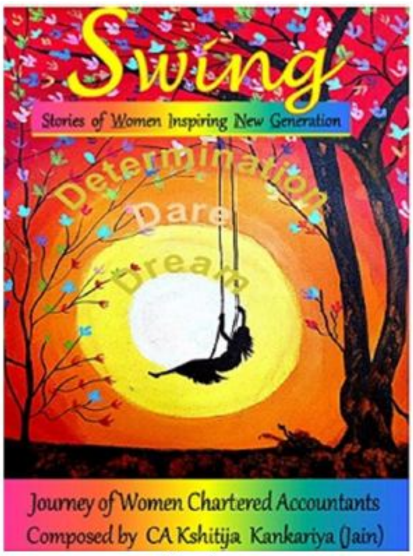


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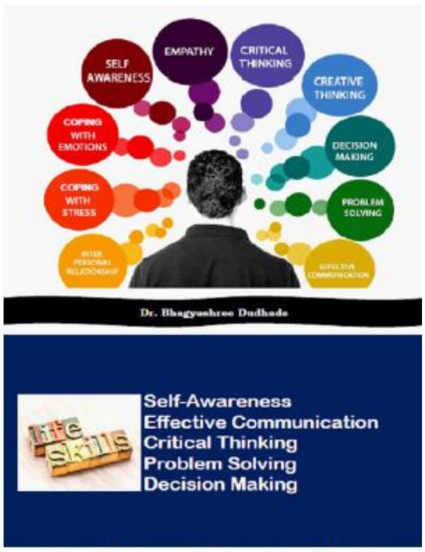


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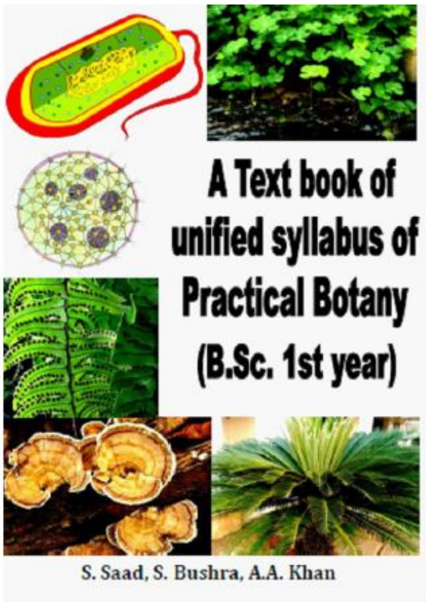


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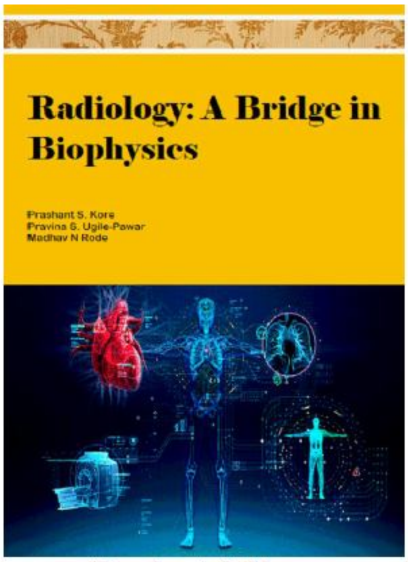


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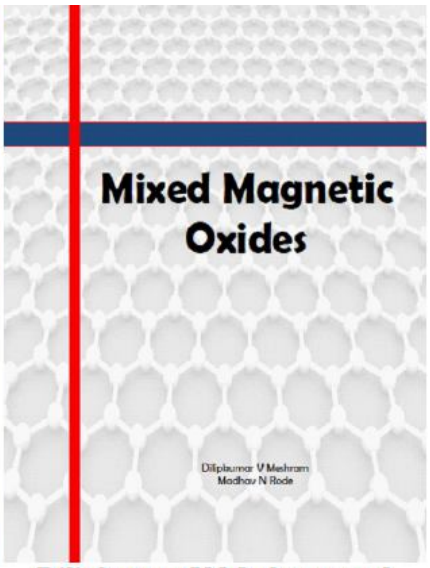


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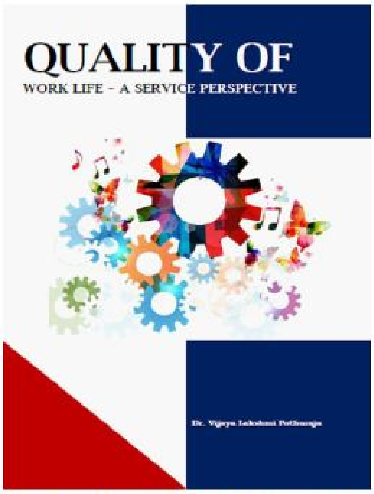


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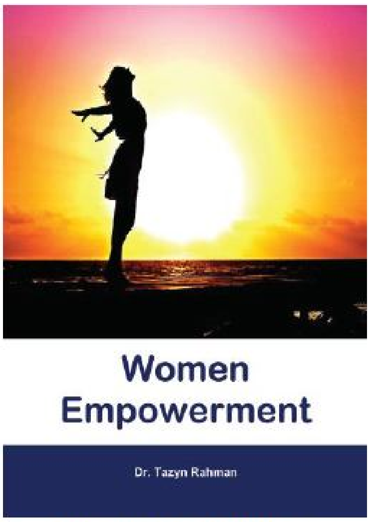


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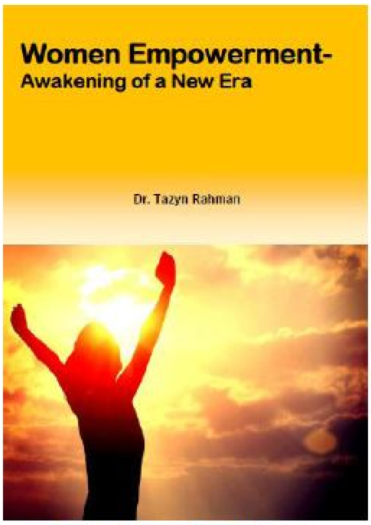


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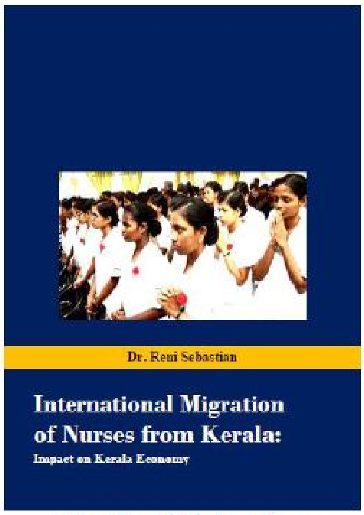


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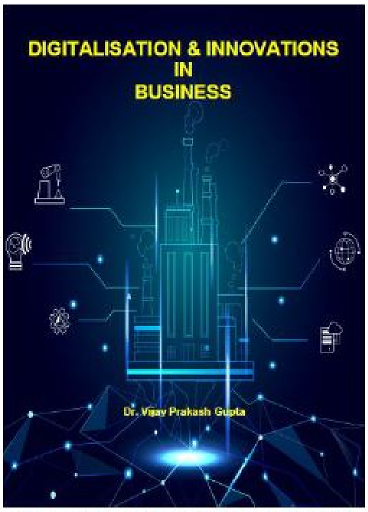


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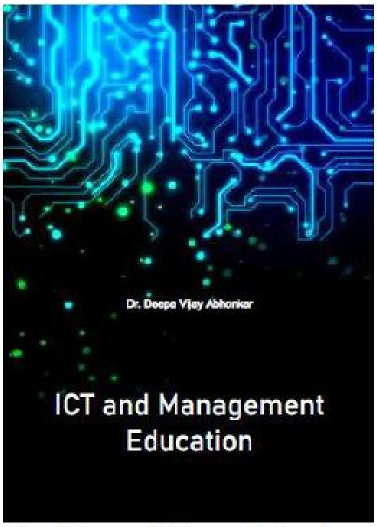


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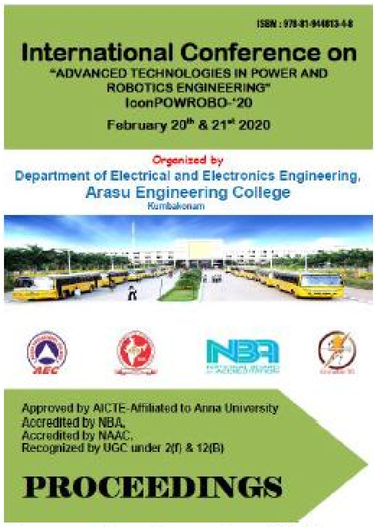


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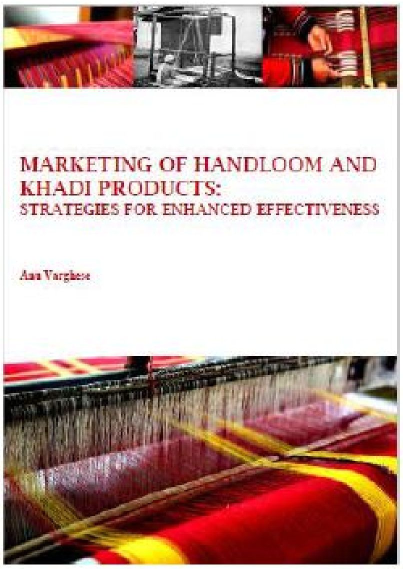


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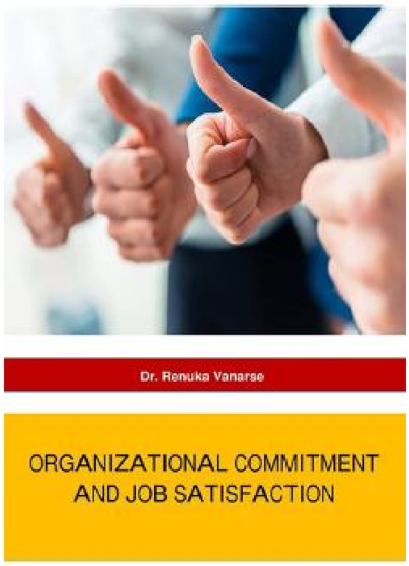


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# A CRITICAL ANALYSIS TO RECOGNISE PANIC BUYING DECISION PERFORM IN THE COVID-19 OF THANE DISTRICT

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**ABSTRACT-**

The outbreak of the Coronavirus (COVID-19) that started in December 2019 drastically affected the world. It also reached India in late January 2020 and has greatly affected India, and continues to spread throughout the world. The COVID-19 pandemic fundamentally changed the world of consumerism. The impact of COVID-19 is of great concern to consumers. Consumer class has started to live differently, has changed the buying behaviour of the years and thinks differently. Due to an effect on the supply chain and retail supplies, consumers look to products and various services through a new lens. The consumer class answers the crisis in a variety of ways. Some go for the panic purchase of necessary goods such as staples and hygiene products while others remain indifferent to the pandemic and continue the purchase as usual. Financial uncertainty affects consumer outlook, perceptions and buying behaviour.

The following study circulates on Thane District masses where there is extreme segregation in living standards around the impacts of such situation. The study is a review of secondary data leading to the dark side of panic buying being a curtain raiser followed by misconceptions in the markets by imbibing black ocean strategy and explorative in nature.It draws suggestive measurements based on personal observations and experiential learning.

**Key Words:** *Covid-19, Consumer buying decision, panic buying, Impact*

## INTRODUCTION

A respiratory disease outbreak occurred in Wuhan (province of Hubei), China, during the month of December 2019. Thenoval coronavirus (SARS-CoV-2) has led to the outbreak of this respiratory disease known as COVID-19. The outbreak of the disease is rapidly spreading all over the world. At present, it has spread through 213 countries around the world at the end of May 2020. Coronavirus is a type of common virus that causes nose, sinus or upper throat, windpipe and lung infections. It is a communicable virus, as it spreads from person-to - person contact, causing mild to deadly infections. the disease was originally linked to the Wuhan seafood market. The disease has symptoms such as cough fever, tiredness, pneumonia, headache, diarrhoea, haemoptysis, and dyspnoea. Preventive measures such as masks, hand hygiene practices, avoidance of public contact, case detection, contact tracking, and quarantines have been suggested as effective measures to reduce transmission since no antiviral treatment has yet been proven to be effective. consumers at the local and global level feel the economic effect of Covid 19. Except for the unsheltered essential grocery stores, all retail outlets, including restaurants and malls, are badly affected by medical shops rest. Health care demand and Ayurvedic products have increased as consumers are more concerned about the body's immunity these days and consumers are following preventive measures such as social distancing, hand sanitizing, choosing a mixed mode of purchasing grocery items (both in-store and offline). India recorded their first case in Kerela during the last week of January 2020. Since then the cases have increased and in the first week of June crossed two lakh cases. The Union Government of India announced a three-phase nationwide lockdown of 3 weeks from 25 March 2020 to 17 May 2020 and a fourth nationwide lockdown of 18 May 2020 with more decision-making powers in the hands of state governments to formulate lockdown policies and resume economic activity in this 4th lockdown to bring the economy back on track. In a recent study conducted by 'Accenture' in April 2020 on the impact of Covid-19 on consumer behaviour, it was found that consumer attitudes, buying behaviour and buying habits are changing due to the pandemic and this change will also remain post-pandemic. Currently the consumer is more focused on buying basic needs; they are shopping more consciously, becoming more inclined to digital shopping modes to manage isolation.

## CUSTOMER PANIC BUYING

Panic buying happens when consumers buy oddly bulky volumes of a product in anticipation of, or after, a disaster or perceived disaster, or in anticipation of a major price increase or shortages. Buying panic is one kind of herd behaviour. Panic-buying can lead to real scarcity irrespective of whether the risk of a shortage is real or perceived; the latter situation is an instance of prophecy fulfilling itself. Psychologists view control as a basic human necessity. With a disease highly communicable and capable of turning deadly, this epidemic fundamentally disrupts a sense of control.

Crude vegetable and fruit shops were also shut down in various neighbourhoods in Thane District due either to lack of lucidity on the lockdown over coronavirus pandemic, or they could not get items from the wholesale bazaars. Panic buying is called the deed of buying large quantities of a particular product or commodity due to sudden fears of a coming shortage or price rise. Buyers have to wait for my turn to enter the store for some minutes to buy essential items. It's because only two to three people were allowed to go inside the store at one time. The rest would have to wait in a queue outside of the shop, maintaining a distance of around three feet. Many items such as milk tetra packs, confectionery products, tissue papers, butter, flour, vegetables did not exist at the local grocery outlets (kiranas), shop floors, D-marts, supermarket Big Bazaar etc. At other grocery stores a similar state of affairs prevailed. Shop owners and the administration took various measures, from asking visitors to wear mandatory masks, to marking outdoor shops for customers to stand up, to protecting social distance to prevent the coronavirus from blowing out. Shopkeepers supposed this was due to panic buying on 24 March 2020, Tuesday evening itself, just after Prime Minister Narendra Modi 's announcement of a comprehensive lockdown.

In some outlets, people grumbled about the lack of supply, because essential items such as milk, wheat, pulses, oil, biscuits, milk products and potable water jars were either out of stock or were fast waning. Some foodstuffs such as vegetables and fruits, however, continued to be supplied but may not reach shops due to lock-down impact. A chance of black marketing or a similarity of purposeful inflation also exists. Some storekeepers grumbled that their traders were unable to turn up due to transportation restrictions either. This supplement added fuel to the disappointment of information that due to lack of supply things run out of stock from market. Despite the announcements made from the end of the government, Minister of Food and Civil Supplies of the State Shri Chhagan Bhujbal, concerning the incessant supply of each product, despite restrictions on the movement of vehicles, the supply of essential goods would be unpretentious, and there is still a deficiency in the supply of the daily products needed.

The preliminary panic purchase was lone for hygiene products, soaps, exclusively hand sanitizers, but retailers say it's dribbled down to food after most offices allowed WFH (homework) employees to add fuel as consumption rates increased."Sales of categories such as Maggie, canned food, hand washers, tissues, wet tissues, sugar, ghee, butter, noodles, biscuits, rice, wheat oils, sanitizers, floor & glass cleaners & hygiene products have gushed up. Vendors and consumer goods firms advertise their average daily sales more than twice on Thursday as consumers hurried to purchase essential items ahead of Prime Minister Narendra Modi's address to the nation on the state of affairs resulting from coronavirus outbreak and efforts to fight it.

Amul, the country's major dairy brand, said sales of groupings such as Tetra Packs milk, cheese, ghee, ice creams, and butter have seen gigantic spurt over the earlier one week, and demand is rising anywhere across general trade and modern commerce.That's also why consumers want harmless packaged food and cook at home. Because of the inappropriate information numerous customers over-acquire as panicked. Thus, this leads to some sort of black ocean creation where the market moves around misleading facts for product availability and appears to be under the influence of furnished black magic. In fact, these are tools undertaken by different companies to fight the competition on the market, but in the current scenario they cause panic buying leading to shortages of stuffs or over purchasing.

## LITERATURE REVIEW

We considered the approach of supply disruption models because during the outbreak of COVID19, which resulted in the complete lockdown Thane District, there was a shortage of products needed and panic buying followed.

Snyder et al. (2010) provides a comprehensive analysis of the current investigation into supply disruptions. The literature contains very limited papers explicitly considering the effect of supply uncertainty on customer demand. Rong et al. (2008) considers an interaction between an unreliable supplier and multiple retailers as one-shot game. In order to get their desired allocation from the supplier, a behaviour known as the rationing game, the retailers can block their order quantities creating inflation.

Thus, there is a competition among the retail stores today as they sometimes compete with near rivals or sell the products at higher rates to customers with close proximity or most of the time. The sellers create hypes which lead to panic buying.

## OBJECTIVES

1. To understand the impact of a complete lockdown resulting in situations of uprising panic buying in Thane District.
2. To explore the psychological impact on buyers in Thane District during COVID19 pandemic outbreak leading to the exhaustion of daily stocks of need.

- Lalans, who runs a well-stocked Kirana store in Kalyan, says Thane has doubled their footfalls in his store over the past week. "Consumers buy products like soaps, sanitary facilities and handwash in bulk. I've actually run out of stock. People buy atta, oil and biscuits in bulk, as they're afraid shops will be shut down due to corona virus scare."
- At pharmacies in Megha chemist, Thane, a bottle of hand sanitiser, usually priced at Rs 40, was being sold for Rs 100.
- "Fake sanitising agents are more dangerous because they have side effects on human skin.Sanitisers are required to clean their hands when they cannot use soap and water.Sanitisers are used to sanitize public spaces, but if the sanitisers are fake or lack the sanitary facilities efficiency, it's going to be harmful, you never know what chemicals are being used in them, "Dr.Pulmonologist Bobby Balotra at Sir Ganga Ram Hospital.
- Mayank Shah, head of the category of Parle Products said, "Panic buying is taking place and is likely to continue for at least one-two weeks longer. We have received frenzied calls from the trade to supply stock since the pipeline has become almost dry. There is an increase of 15-20 per cent over usual sales."
- Albinder Dindsha, CEO of Grofers, said he expects the frontline sanitiser brands to be back on stock soon. Together, he said Delhi-NCR and Hyderabad witnessed a five-fold increase in demand over the last three days, which is the highest increase in sales in over six months in any category.
- Some chemist shops that have stocks of masks available with them have jacked up prices, selling items that were available earlier for Rs 150 at Rs 300, a report stated. The demand for surgical and N95 masks increased manifold in Thane District with some people claiming they were being sold at rates much higher than the actual cost. People claimed surgical masks were sold for Rs 40 or higher which are usually sold for Rs 10; And N95 masks sold for around 150 Rs were sold for up to 500 Rs. "If a pharmacy goes selling on average, 10-15 masks a day, today the demand rose to 100.

**Impacts of COVID 19 and lock down on Thane District**

Pandemic has wedged not only manufacturing and consumer industries, but luxury goods, airlines, tourism, leisure, and hospitality too. Holding away workers from work and consumers from consumption both reduces economic activity. Combating the problem would entail dramatically higher levels of debt everywhere; India has made efforts to address the COVID-19 challenge by social distancing and collective efforts. Economic impact on businesses, foreign trade, financial turmoil, export imports, inflation, taxation, consumption, stock markets. The fiscal policies, monetary policies, financial regulations, social insurance policies, industrial policies and trade policies will change. The economic damage could be lingering. The economic damage could be lingering. The most affected are vulnerable or poorest sectors of society that are dependent on their daily living wages, and this government measure could bring some relief to them. At a time of pandemic, proactive government in financial commitments will assist our society's most vulnerable customers.

Consumer priorities have focused on the most basic needs, sending hygiene demand, cleaning and staples products soaring, while non-essential categories are slumping. The factors influencing brand decisions are also changing as the trend to "buy local" accelerates. Digital commerce has also seen a boost as new consumers migrate online for grocery shopping, an increase that is likely to be sustained after the outbreak. In times like this, our need for life's basic necessities prevails. It comes as no surprise that the top priority for the consumers we surveyed is personal health followed by the health of friends and family. Other leading priorities were food and medical security, financial security and personal safety. CPG brands should heed this change and make it a priority for consumers, shoppers and employees to support healthy lifestyles. A strategic differentiator for the foreseeable future will be to have a "health strategy." Consumers are more conscious about what they buy. They strive to limit food waste, consciously shop more costs and buy more sustainable options. Brands will need to make this a key part of their offering (exploring new business models, for example). The desire to shop locally is reflected in both the purchase of the consumer products (e.g. locally sourced, artisanal) and the way they shop (e.g. community stores support). CPG brands will need to explore ways of connecting locally – whether by highlighting local provenance, tailoring to local needs or engaging in local ways.

**CONCLUSION**

Covid-19 has become a global pandemic and the government of the various countries are working to contain it and taking various steps to minimize the economic and social loss. In India, the union government imposed nationwide lockdown on March 24, which has been extended till 31st May and from June the government has started unlocking the lockdown; but still there is a situation of uncertainty and fear. Due to the lockdown the industries had the hardest hit as malls, restaurants, hotels, cinema halls etc. were shut except the essential grocery and medicine shops. Indian consumer has learnt to shop by using various precautions of sanitisation, social distancing, online mode of shopping etc. Majority of the consumers are now spending on essential goods through both online and in-store modes of buying. Due to uncertainty of the outbreak consumer is also opting for stocking of necessary goods and also buying goods which they never bought earlier. If the consumer is not getting the regular brand, they are buying the alternative brands also and due to lockdown consumer is sometimes buying from the stores or shop from where they wouldn't buy otherwise. As various restaurants are open for home delivery majority of the consumer due to fear does not prefer the online food. The Covid-19 has had made a slight shift in the buying behaviour of the consumer. There is an increase in the demand of the healthcare (Ayurvedic products) and sanitisation products and slight decrease in the FMCG products. The decreased purchasing power of the majority of the consumer class is also one of the main factors in the shift of the buying behaviour of the consumer. In the months to come, the Covid-19 pandemic is likely to make a permanent shift in the attitude and buying behaviour of the consumer. Consumer class will shift more towards hygiene, personal immunity booster and necessary products and there will be permanent decrease in the shopping of unhygienic street food, fashion products, luxury items etc. Finally, we conclude that we should deal with the situation with an optimistic mind set and should learn to live with Covid-19.

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# ATMANIRBHAR BHARAT ABHIYAN AND SWADESHI

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## ABSTRACT

The covid-19 pandemic has changed the economic and social infrastructure of India and other countries. The world is now standing at the verge of a heavy economical breakdown. The government by starting this campaign of Atmanirbhar Bharat Abhiyan has led a true Swadeshi movement. However, in the quest to attain a self-reliant India, it is necessary for the government to decentralize its policies, take decisions for rural crowd and labors, keep poor and underprivileged at priority, and make environmental friendly policies that are rooted to make India and a self-sufficient nation globally. In history, when India believed in the Gandhi's model of self-reliance, wonders happened. He articulated it as a social interdependence and mutual co-operation in a society. On the contrary today, a virus has violated our independence, but we all shall 'be vocal for local' and adapt to new lifestyle of being mutually interdependent and become empowered.

This article aims to examine how Gandhi is relevant today even in corona pandemic time. Finally concluded with in the present global scenario, though, it seen difficult to follow a close door policy, yet it should not be an open policy as well. Implementation of economic reforms did not bring substantial changes due to which most of the developing nations are facing many fold economic problems today. We need to have **Economic reforms** along with **Gandhian reforms**

**KEYWORDS**: Atmanirbhar Bharat Abhiyan, Vocal for Local, Swadeshi, Self-reliance.

## I) Introduction

It is urgent need of hour to discuss the problems facing by Indian Economy toady i.e. Corona Pandemic problem. This problem is facing by almost all the countries in the world and hence it is globalproblem.  Corona disease first time emerge in Wuhan City in China and then spread all over the world.

Two types of measures are adopted in India to control the spread of corona virus infection.

i) Lockdown and ii) Maintaining physical distancing.

Because of lockdown economic activities are severely affected. Industries are shut down, agriculture is shut down, corona pandemic affected to almost all economic activities in all sectors of Indian economy.From 2017 there was recession in Indian economy. COVID 19 corona pandemic lockdown affected almost all economic activities in all sectors of Indian economy. IMF predicted that GDP will come down up to 1.3 %. Rate of employment is only 26 %, Marginal Small and Medium sector contributes 6.11 % of GDP and 45 % share in exports in India. Asian Development Bank says that 2.5 Trillion Dollars are required for rehabilitation of unorganized sector in India.

To start a new chapter in Indian economy, **Atmanirbhar Bharat Abhiyan** (ANBA) as an idea of India (vision) announced by the Prime Minister Shri. Narendra Modiji on May 12, 2020 deserve to be understood, analyzed, interpreted and adopted with positive mind-set and hence the objectives of the study are:

## II) Objectives of the study

1. To study various aspects of Atmanirbhar Bharat Abhiyan.
2. To examinethe idea of Vocal for Local and Swadeshi.
3. To find out the challenges of Atmanirbhar Bharat Abhiyan.

### Research Methodology

The present research study is based on secondary data. The information has been collected from published books, Journals, Articles**,** Newspapers and websites.

## III) Atmanirbhar Bharat Abhiyan

Under Atmanirbhar Bharat Abhiyan a stimulus economic package of around Rs.21 Lakh Crore has been allotted for different sectors to restrain the adverse effects of this pandemic in India.

1. First Tranche (Rs. 5, 94,550 crore) – Focused on firming, backbone of Indian economy
2. Second Tranche (Rs.3,10,000 crore) – Poor, including migrants and farmers
3. Third Tranche (Rs. 1,50,000 crore) – Agriculture infrastructure
4. Fourth Tranche (Rs. 8,100 crore) on Schemes for 8 important sectors includes

4.1 Coal and mining Commercialisation

4.2 Defense Production4.3 Minerals Sectors

4.4. Air space management (Civil aviation, Airports and MRO)

4.5 Distribution Companies in UTs (Power Distribution)

4.6 Social Infrastructure Development via Viability Gap Funding

4.7 Space Sectors

4.8 Atomic Energy Reforms

5. Fifth & Final Tranche (Rs. 40,000 Crore) for MGNREGA Fund
6. In other measures RBI Monetary Fund & Policies and Pradhan Mantri Garib Kalyan Package (PMGKP) - Measures for Unprivileged Citizens.

Atmanirbhar Bharat Abhiyan rests on 5 important pillars which are portrayed as its salient features which include:

**1. Economy:** An Economy can be defined as a 'state of a country, area or region which produces and consume goods and services in exchange for monetary benefits'. It is integral for countries in pandemic to strive for balance between globalization and a degree of self-reliance.
**2. Infrastructure:** The infrastructure is the root of an economy as every business activity can only be established through a better communication, transportation, energy supply chains, distribution networks or financial institution.
**3. Technology driven system:** In an economy, intervention of the technology has successfully helped in improved operations and lowered cost of setting up a business. It is important for India to establish a system based on technology-driven arrangement to fulfill the dreams of being a self-sustained nation.
**4. Demography:** The study of human population, including its size, growth, density, distribution and other vital part of statistics is known as demographic economics. India is regarded as the second most populous country in the world with nearly one-fifth of the world population.

**5. Supply and demand:** In economics, supply and demand is a relationship between the quantity of goods or services that a producer shall wish to sell at various prices and the quantity at which consumer wishes to buy. The self-sustaining India shall witness a demand of goods, wherein the strength of demand and supply chain should be utilized in a full capacity.

## IV) Vocal for Local

Being vocal for local is, in the real sense of the term, the recognition and promotion of the intrinsic strength of Indian entrepreneurship waiting to be freed from the shackles of inextricable tangles of land, labour, liquidity and laws as PM Modi pointed out. Swadeshi should be reinterpreted as a bridge between robust localisation and inevitable globalisation, complementary to one another and not diametrically opposed.

The argument that we can suddenly become world-beaters by turning self-sufficient is not convincing. We need, instead, a combination of the best from wherever it is available when required, and making locally for our normal needs. Indians shouldn't be forced to settle for second or third rate products or services just because they have the made-in-India tag. That would be merely another, perhaps worse version, of the failed model of import substitution. Actually, what history proves over and over again is that there is no substitute for quality and competence.

It is time to revive those local industries that were taken for granted. It is time to usher in economic policies that produce welfare, sustainable incomes, help job creation and all in all, puts faith in the people. The sad state of our social sectors is also due to the lack of public expenditure on health and education, which is a side effect of the withdrawal of government from social sector, and handing over these welfare-enhancing sectors to private profiteers.ABA emphasizing 'vocal for local'. To my mind, we should be little diplomatic and use the wisdom for 'Glocalization' meaning thereby think globally and act locally.

## V) Gandhian Approach of Swadeshi

Prime Minister NarendraModi's emphasis on '*Atmanirbhar Bharat'* or self-reliant India is Swadeshi economics in other words.In the Indian context, self-reliance should not mean divorcing international trade. India will have to seriously engage with the region and the world, but at the same time strengthen its own domestic industry by streamlining the governance system and go far beyond mere amendments and announcements. Swadeshi does not and should not be interpreted as isolation. M.K. Gandhi's Swadeshi movement and self-reliance were two sides of the same coin that would find currency in a globalized world. The idea of ''Atmanirbhar Bharat' is old wine in a new bottle.

Gandhi visualized a peaceful, non-exploitative social and economic order. India lives in villages. Naturally the development of the country depends on the development of villages. That is why Gandhi has strongly advised development of cottage industries in villages, which will reduce the burden on agriculture. Cottage industry can also work as a good support system for villagers.

**A) Self-sufficient Village Economy**

Adoption of Self Sufficient Village Economy at rural level will ensure the all rounddevelopment of villages. Every village must have all the amenities and facilities essentialfor their development. Top priority should be given to poverty eradication and self-reliant.Global linkages and global collaboration will result in increase of production,employment, income and wealth and improving standard of Living of rural people. It willhelp to stop outmigration from villages and also reduces the burden of urban cities.

The linking of Gandhianself-sufficient village economy with global technology will ensure the following:

a) Development of all basic amenities in villages, no out migration
b) Purchases of goods and services in local market
c) Circulation of income within the local community; less income drain
d) Use of appropriate technology
e) Bread Labour-Self respect
f) Cooperative forms of local ownership and control
g) More effective schooling and hospitals
h) Healthier families
i) Women empowerment
j) Communal harmony
k) Greater community self-reliance
l) Inclusive growth and sustainable development
m) Village Sarvodaya; Welfare of all

**B) Urban Economy**

Setting up of the industrial estates will be linked up with medium and small towndevelopment and establishment of new towns. The towns with growth potential would beidentified through comprehensive economic planning and provide with necessaryinfrastructure and self-contained utilities and ancillary facilities including commontechnology support centers, industrial corridors, special economic zones and other estatesshould be setup along with modern transport and communication system. Integratedprovision of urban infrastructure and services,

Global–Urban linkages and global collaboration will result in increase in income andwealth, improving standard of living and sustainable development of urban economy.Global –Urban Linkages and global collaboration will ensure the following:

a) Development of urban cities/centers
b) Establishment of large scale and medium scale industries
c) Improve in urban infrastructure and social overheads
d) Optimum use of resources
e) Ecological sustainability
f) Production for domestic as well as foreign market
g) High skill and advanced technology
h) Global collaboration with government control
i) Sustainable development

**C) Balanced Growth**

Rural–urban linkages include flows of agricultural and other commodities from ruralbased producers to urban markets, both for local consumption and forwarding to regional,national and global markets; and, in the opposite direction, reverse flows of manufacturedand imported goods from urban centers to rural settlements. Since rural settlement will beeconomically strong in these rural-urban-global linkages, flows of people movingbetween rural and urban settlements will be stop or it may be either occasional visits tourban-based services and administrative centers, or migrating temporarily orpermanently.

## VI) Atmanirbhar Bharat Abhiyan: Challenges

The government announced an economic stimulus package of Rs. around 21 lakh crore and big-bang systemic reforms under the Atmanirbhar Bharat Abhiyan.

The intended objective of this plan is two-fold. First, interim measures such as liquidity infusion and direct cash transfers for the poor will work as shock absorbers for those in acute stress.

The second, long-term reforms in growth-critical sectors to make them globally competitive and attractive.

Together, these steps may revive the economic activity, impacted by Corona virus pandemic and create new opportunities for growth in sectors like agriculture, MSMEs, power, coal and mining, defence and aviation,etc.

However, there are several challenges that are needed to be addressed in order to fulfill the vision of this plan.

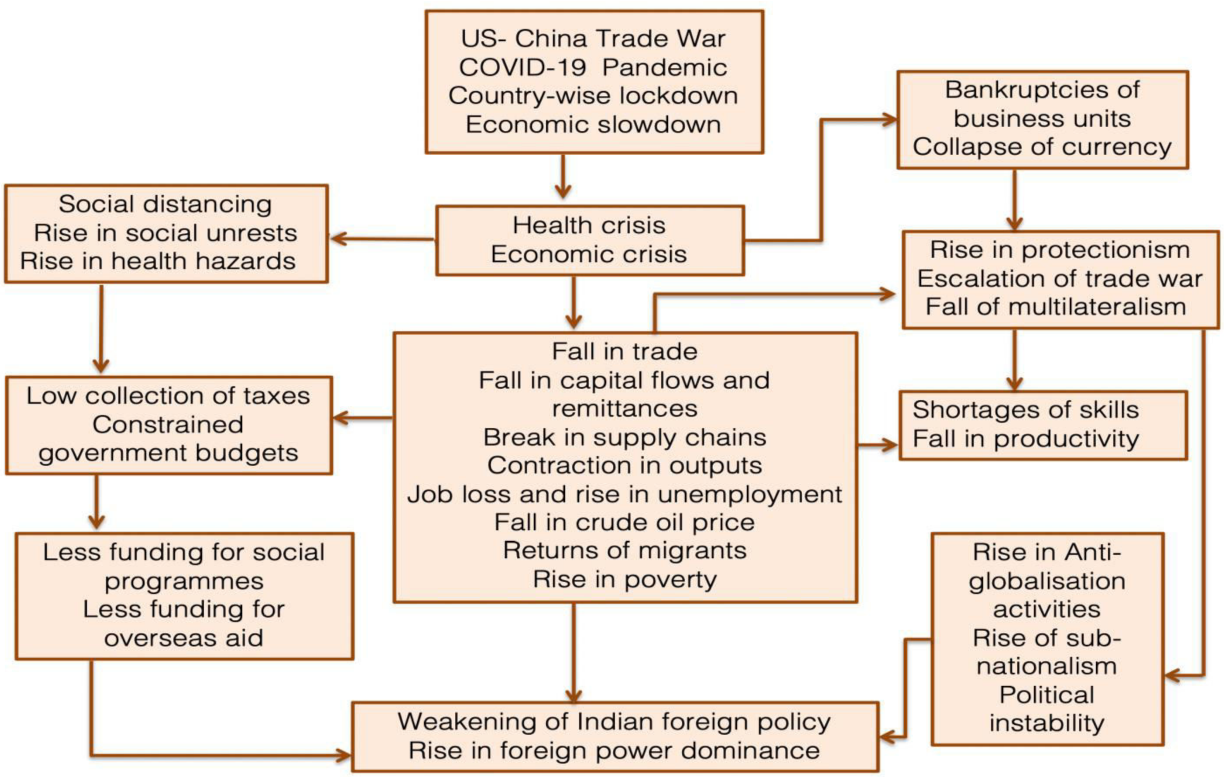
1. **Issues Related to Liquidity:** The package of Rs 20 lakh crore comprises both fiscal and monetary measures, the latter being in the nature of credit guarantees and liquidity infusions into banks and other financial sector institutions rather than the economy per se. Majority of the package is liquidity measures that are supposed to be transmitted by RBI to Banks and Banks to Citizens. This transmission wouldn’t be as smooth owing to inefficient transmission of monetary policy.
2. **Lack of Demand:** The lockdown has lowered aggregate demand, and a fiscal stimulus is needed. However, the package, by relying overwhelmingly on credit infusion to boost the economy, has failed to recognize that investment will pick up only when people across income segments have money to spend.
3. **Lack of Backward and Forward Linkages:** Unless the rest of the domestic economy is revived, the MSME sector may face a shortage of demand, and its production may soon sputter to a close.
4. **Burgeoning Fiscal Deficit:** Government claims that the stimulus package is around 10% of India’s GDP. However, financing it would be difficult as the government is worried about containing the fiscal deficit.

5. **Difficulty in Mobilizing Finances:** The government seeks a disinvestment to mobilise the finances for the plan.

However, the majority of Indian industries are already a bit debt-laden to take up the stake in PSUs. Further, it is difficult to borrow the foreign markets, as rupee with respect to dollar is all time low.

There are many challenges for implementing ABA such as demography as plenty of people, recession, unemployment, farmers' suicides, white-collar crimes, terrorism, exploitation, discriminations, deprivations and discontent among the stakeholders. There is fall in trade, fall in capital flows and remittances, break in supply chain, contraction in output, rise in poverty are some challenges we are facing. The challenges that Indian economy facing today is shown in following ray diagram.




The covid-19 pandemic has changed the economic and social infrastructure of India and other countries. The world is now standing at the verge of a heavy economical breakdown. Where India is already going through an economic downturn at the same time announcing 10% of the GDP is a tough decision. Many sectors have already gained the relief funds and other measures will be in action soon to the respective sectors. But it depends on time, how these measures and schemes of Atmanirbhar Bharat will draw a rising curve in India's economic growth. To be successful in ABA, we need to increase domestic saving rate, 'rainbow revolution' in agriculture and commitment, honesty and enthusiasm among all the stake holders.

## VII) Conclusion

The government by starting this campaign has led a true Swadeshi movement. However, in the quest to attain a self-reliant India, it is necessary for the government to decentralize its policies, take decisions for rural crowd and labors, keep poor and underprivileged at priority, and make environmental friendly policies that are rooted to make India and a self-sufficient nation globally.

Implementation of economic reforms did not bring substantial changes due to which most of the developing nations are facing many fold economic problems today. No country in the world has followed this pattern for socio-economic reforms. We need to have **Economic reforms** along with **Gandhian reforms**.

The Atmanirbhar Bharat Abhiyan is an important mission for the economic revival and progress of the Indian economy. If implemented effectively, it can help achieve the dream of India being economically stable, technologically superior and self-reliant in its needs.

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# ATMANIRBHAR BHARAT ABHIYAN PACKAGE: THE BOOSTER SHOT FOR THE MSMEs OR A DELUSION

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## Abstract:-

India's efforts to contain COVID-19 have garnered praise across the world, although many grievances are also noted within the country. The exact intensity of negative impacts of the lockdowns on India's economy will not be known for some time. Nonetheless, neither an indefinite continuation of lockdowns nor a sudden relaxation is possible. Some economic stimulus was to be expected in the meantime to help the populace survive the lockdowns.

Prime Minister Narendra Modi has announced the concept of an 'Atmanirbhar Bharat Abhiyan' that serves as a massive stimulus package as well as a move towards making India more self-reliant in the post-COVID world. The stimulus is argued to strengthen India's cottage and home industries, small and medium enterprises (SMEs) and other industries. The Hon'ble Prime Minister under his vision had call for ATMA NIRBHAR ABHIYAN / SELF RELIANT INDIA MOVEMENT based on the 5 pillars of ATMA NIRBHAR BHARAT being Economy, Infrastructure, System, Vibrant Demography and Demand, has allotted Rs. 20 lakh crores equivalent to 10% of India's GDP as Special economic and comprehensive package for catering the needs of the current stressed economy with the clarion call, "It is time to become vocal for our local products and make them global". The Hon'ble Finance Minister announced in her press briefing regarding various allotment of funds for MSMEs under various heads and she also elaborated the new definition of MSME.

**Keywords** : Credit guarantees, Non-performing assets (NPA), Equity, Subordinate debt, Turnover, Dues, Collateral free loans, Cash crunch, Working capital.

## Introduction –

The Micro, Small, and Medium Enterprises (MSMEs) sector is the most vibrant and dynamic industrial sector contributing significantly to the GDP and export while employing around 40 per cent of the Indian workforce. The Prime Minister's speech emphasized that the MSME sector will act as the bedrock for economic revival. The growing clamour for fiscal support has led the government to introduce measures for MSMEs that have been hit by the lockdown.Intending to get the MSME sector back on its feet, the Prime Minister announced the MSME sector to be within the purview of the

 

Atma-Nirbhar Bharat Abhiyan (ANBA). Subsequently, the Finance Minister announced six regulatory measures as part of the ANBA especially for the MSME sector, as part of a series of announcements by the government. In current times, where the mere survival of the MSME sector is at stake, ANBA intends to address the needs of the MSME sector and paves a path for long-term sustainability and profitability of MSMEs

The much-awaited economic package of the government has led MSMEs to heave a sigh of relief amid the growing tensions of economic slowdown in the coronavirus crisis. The relief package is expected to infuse fresh life into the country's micro, small and medium enterprises (MSMEs), which account for almost 30 percent of the national GDP and 45 percent of the total manufacturing output.With a series of encouraging announcements, the Finance Minister outlined the government's plan to raise the morale of the industry and the MSME sector in particular. Under the Atmanirbhar Bharat Abhiyan, the minister announced several measures for MSMEs that are expected to help 45 lakh business units resume their operations

## Objectives –

1. To understand the relief packages for MSMEs under 'Atmanirbhar Bharat Abhiyan'
2. To understand the impact of these relief packages on MSMEs
3. To critically analyse the measures under the relief package

## Research Methodology –

The present empirical study has been incorporated by the collection of the secondary data. Secondary data which includes data in journals, magazines, research articles and websites are used in this study.

## Relief Packagefor MSME's

1. **Credit guarantee of Rs 3 lakh crore**: The massive increase in credit guarantees to MSMEs is the key highlight of the government's relief package. The credit guarantee of 3 lakh crore by the government is intended to help MSMEs that have a 25 crore outstanding loan or less than 100 crore turnover. This provision will rescue MSMEs that need additional funding to meet operational liabilities and restart operations. The loans, which should be taken before October 31, 2020, will have a four year tenure and moratorium of 12 months. There is a 100% credit guarantee cover on principal and interest. The credit guarantee scheme is expected to help MSMEs survive the

  

economic slowdown. Credit guarantees help banks meet the credit demand of MSMEs and provide an assurance that loans will be repaid by the government.

This will act as initial seed money for these small enterprises hit by zero cash flow due to the national lockdown. This loan will help them buy raw materials, pay initial bills and daily wages to employees. In short, this will be like working capital for cranking up their businesses again. Banks, though flush with funds, have been unwilling to lend to this category of borrowers as they fear that the money will not be repaid. These small businesses have also pledged all their assets already for other loans and do not have any more assets to pledge. It is to break this logjam that the government has said that it will backstop banks up to ₹3-lakh crore and said that these loans do not need collaterals. Banks are now expected to be more comfortable in assisting this category of borrowers because the risk is zero (since the loans are guaranteed by the central government).

2. **Subordinate debt for NPA/stressed MSMEs**: The government has set aside 20,000 crores as subordinate debt to help about two lakh MSMEs with stressed accounts or non-performing assets (NPA). Under this scheme, promoters of the MSME will be given debt, which will then be infused as equity in the unit. However, unlike credit guarantees, government support in this scheme is not full but partial.

3. **Fund of Funds and global tenders to be disallowed up to Rs. 200 crores**: The government has created a fund with a corpus of Rs. 50,000 crore for MSMEs with growth potential and viability. The objective of this fund is to infuse equity to help MSMEs expand and grow. While the government is likely to contribute Rs. 10,000 crore, while other institutions like SBI and LIC are likely to fund the remaining amount. This fund, which will operate through a mother fund and a few daughter funds, will also help MSMEs get listed on the main board of stock exchanges. The functional and implementation details are to be made known as to how these packages will be implemented effectively. However, global tenders are to be disallowed is well a come step giving MSMEs better level playing field.

4. **Revised definition**: The government has changed the MSME definition to enable more businesses to benefit from incentives offered in the Atmanirbhar Bharat Abhiyan. The new definition of MSME, which had been on the government's priority list for long, takes investment and annual turnover into consideration and does not

 

differentiate between manufacturing and services. The ‘turnover’ based definition is seen as a better means of identifying MSMEs, particularly in services such as mid-sized hospitals and diagnostic centres. These will now be able to qualify for benefits offered to MSMEs. Experts suggest that the new definition would drive the growth of the MSME sector and help to make it self-reliant.

(i) The classification of MSME as Manufacturing Enterprise and Service Enterprise has been abolished and merged under one category of MSME.
(ii) A new dimension has been introduced in the definition apart from investment in plant and machinery which is of turn over.
(iii) As per the new classification the following are the new norms for classification of MSME.

| Classification | Investment | Turn Over |
|---|---|---|
| Micro Enterprise | Rs. 1 crore | Rs. 5 crores |
| Small Enterprise | Rs. 10 crores | Rs. 50 crores |
| Medium Enterprise | Rs. 20 crores | Rs. 100 crores |

5. **Clearing of dues**: While announcing the credit guarantee for MSMEs, the Finance Minister assured that the Centre would clear pending MSME dues in 45 days. As on March 31, 2020, the total outstanding payments to MSME units were estimated over 4.95 lakh crore. The Central Government ministries and departments, state governments and public sector units owe MSMEs more than half of this amount. The MSME Samadhaan website, which was introduced to monitor delayed payments and settle disputes, filed by affected MSMEs, listed payment claims of 40,720 crore as on May 14, 2020.

## Critical Analysis of the Relief Package:-

## Negative Aspects:-

1. If not completely, the idea of a financial relief package got lost somewhere in the big numbers. The measures of collateral-free debt will not give immediate relief to the MSMEs, which was the need of the hour. These MSMEs required financial bailout packages, through which they could've paid salaries to their employees. Payroll support was anticipated, however, the government did not deliver on that front. The government focussed on liquidity in the market through easy collateral-free loans and therefore instead of directly transferring the money to the MSMEs they sanctioned loans.
2. This situation has a drawback embedded in itself. As stated by the FM, the government will have to make good all the default on this category of loans to the MSMEs. This will not create any motivation for the MSME entrepreneurs to ever return the money taken on loan under this scheme. On the other hand, the banks will now show a complacent approach and will give out loans to even those organisations that do not have a good credit rating. This is because even if such organisations default, there is a sovereign guarantee in place to protect the banks. The correct way to implement this should've been where the government was paying back a percentage of the entire loan, in case of default. That would have incentivised the banks to do thorough research on the credit rating of the loan seeking MSMEs and even the MSMEs would've had a motivation to perform optimally.
3. Other measures of subordinate debt and the equity infusion are also aimed at increasing the liquidity in the market. Even otherwise, if the above-mentioned incentives are looked at broadly, they're all in the interest of MSMEs in the long run. There is nothing to support them from the crisis at hand. These MSMEs were expecting a package that will help them through the "on-going crisis". They were expecting some short term and immediate measures and the government did not oblige them.
4. Further, the payment of all the receivables (outstanding against the government), will be honoured within, 45 days. However glossy it might look, it is not exactly a relief package. It is something that the government should be doing regularly. This has not relived the enterprises but has only increased the liquidity in the market.

## Positive Aspects:-

1. Even if the government did not give immediate relief, they did something that was long due and necessary to boost the Indian economy. The definition of MSMEs has been widened. It was necessary because many MSMEs were not keen on expanding because of the possible loss of benefits, if they fall outside the definition of MSMEs. The revised definition includes "Turnover", as one of the additional indicators to determine the category of organisation.
2. Additionally, disallowing the global tender for projects up to two hundred crores, is a welcome initiative. This will increase confidence in the entrepreneurs and the competition will be fair. Enterprises with less access to funds, technology and manpower will not be forced to compete with the global forces. New-age enterprises will have the appropriate chance to flourish with these measures.
3. Lastly, E-market linkages for the MSMEs due to disruption of trade fairs, is also a positive incentive and shows that the government is preparing in advance, for the upcoming challenges of social distancing.

## Conclusion:.

Arguably, it can be concluded, that the government did not completely fail to deliver on the aspect of relief to MSMEs. However, the MSME bodies are not content with such a far-fetched approach of the government. It is logical on their part to have grievances and the fact that the government did not step in immediately to help them out of this crisis. Due to obligations with respect to salaries and wages, some of these MSMEs run the risk of shutting down, in the coming few months. The government, on one hand, should be appreciated for announcing measures that are far-sighted and futuristic. However, on the other hand, the government has missed the point that people needed their help in the present too. If not a major step of payroll support as provided by countries such as the USA, at least, some immediate financial transfers should've formed a part of the incentive announced on May 13, 2020. This would've given the enterprises some financial support and satisfaction along with a vision to save them, in the coming future.

Definitely the financial incentives introduced by the government will rescue MSMEs reeling under the impact of the lockdown and provide much-needed liquidity to the sector. Increase in credit guarantees, subordinate debts, clearing of outstanding dues and a broader definition would go a long way to revive the growth of MSMEs and boost the efforts to make the country self-reliant under the Atmanirbhar Bharat Abhiyan.

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# IMPACT OF COVID-19 ON FINANCIAL REPORTING FOR YEAR ENDING 31ST MARCH, 2020

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**ABSTRACT:**
This paper attempts to clarify the impacts of Corona Virus Disease on the Financial Reporting of Companies for the Year ending on 31st March, 2020. COVID19 was first reported to the World Health Organisation (WHO) in December 2019 and it has rapidly spread to many other countries. Very recently, WHO has declared it as global pandemic. COVID-19 has not only affected the health of people across the globe and it has also affected the accounting, disclosure, internal control and auditing implications for many entities. There is a great deal of uncertainty as to how the COVID-19 situation will continue to evolve and the scenario is rapidly changing. The uncertainty arises primarily from interruptions in production, supply chain disruptions, unavailability of personnel, closure of facilities / offices due to the rapid outbreak of COVID-19, decline in demand, liquidity, business community issues, etc. The resultant outbreak though started outside of India impacts entities in India as well.

**Keywords:** *Covid-19, Financial Reporting, Accounting Consideration*

## INTRODUCTION:

Financial reporting is the disclosure of financial results and related information to management and external stakeholders (e.g., investors, customers, regulators) about how a company is performing over a specific period of time.

Financial reports are usually issued on a quarterly and annual basis and include the following:

- Balance Sheet or Statement of Financial Position
- Income Statement or Profit and Loss Report.
- Statement of Changes in Equity or Statement of Retained Earnings
- Cash Flow Statement

 

For publicly held corporations, these financial reports can be very detailed and complex. They typically include extensive footnotes, as well as a management discussion and analysis (MD&A). The notes provide details about each item on the balance sheet, income statement, and cash flow statement, including insights into the accounting method used.

Financial reporting for private and public companies must be performed in accordance with generally accepted accounting guidelines (GAAP). For example, Indian companies must report their results under IND AS, whereas companies in most international markets report under International Financial Reporting Standards (IFRS). These accounting guidelines provide principles and rules that must be followed to ensure accuracy, consistency, and comparability in financial results.

**Coronavirus disease 2019** (**COVID-19**) is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The disease was first identified in December 2019 in Wuhan, the capital of China's Hubei province, and has since spread globally, resulting in the ongoing 2019–20 coronavirus pandemic. Due to increasing cases of Corona Virus the PM of India declared the lockdown for safety measures. It has impacted a lot on Indian Economy as a whole.

## OBJECTIVES OF THE STUDY

1. To examine the Impact of COVID-19 on Financial Reporting of Companies for the Year ended 31.03.2020
2. To study the accounting areas which are affected due to COVID-19 and how its should be Presented in Financial Statements

## LIMITATIONS

1. This study is applicable only for the Companies in India.
2. The study is based on Indian AS.
3. It is limited only to accounting aspects of companies.
4. It is further limited to Impact of COVID 19 only on Financial Reporting.

## RESEARCH METHODOLOGY

The study is based on secondary data. The information has been collected from Journals, Articles, Guidance Notes issued by ICAI, Newspapers and websites.

## ACCOUNTING CONSIDERATIONS

As COVID-19 continues to spread globally, it may be appropriate for entities to consider the impact of the outbreak on accounting conclusions and disclosures related to, but not limited to, the following:

1. Inventory Measurement:

   Inventories are measured at the lower of their cost and net realisable value (NRV). In a difficult economic environment, the NRV calculation may warrant additional challenge and scrutiny at the reporting date. Also, if an entity's production level is abnormally low (for example, as a result of temporary shutdown of the production lines), it may need to review its costing of inventories to ensure that unallocated fixed overheads are recognised in profit or loss in the period in which they are incurred as per AS-2 (Accounting for Inventories)

2. Revenue:

   Due to COVID-19, there could be likely increase in sales returns, decrease in volume discounts, higher price discounts etc. Under Ind AS 115(Revenue from Contracts), these factors need to be considered in estimating the amount of revenue to recognised, i.e., measurement of variable consideration.

   Ind AS 115 also requires disclosure of information that allows users to understand the nature, amount, timing and uncertainty of cash flows arising from revenue. Therefore, entities may have to consider disclosure about the impact of COVID-19 on entities revenue.

   Entities to whom AS is applicable, may have postponed recognition of revenue due to significant uncertainty of collection in view of the impact of COVID-19. AS 9, Revenue Recognition requires entities to disclose the circumstances in which revenue recognition has been postponed pending the resolution of significant uncertainties.

 

**3.** Investments (AS-13 Accounting for Investments):

Current Investments are valued at lower of cost or fair value. Any reduction in the fair value due to uncertain events should be included in profit and loss account.

Long Term investments are usually carried at Cost. However, when there is a decline, other than temporary nature in the carrying amount then it should be reduced to recognize the said decline.

**4.** Going Concern Assessment:

The Financial statements are normally prepared on the assumption that an entity is a going concern and will continue in operation for the foreseeable future. Management of the entity should assess the impact of COVID-19 and the measures taken on its ability to continue as a going concern. The impact of COVID-19 after the balance sheet date should also be considered in assessing whether going concern assumption is appropriate or not. Events occurring after the balance sheet date may indicate that the enterprise ceases be a going concern. It may be necessary for the management to evaluate whether it is proper to use the fundamental accounting assumption of going concern in the preparation of the financial statements.

**5.** Income Tax:

COVID-19 could affect future profits and/or may also reduce the amount of deferred tax liabilities and/or create additional deductible temporary differences due to various factors (e.g., asset impairment). Entities with deferred tax assets should reassess forecasted profits and the recoverability of deferred tax assets in accordance with Ind AS 12, Income Taxes, considering the additional uncertainty arising from the COVID-19 and the steps being taken by the management to control it.

Management might also consider whether the impact of the COVID-19 affects its plans to distribute profits from subsidiaries and whether it needs to reconsider the recognition of any deferred tax liability in connection with undistributed profits.

**6.** Consolidated Financial Statements:

AS21 prescribes that the financial statements of parent and subsidiaries used in preparation of the consolidated financial statements are usually drawn upto the same date. It may be noted that in any case, difference between the reporting dates should not be more than six month

**7.** Borrowing Costs:

AS 16 Borrowing Costs require that the capitalisation of interest is suspended when development of an asset is suspended. The management may consider this aspect while evaluating the impact of COVID-19

**8.** Fixed Assets: (Property, Plant and Equipments)

Ind AS 16 and AS 10 (Accounting for Fixed Assets) require that useful life and residual life of PPE needs revision in annual basis. Due to COVID-19, PPE can remain under-utilised or not utilised for a period of time. It may be noted that the standards require depreciation charge even if the PPE remains idle. Further, COVID-19 impact may have affected the expected useful life and residual life of PPE.

**9.** Onerous Contracts

Onerous Contracts are those contracts for which the unavoidable costs of meeting the obligations under the contract exceed the economic benefits expected to received under it.

Due to COVID 19, Some Contracts may become onerous contract due to increase in the cost of material, labour, overheads, halt in production, etc. The same should be accounted as per AS-29 (Provisions, Contingent Liabilities and Contingent Assets)

**10.** Other potential impacts

There is a number of other areas in the financial statements that might be affected by the COVID-19, including:

- Derivative and hedging considerations, e.g. hedge accounting requirements in respect of derivatives for which the expected transaction is no longer highly probable or expected to occur.
- Insurance claims, e.g. whether it is virtually certain that amounts are receivable under business interruption and/or other insurance and the potential disclosure of contingent assets.
- Appropriate recognition of employee termination benefits resulting from a workforce reduction, e.g. as a result of closure or reorganisation of operations.
- Probability of meeting performance vesting conditions under share-based payment arrangements and the appropriate accounting for modifications or settlements of such arrangements.
- Probability of meeting performance targets in business combination arrangements, rebate arrangements with customers or suppliers, variable considerations, commission accruals.
- Appropriate accounting for modification of contractual arrangements, for example a reduction or deferral of lease payments granted by a lessor to a lessee.
- Tax considerations, e.g. impact of reduced flow of goods and services on transfer pricing agreements; recoverability of deferred tax assets

**CONCLUSION:**

The impact of COVID-19 on the economy, financial markets and entities in particular continues to evolve. The role of Companies Management at times like this is increased, have to complete the accounting work in accordance with professional standards and ethics requirements. Under the current circumstances, Management must recognize that the manner in which they should prepare the financial statements and reporting should be done to meet the challenges and uncertainties arising out of the impact of COVID-19. They should follow the Guidelines given by ICAI and Expert Committee on various aspects of Financial Reporting. Irrespective of the challenges and uncertainties, there should not be any dilution or non-compliance with the accounting standards while Financial Reporting

**SUGGESTIONS:**

In view of above study the following suggestions are offered:

1. The Companies should follow the various Accounting Standards strictly while framing the Financial Reports.
2. Financial Reporting Considerations should form part of Notes on Accounts, no need of having separate disclosures.

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**WEBSITES:**

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# STUDY OF FINANCIAL PACKAGE FOR MSME UNDER ATMANIRBHAR BHARAT ABHIYAN AND VARIOUS TAX RELIEF

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## Abstract:

Micro, Small and Medium Enterprises (henceforth called MSME) sector is the backbone of Indian economy. These MSMEs are classified as micro, small and medium based on their investment in their business. While micro enterprises are equally distributed over rural and urban India, small and medium ones are predominantly in urban India. In other words, micro enterprises essentially refer to a single man or a woman working in their own from home. COVID -19 Pandemic which affected badly to World, Prime Minister of India came up with the Scheme of Atmanirbhar Bharat Abhiyan. Under this scheme various Financial Packages were offered to overcome the Economic Crisis. This Paper Mainly deals with the Study of Financial Packages allocated to MSME Sector in India under the Scheme of Atmanirbhar Bharat Abhiyan and Major Direct and Indirect tax Benefits Provided to MSME's.

**Keywords**: *MSME, Atmanirbhar Bharat Abhiyan, Financial Package, Tax Reliefs*

## INTRODUCTION:

Micro, Small and Medium Enterprise (MSME) Sector is a very important sector of any economy including that of Indian economy. As per Annual Report of Ministry of MSME 2017-18 there is a vast network of about 63.38 million Micro, Small and Medium Enterprises in India. The sector contributes about 45% to manufacturing output, more than 40% of exports, over 28% of the GDP while creating employment for about 111 million people. MSMEs were first defined under Micro, Small and Medium Enterprises Development Act, 2006 (MSMED Act) which was enacted on October 02, 2006. Before enactment of MSMED Act Small Scale Industries were covered under Industrial Development and Regulation Act, 1951.

As per the 'Atmanirbhar Bharat' scheme announced on 13th May, 2020-

- ✓ Definition of MSMEs will be revised
- ✓ Investment limit will be revised upwards
- ✓ Additional criteria of turnover also being introduced.
- ✓ Distinction between manufacturing and service sector to be eliminated.

**Existing and Revised Definitions of MSMEs**

| **Existing MSME Classification** | | | |
|---|---|---|---|
| **Classification** | **Micro** | **Small** | **Medium** |
| **Mfg Enterprises** | **Investment <Rs.25 Lakhs** | **Investment < Rs.5 Cr.** | **Investment < Rs.10 Cr.** |
| **Service Enterprises** | **Investment< Rs.10 Lakhs** | **Investment < Rs.2 Cr.** | **Investment < Rs.5 Cr.** |
| **Revised MSME Classification** | | | |
| **Mfg Enterprises & Services** | **Investment < Rs.1 Cr and Turnover < Rs.5 Cr** | **Investment < Rs.10 Cr. and Turnover < Rs.50 Cr.** | **Investment < Rs.20 Cr. and Turnover <Rs.100 Cr.** |

Table:1 Existing & Revised Definition of MSME

Atmanirbhar Bharat Abhiyan (Self Reliant India) is based on following:

The Five pillars of Atmanirbhar Bharat focus on:

- Economy
- Infrastructure
- System
- Vibrant Demography and
- Demand

The Five phases of Atmanirbhar Bharat are:

- **Phase-I**: Businesses including MSMEs
- **Phase-II**: Poor, including migrants and farmers
- **Phase-III**: Agriculture
- **Phase-IV**: New Horizons of Growth
- **Phase-V**: Government Reforms and Enablers

## OBJECTIVES OF THE STUDY

1. To understand the various financial packages allotted to MSME Sector.
2. To study how the MSME's will be affected with the Financial Packages allotted to them.
3. To study the various Direct & Indirect tax reliefs for MSME's by the Government.

## LIMITATIONS

1. This study is limited only to MSME Sector in India.
2. This study will cover only effects of Financial Package on MSME's.
3. Tax Benefits announced till 31st May,2020 related to MSME's are covered

## RESEARCH METHODOLOGY

**1.** The study is based on secondary data.
**2.** The information has been collected from Chartered Accountant Journals, Articles**,** Guidance Notes issued by ICAI, Newspapers and websites

## FINANCIAL PACKAGES FOR MSME:

Six major schemes announced by the Ministry of Finance, Government of India for MSMEs under Special economic and comprehensive package of Rs.20 lakh crores are as under:

1. **Guaranteed Emergency Credit Line** wherein all MSMEs with outstanding credit of up to Rs.25 crore in the category of less than or equal to 60 days past due as on 29.02.2020 and annual turnover of up to Rs.100 crore are eligible to get up to 20% of their entire fund based outstanding as on 29.02.2020.

   Under this Scheme

   - Borrowers with up to Rs. 25 crore outstanding and Rs. 100 crore turnovers will be eligible.
   - Loans to have 4 year tenor with moratorium of 12 months on Principal repayment
   - Interest to be capped
   - 100% credit guarantee cover to Banks and NBFCs on principal and interest
   - Scheme can be availed till 31st Oct 2020
   - No guarantee fee, no fresh collateral

2.**Up to Rs.20,000 crore subordinate debt** to functional stressed or NPA MSMEs, which will be infused as equity of the promoters in the business making them eligible even for more debt under debt equity norm,

Under this Scheme

- Two lakh MSMEs are likely to benefit
- Functioning MSMEs which are NPA or are stressed will be eligible
- Govt. will provide a support of Rs. 4,000 Cr. to CGTMSE
- CGTMSE will provide partial Credit Guarantee support to Banks
- Promoters of the MSME will be given debt by banks, which will then be infused by promoter as equity in the Unit.

3. **Rs 50,000 Cr. Equity infusion** for MSMEs through Fund of Funds Corpus of Rs.10,000 crore fund

Under this scheme

- Fund of Funds with Corpus of Rs 10,000 crores will be set up.
- Will provide equity funding for MSMEs with growth potential and viability.
- FoF will be operated through a Mother Fund and few daughter funds.
- Fund structure will help leverage Rs 50,000 cr of funds at daughter funds level
- Will help to expand MSME size as well as capacity.
- Will encourage MSMEs to get listed on main board of Stock Exchanges.

4. **Global tenders disallowed:** To support Self-Reliant India and Make in India, global tenders will not be allowed up to Rs. 200 crores under government procurement

Under this Scheme

- Indian MSMEs and other companies have often faced unfair competition from foreign companies.
- Therefore, Global tenders will be disallowed in Government procurement tenders upto Rs 200 crores
- Necessary amendments of General Financial Rules will be effected.

- This will be a step towards Self-Reliant India and support Make in India
- This will also help MSMEs to increase their business.

5. **Clearing MSME Dues**: All receivables of MSMEs from government and CPSEs shall be released within 45 days. According to an estimate these are in the range of 5.50 lakh crore which will support the liquidity of MSMEs in a big way

6. **Change in the definition of MSMEs**, encouraging them to grow faster without any fear of losing the benefits available to MSMEs

Under this Scheme

- Definition of MSMEs will be revised
- Investment limit will be revised upwards
- Additional criteria of turnover also being introduced.
- Distinction between manufacturing and service sector to be eliminated.

**DIRECT TAX RELIEFS:**

Under the Atmanirbhar Bharat Abhiyan followings Direct Tax Reliefs were announced by the Finance Minister of India.

1. Due dates for issue of notice, intimation, notification, approval order, sanction order, filing of appeal, furnishing of return, statements, applications, reports, any other documents and time limit for completion of proceedings by the authority and any compliance by the taxpayer including investment in saving instruments or investments for roll over benefit of capital gains under Income Tax Act, Wealth Tax Act, Prohibition of Benami Property Transaction Act, Black Money Act, STT law, CTT Law, Equalization Levy law, Vivad Se Vishwas law where the time limit is expiring between 20th March 2020 to 29th June 2020 extended to 30th June 2020.
2. Extension of last date of filing of original as well as revised income-tax returns for the FY 2018- 19 (AY 2019-20) to 31st July, 2020
3. Extension of Aadhaar PAN linking date to 30th June, 2020.

4. The date for making various investment/ payment for claiming deduction under Chapter-VIA-B of Income-tax Act which includes Section 80C (LIC, PPF, NSC etc.), 80D (Mediclaim), 80G (Donations), etc. extended to 30th June, 2020. Hence the investment/payment can be made up to 30.06.2020 for claiming the deduction under these sections for FY 2019-20
5. The date for making investment/construction/ purchase for claiming roll over benefit/deduction in respect of capital gains under sections 54 to 54GB of the Income-tax Act, 1961 extended to 30th June 2020. Therefore, the investment/ construction/ purchase made up to 30.06.2020 shall be eligible for claiming deduction from capital gains arising during FY 2019-20.
6. Reduced rate of interest of 9% to be charged for non-payment of Income-tax
7. With a view to provide immediate relief to the business entities and individuals, Government in April 2020 decided to issue all the pending income tax refunds up to Rs.5 lakh immediately.
8. The due date of all Income Tax Returns for Assessment Year 2020-21 extended to 30 November, 2020. Similarly, tax audit due date extended to 31st October 2020.

## INDIRECT TAX RELIEFS:

Under the Atmanirbhar Bharat Abhiyan followings Indirect Tax Reliefs were announced by the Finance Minister of India

1. Last date of furnishing of the Central Excise returns due in March, April and May 2020 has been extended to 30th June, 2020.
2. Wherever the last date for completion or compliances like completion of any proceedings, issuance of any order, filing of appeal, reply or application, etc., under the Central Excise/ Customs/ Service tax, is from 20th March 2020 to 29th June 2020, the same has been extended to 30th June 2020.
3. The date for making payment to avail of the benefit under Sabka Vishwas Legal Dispute Resolution Scheme 2019 has been extended to 30th June 2020 thus giving more time to taxpayers to get their disputes resolved.

4. GSTR-3B – Relief from Interest payable on delay payment of tax and Waiver of Late fee payable on delay in filing of return under Section 47 of CGST/SGST Act
5. Extension of Due Date for filing GSTR-3B for the month of May' 2020
6. GSTR-1 –Waiver from Late fee payable on delay in filing of return under Section 47 of CGST/ SGST Act.
7. E-way Bill- E-way Bills generated whose period of validity expires during the period 20th day of March, 2020 to 15th day of April, 2020, the validity period of such e-way bill shall be deemed to have been extended till the 30th day of April, 2020

## CONCLUSION

It is clear from above measures, taken by government by introducing Various Financial packages under Atmanirbhar Bharat Abhiyan, government is doing its best to strengthen the MSME sector. Further Tax relief measures to the sector are expected considering current conditions. Even though the lockdown is eased, it appears that each one of us will have to adapt to the lifestyle changes necessary to keep ourselves safe from this global pandemic. Getting used to the new normal in the times of COVID-19 will be the way of life in the near future.

SMEs are the lifeblood of Indian economy especially from point of view of employment generation, entrepreneurship and equitable distribution of wealth. Much has been done by the Government for them to cope with the present crisis. It is good that the policy makers are focusing on the SMEs. However, the need of the hour is that the problems faced by the SMEs especially of liquidity and arduous procedural requirements must be continuously understood and pragmatic solutions be provided to meet these challenges. It is important that government continuously monitors whether the policy has been implemented and whether it is giving the desired results.

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# Customer Behavior Analysis towards Select Fast Moving Consumer Goods with Special Reference to Branded Tea Powder Products: Empirical Study from Mumbai City

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# Customer Behavior Analysis towards Select Fast Moving Consumer Goods with Special Reference to Branded Tea Powder Products: Empirical Study from Mumbai City

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**Introduction:** Consumers across the globe are becoming increasingly concerned about nutrition, health and the quality of their Tea Powder Products. Environment and Health consciousness is getting reflected through consumer's enhanced interest in branded Tea consumption. Our preferences are part of what makes us who we are and the brands we seek our reflect our preferences. The competition among the brands is fierce. In every product category, consumers have more choices, more information and higher expectations than ever before. Jockeying for position in a consumer's preference set requires an aggressive strategy and constant vigilance. The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. The choice of an individual strategy or combination depends mainly on the nature of the branded product or service. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process.

**NEED OF THE STUDY:** In the shifting scenario of socio-economic environment across the world, all the economic activity like venture, production, marketing and international trade have been exposed to open ruthless competition. A similar change have been experiencing in the preference, attitude, lifestyles, likings, perceptions and in overall personality of customers. With these changes, marketing of goods and services has become the most critical task before the managers and executives of corporate. Endurance of profitability of any business firm depends upon their volume of sales. Higher volume of sales in term depends upon different type of marketing strategies.

The marketing strategies like product, price, promotion, place, process, people and physical evidence play a significant role in assuring a success and sizable profits for the companies. On the other hand, customers face several problems such as delay in product supplies, unfair and discriminated prices, and lack of information about expired and obsolete products, deceptive advertisements, raising customer complaints, unsociable approach of sales force, reduced sales after service, etc., and these problems on the one hand, and increasing customer's dissatisfaction on the other.

India being the world's 2nd leading country by population and with an economic growth speed of 8.5% and the utmost population between the age group of 25 to 40 years, backed by growth in earnings. With hectic lifestyle and substantial increase in the share of disposable income, there is a need to examine marketing mix strategy adopted by companies to identify, segregate and reach its target consumer for realizing their objectives.

As Mumbai being the financial capital of India and has a mix of the sample population ranging from Segment D Class to Segment Class A+ public. With a place bombarded with a variety of advertising, marketing and promotional strategy by dissimilar companies to reach its target.

Against this background, an authentic need is felt to carry out an empirical study to analyze and understand consumer behavior with regard to Fast Moving Consumer Goods and therefore, a detailed study relating to select FMCG companies profile, marketing strategies and consumer behavior in respect to FMCG is carried out in Mumbai city of Maharashtra state.

**OBJECTIVES OF THE STUDY:**

**1.** To know the Profile and distinctive features of select FMCG Companies

**2.** To study the Marketing Strategies of select FMCG Companies.

**3**. To assess the Consumer Preference, Top of Mind Brand and Level of Awareness in response to Branded Tea Powder.

**4.** To study the Consumer Purchase Frequency, Substitute Brands, Purchase Point and Source of Information with respect to Branded Tea Powder.

**HYPOTHESIS:**

**1.** There exists relationship between the Tea Powder top of mind with Tea Powder purchase cycle.

**2.** There exists a relationship between Tea Powder top of mind and Tea Powder purchase point.

**3.** There exists a relationship between the Tea Powder top of mind with the price importance.

**METHODOLOGY:**

**Selection of Parameters:** In order to assess and examine the consumer behavior in response to Fast Moving Consumer Goods of Select FMCG, appropriate variables like consumer preference, product awareness, top of mind brand, purchase frequency, purchase point, substitute brand, sources of information and other appropriate variables are chosen and the same are included in the questionnaire.

**Selection of Customer Respondents:** Mumbai city is taken as a sample unit for the proposed study. It is proposed to choose a sample size of five hundred customer respondents for the study. While choosing the customers, a multi-stage sampling tool is employed. At the first stage, the Mumbai city is divided into four centers viz:-North Mumbai, South Mumbai, West Mumbai and East Mumbai. At the second stage, customers are divided into house-wives, working women, professionals, youth and children. And at the third stage, it is proposed to select randomly total 125 respondents from each center comprising of 25 respondents from each category.

**Sources of Data:** The primary information with regard to customer opinions relating to distinguished parameters is to be elicited through primary survey of select respondents. Viz: - Housewives, working women's, professionals, children and youths.

The necessary secondary data relating to FMCG companies with regard to their history, present status, estimated growth, product portfolio, etc., of the respective companies; are collected from annual reports, reference books and from the websites of different companies.

**Data Collection Instruments:** In order to collect primary information from the select respondents, a structured questionnaire is used. Questionnaire contains Ranking, Close end, Likert scale, and Ordinal questions.

**Customer Contact Method:** The users information from the respondents is gathered through an in depth personal interview method.

**Data Analytical Tool:** In order to analyze and understand customer respondents' impressions and opinions, simple percentages, averages and chi-square test are used and results are presented with the help of tables, diagrams, charts and graphs.

**Scope of the Study:** The study has covered consumer behavior with regard to FMCG products of select companies confined to Mumbai city. The findings of the study are of immense help to FMCG companies in particular and FMCG companies in general to understand about their products position in the consumer market and accordingly bring necessary changes for better performance.

**Limitations of the Study:** Findings of the study represent opinions of the customers residing only in Mumbai city and they are from the well organized markets. However, the FMCG consumers are spread and scattered in every nook and corner of the country and therefore, these findings do have the limitations of generalization. The researcher has frequently experienced with the customers about their unwillingness to spare time with the researcher.

**REVIEW OF LITERATURE:**

**Akula, Ravi (2008)** has focused on Co-Branding as a modern Strategy in Marketing. Marketers need to capture share of mind and share of heart through innovative tools and techniques. Brands with unreliable dimensions of attributes, benefits, values, culture, personality and users have the actual power to generate wealth. Brands which are tough in these magnitude command respectable place in terms of sales, status, image etc., in the market. This keeps marketers on toes to successfully communicate their brand and its value. Co-branding is done with a variety of combinations among individual brands, regional brands, national brands, world brands, family brands or with subtle product like service ensuring synergistic outcome and win-win situation for customers, brands and companies.[6]

**Ashokan C. and Hariharan. G (2008)** attempted to study the perception and profile of retail consumers – to understand the behaviour of consumers, visiting the new generation related malls like Spencer and Big Bazaar in a small town in palakkad of kerala state.

**Bagla, Ashish and Gupta, Vivek (2008)** have said that Promotion of brands in rural places requires the extraordinary measures. Due to the social and economic backward state the personal selling efforts have a challenging role to play in this regard. The Indian reputed Industries have the advantages, over multinational companies in this regard. The sturdy Indian brands have strong brand equity, consumer demand-pull and capable and dedicated dealer network which have been created over a long period. The rural market has a hold strong country shops, which influences the sale of diverse products in rural market. The companies are frustrating to trigger growth in rural areas. Companies are finding the fact that rural people are better in position with disposable income. The low interest rate of loan facility has increased the affordability of buying the high priced products by the rural population. Marketer need to understand the price compassion of a consumer in a rural area.

**Belch, George and Belch, Michael (2008)** explained about Perspectives of Integrated Marketing Communications, here author writes on the concept of marketing mix theory with planning, management and strategy in his initial chapters and later on exclusively focuses on changing trends in advertising and methods of promotion including role and impact of different promotion medium like event sponsorship, direct marketing, TV, print media, Internet and social media publicity. Anxiety is more on integration of advertising with other promotional mix elements and the need to understand their role in the overall marketing program. Later at the end of the chapters the author focuses on depth of effectiveness of Promotional program in detail.

**Derval Diana (2010):** describes on people's favorite products and the reasons required for product positioning and targeting the proper segments. Direct marketing was also crucial to the growth of a new product that was an industry innovation and proof of brand concept for consumers. Advertising thinking led to the progress of a big service and branding idea that operated as a pivot for the conversion of internal and external attitudes, while PR thinking helped to form events and stories that built association and belief. An active programmer involving hundreds of staff resulted to changes that improved quality, relevance and consistence of brand experience.

**Parmar and Gupta (2007)** examined the impact of demographic variables on consumers' preference for the cosmetics and found that age, occupation and family income have significant influence on the selection of cosmetics. Further, it was also found that brand loyalty does not have a significant influence on the buying behavior of consumers' when brand of their choice is not available.

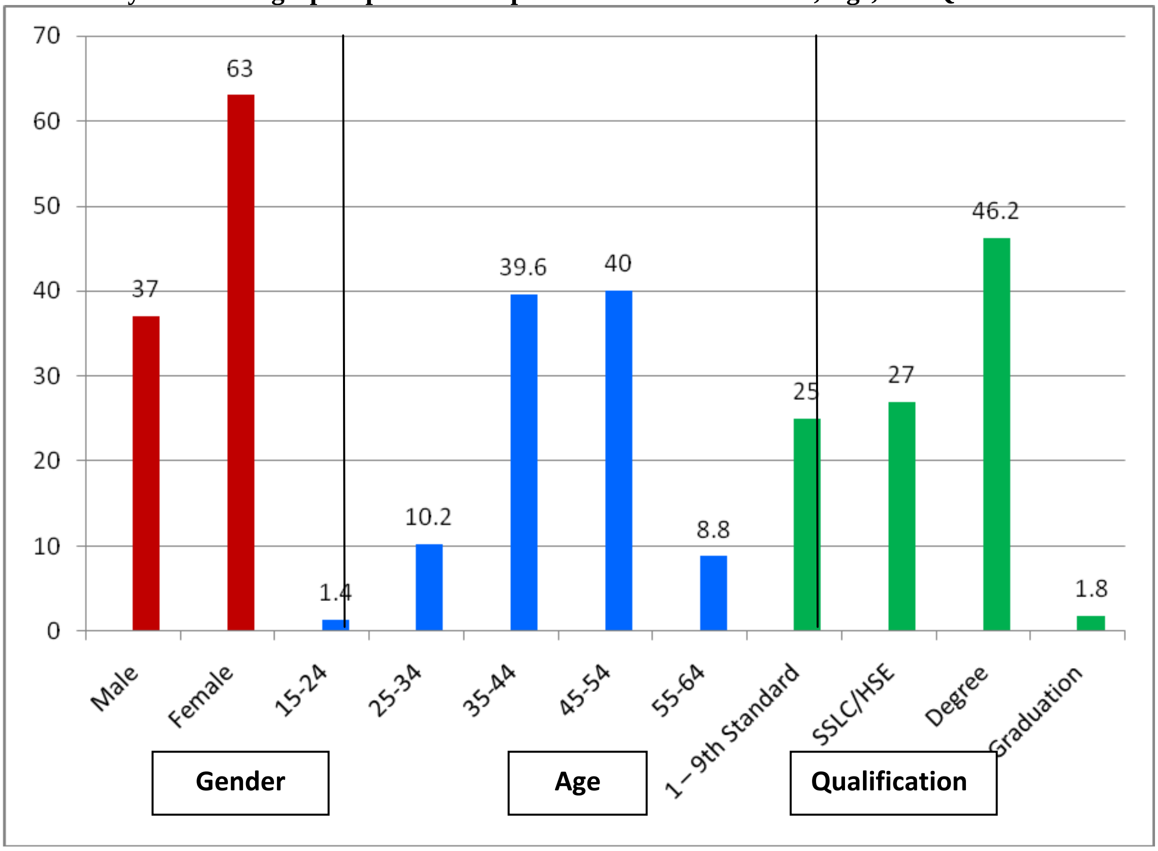
## DATA ANALYSIS:

**Demographic Profile of Respondents**

**Table 1**
**Analysis of Demographic profile of respondents based on Gender, Age and Qualification**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| I | **Gender** | | |
| | Male | 185 | 37 |
| | Female | 315 | 63 |
| | **Total** | **500** | **100** |
| II | **Age** | | |
| | 15-24 | 7 | 1.40 |
| | 25-34 | 51 | 10.20 |
| | 35-44 | 198 | 39.60 |
| | 45-54 | 200 | 40.00 |
| | 55-64 | 44 | 8.80 |
| | **Total** | **500** | **100** |
| III | **Qualification** | | |
| | 1 – 9$^{th}$ Standard | 125 | 25.00 |
| | SSLC/HSE | 135 | 27.00 |
| | Degree | 231 | 46.20 |
| | Post – Graduation | 9 | 1.80 |
| | **Total** | **500** | **100** |

**Chart 1**
**Analysis of Demographic profile of respondents based on Gender, Age, and Qualification**




In the above table no.1 shows that 37% of male and 63% female respondents. It shows that more females are making purchases as compared to males.

According to majority of the respondents are in the age group of 45-54 (40%) years and 35-44 (39.60%) both of this age group alone contains 79.60% of the total respondents. It shows that most of the decisions are influenced by 35-54 years of age.

Sl. No.3 shows that most of the respondents are graduates (46.20%), and up to Matriculation (42%) these two accounts for 88.20% of cumulative percent.

**Table 2**
**Analysis of Demographic profile of respondents based on Income and Occupation**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Income** | | |
| | Below Rs.5,000/- | 31 | 6.20 |
| | 5,001 – 20,000/- | 188 | 37.60 |
| | 20,001 – 35,000/- | 173 | 34.60 |
| | 35,001 – 50,000/- | 66 | 13.20 |
| | 50.001 & Above | 42 | 8.40 |
| **Total** | | **500** | **100** |
| **II** | **Occupation** | | |
| | Unskilled Worker | 6 | 1.20 |
| | Skilled Worker | 70 | 14.00 |
| | Petty Trader | 83 | 16.60 |
| | Shop Owner | 89 | 17.80 |
| | Businessman | 63 | 12.60 |
| | Self-Employed Professional | 65 | 13.00 |
| | Clerical/Salesman | 10 | 2.00 |

| | | | |
|---|---|---|---|
| | Supervisory Level | 45 | 9.00 |
| | Junior Executive/Officer | 32 | 6.40 |
| | Middle/Senior Executive/Manager | 37 | 7.40 |
| **Total** | | **500** | **100** |

**Chart 2**
**Analysis of Demographic profile of respondents based on Income and Occupation**

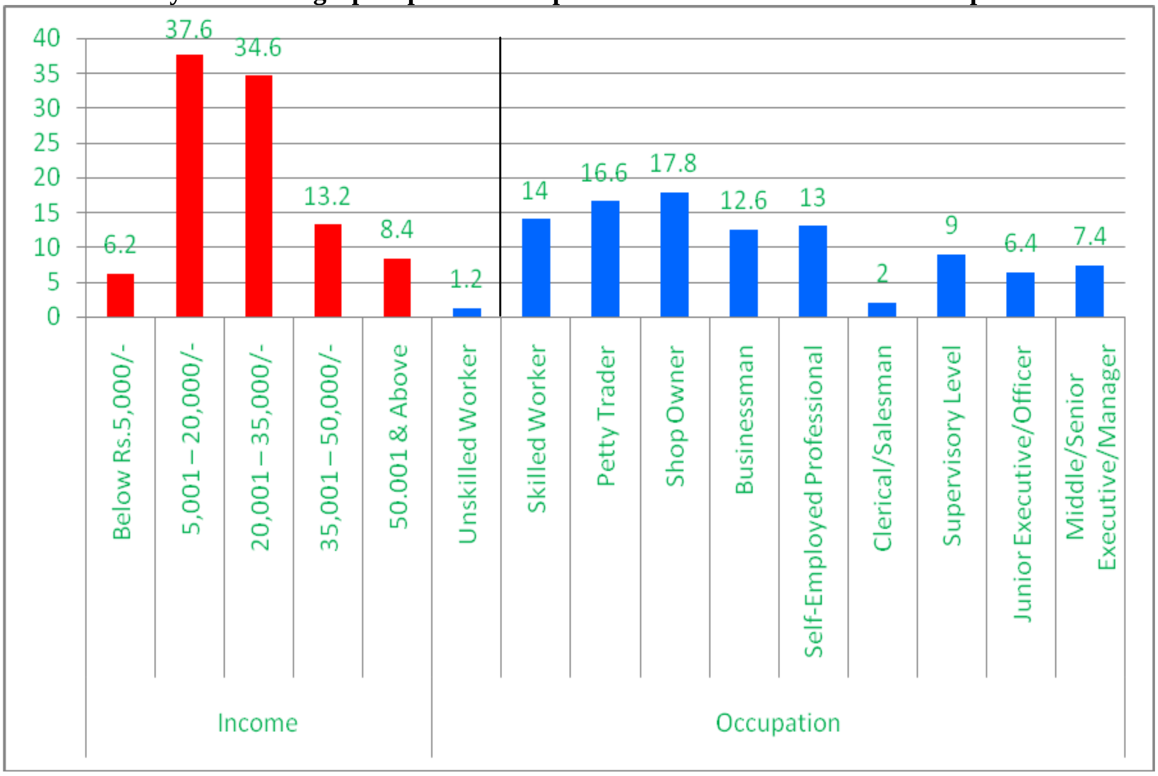



Table No.2 explains the study of 500 respondents across Mumbai city on their socio-economical condition. The members are housewife, bachelors who look after the primary grocery shopping for the house. The same has been topped by the respondents who are having disposable income of Rs.5,000/- to Rs.35,000/- (37.60% + 34.60%) that is 72.20%.

Table No.2 explains that, majority of the respondents (16.60% + 17.80%) that is 34.40% are petty trader and shop owners, and businessman and self employed professionals i.e., 25.60% followed by skilled worker and self employed professionals with 14% and 13% respectively.

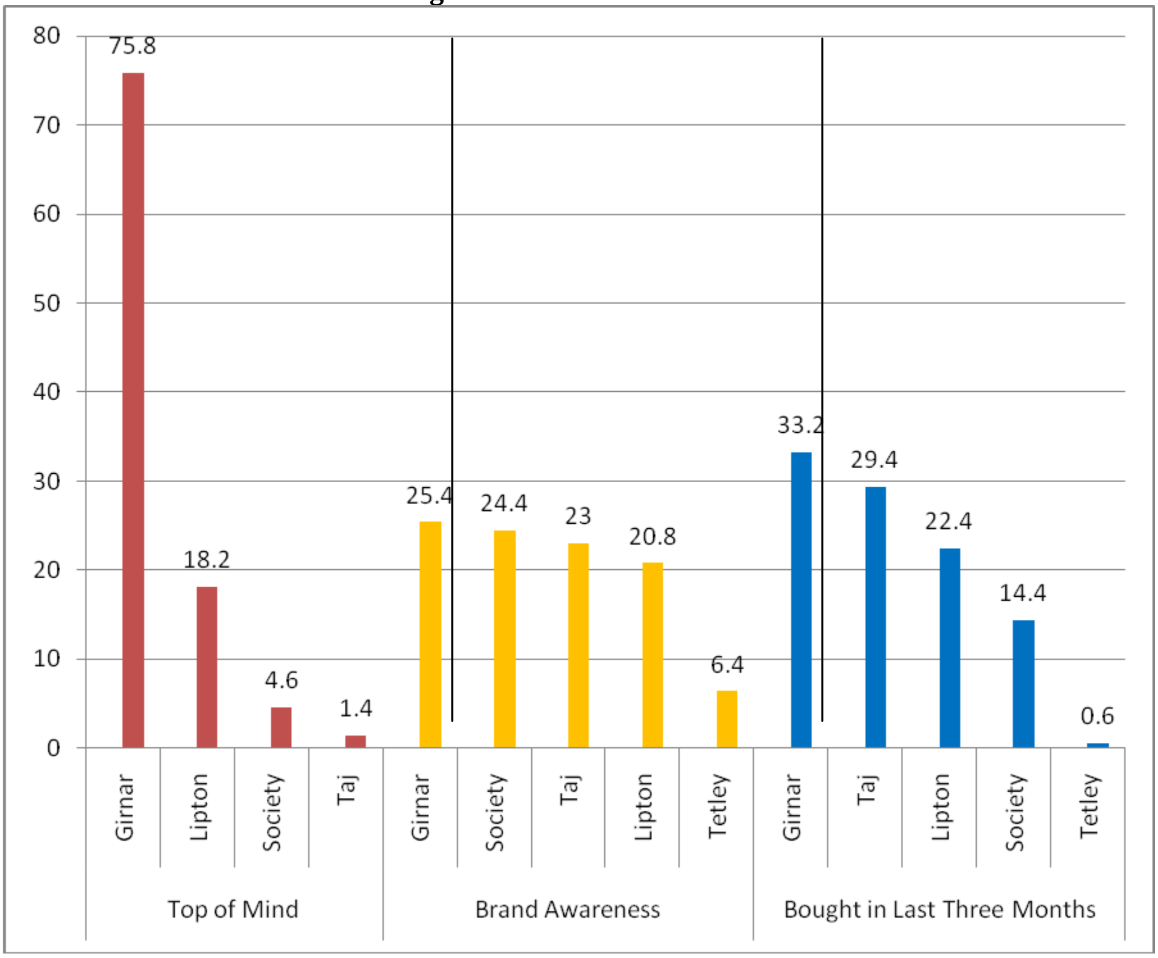
## Consumer Behaviour in Response to Tea Powder

**Table 3**
**Analysis of Brand Preference, Awareness and Brand purchased in the past three months with regard to select Tea Powder**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Top of Mind** | | |
| 1. | Girnar | 379 | 75.80 |
| 2. | Lipton | 91 | 18.20 |
| 3. | Society | 23 | 4.60 |
| 4. | Taj | 7 | 1.40 |
| **Total** | | **500** | **100** |
| **II** | **Brand Awareness** | | |
| 1. | Girnar | 127 | 25.40 |
| 2. | Society | 122 | 24.40 |

| | | | |
|---|---|---|---|
| 3. | Taj | 115 | 23.00 |
| 4. | Lipton | 104 | 20.80 |
| 5. | Tetley | 32 | 6.40 |
| | **Total** | **500** | **100** |
| **III** | **Bought in Last Three Months** | | |
| 1. | Girnar | 166 | 33.20 |
| 2. | Taj | 147 | 29.40 |
| 3. | Lipton | 112 | 22.40 |
| 4. | Society | 72 | 14.40 |
| 5. | Tetley | 3 | 0.60 |
| | **Total** | **500** | **100** |

**Chart 3**
**Analysis of Brand Preference, Awareness and Brand purchased in the past three months with regard to select Tea Powder**




Tea powder segment is an another vital item of Fast Moving Consumer Goods mostly preferred by many consumers. The brand preference, brand awareness and brand purchased in the past three months of consumer respondents displayed in table – 11. From the table it is visible that of the total four Tea powders, Girnar is observed to have preferred by more than 75% of the total consumer respondents followed by Lipton (18.20%), Society and Taj. This undoubtedly conveys that Girnar Tea powder is used by the large number of people and this brand remains on the top of mind of the consumer. This highest preference of consumer respondents to this brand could be attributed to addiction, taste, color, energy, medicinal values, mind freshness, getting more quantity at the same price as offer, getting some attractive gifts, at the end with consumers' conformity.

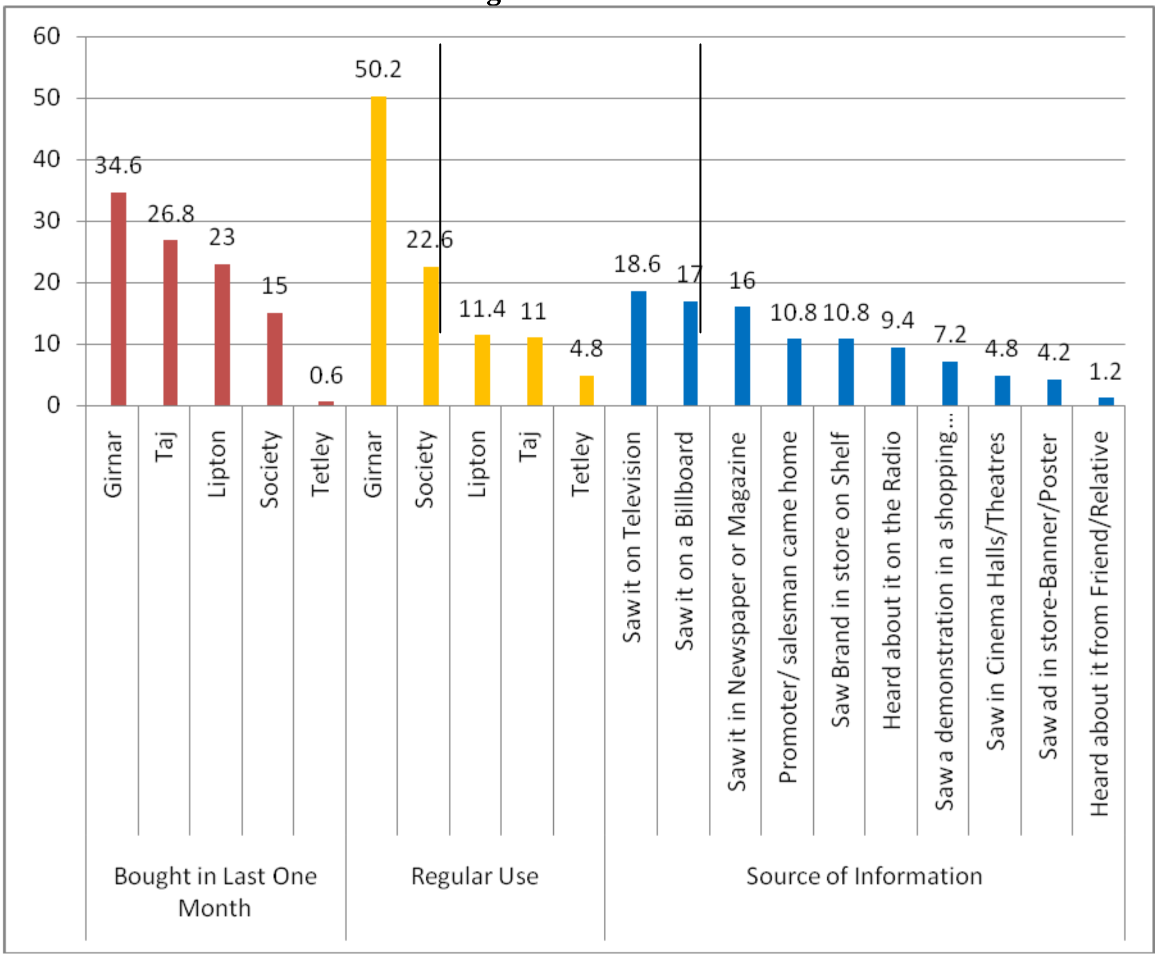
To the extent that brand awareness of these brands is concerned, analysis reveals remarkable results that of all the above brands, though Girnar tops as more than 25% of the sample respondents are well-known with this brand yet no significant variation in the brand awareness is seen. Beside this, the percentage of consumers who have preferred and used Girnar tea powder brand is the utmost one. This shows that there is a correlation between brand awareness and brand use.

With regard to purchases of dissimilar brands in the last three months is concerned, the table exhibits that of all the five brands, Girnar is found to have been purchased by majority of the consumer respondents followed by Taj, Lipton, Society and Tetley. It is further noted that in case of all the brands, the consumer respondents have purchased all the brands except Tetley which is the least preferred and no significant difference in the percentage of consumers who have purchased different brands in the last three months. The overall analysis indicates that Girnar tea powder brand has made a substantial influence on the consumers mind followed by other brands.

**Table 4**
**Analysis of Brand purchased in the past One month, Regular Use and Source of Information with regard to select Tea Powder**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Bought in Last One Month** | | |
| 1. | Girnar | 173 | 34.60 |
| 2. | Taj | 134 | 26.80 |
| 3. | Lipton | 115 | 23.00 |
| 4. | Society | 75 | 15.00 |
| 5. | Tetley | 3 | 0.60 |
| | **Total** | **500** | **100** |
| **II** | **Regular Use** | | |
| 1. | Girnar | 251 | 50.20 |
| 2. | Society | 113 | 22.60 |
| 3. | Lipton | 57 | 11.40 |
| 4. | Taj | 55 | 11.00 |
| 5. | Tetley | 24 | 4.80 |
| | **Total** | **500** | **100** |
| **III** | **Source of Information** | | |
| 1. | Saw it on Television | 93 | 18.60 |
| 2. | Saw it on a Billboard | 85 | 17.00 |
| 3. | Saw it in Newspaper or Magazine | 80 | 16.00 |
| 4. | Promoter/ salesman came home | 54 | 10.80 |
| 5. | Saw Brand in store on Shelf | 54 | 10.80 |
| 6. | Heard about it on the Radio | 47 | 9.40 |
| 7. | Saw a demonstration in a shopping mall/market | 36 | 7.20 |
| 8. | Saw in Cinema Halls/Theatres | 24 | 4.80 |
| 9. | Saw ad in store-Banner/Poster | 21 | 4.20 |
| 10. | Heard about it from Friend/Relative | 6 | 1.20 |
| | **Total** | **500** | **100** |

**Chart No. 4**
**Analysis of Brand purchased in the past One month, Regular Use and Source of Information with regard to select Tea Powder**




Being an established brand for Karak taste, aromatic flavors and freshness of tea leaves the brand GIRNAR occupies first position when it comes to judging their buying behavior of consumers in last one month (table 12 head 1) and accordingly it drives a whopping response with an acceptance level of 34.60%. Well known as a pioneer in the tea business, the brand TAJ is already attracted millions of customers and therefore, enjoys a major foothold in market. The credit for the success story goes to the unique aroma, tempting flavor and high quality tea leaves. On account of which it comes to 2nd position with an acceptance level of 26%. The brand LIPTON being known for its usage of green tea leaves, fascinating fragrance and rich taste has already created a niche market for itself and hence comes 3rd in the competition hitting perceptual space of consumers to an extent of 23%. As per the analysis the brand SOCIETY comes 4th in the ladder of success with an acceptance level of 15%. The customers' orientation towards the product is on account of various varieties in which it is available – blend mode, brew mode and above all presence of calcium and iron content make the product more consumers friendly to those willing to go for something innovative. Finally, we have TETLEY; being available in leaf, dust and tea bags the product has already penetrated the market in addition to this alluring aroma, rich taste, dark red color and karak taste. The brand has come up to the expectations of consumers, though less, to an extent of 0.60% - in form of acceptance level.

Further, analysis of Table 12 head 2 provides certain deviations in respect of consumer behavior, when it comes to track their buying habit for a time span of 1 month vis-à-vis daily usage. The factors contributing to such differences could be lack of information or knowledge with the consumers, pricing strategies of competitors, various offer schemes; buy one – get one free, pay less and get more and passing complimentary gifts, that no doubt affects the mind set of consumers and compel them to deviate from their current choice as of which the hierarchy of acceptances of various brands in head 2 of Table 12 differ from the hierarchy of acceptance level as visible in head 1 Table 12.

Further analysis of the table 12 head 3 reveals that when it comes to judge the magnitude of various sources of information available to consumer and their influencing effect – Television media tops the chart with a pursuing power of 18.60%, whereas word of mouth comes last in the race with the inducing component to an extent of 1.20%. The Table also depicts that all other sources (mall publicity, demonstration by salesman, print media, banner and billboard advertising, and store display) that are generally utilized by the companies to propagate their brand sales in market come within the aforementioned range.

**Tea Powder:**

- The brand preference, brand awareness and brand purchased, it is clearly evident that out of the tea powder in this study - Girnar is proved and preferred tea powder by more than 75% of the consumer respondents followed by Lipton (18.20%) and Society (4.60%). This obviously conveys that Girnar tea powder is used by majority of the people and this brand also remains on the top of mind of the majority of the consumers.

- With regard to the purchases of diverse brands, Girnar is found to have been purchased by majority of the consumer respondents followed by Taj, Lipton, Society and Tetley. By and large, the analysis indicates that Girnar tea powder brand has made a sizable influence on the consumers mind followed by other brands. It is because of the solid brand image of the Girnar coupled with improving its taste has made the brand one of the most successful tea powders.

- Analysis of Buying Behavior of Consumers reveals some interesting aspects while judging the pattern of tea powder brands - GIRNAR among the tea powders tops the chart with an acceptance of 50% on account of an established brand image, blessed with certain unique features including medicinal values, mind freshness, energy contents and unique taste. On second and third position with pride comes in Society and Lipton tea powder with the score of 22.60% and 11.40%, the credit for that goes to presence of medicinal values, color, feeling freshness and unique taste.

- Need of the hour demands that in order to give a tough fight to Girnar has come with more innovations in order to uplift the quality and for that an effective Research and Development Strategy is required.

- The analysis of data reveals that print media plays a critical role in conceiving the brand awareness among consumers where as word of mouth remains least impressive source of information. All other sources of information including shelf display, poster display, billboard positioning, mall advertising land between the two extremes.

## Hypothesis Testing:

Testing of hypothesis reveals that in case of all the formulated hypothesis, the calculated P-values are ($<0.05$) and therefore, it is concluded that there is a significant relationship between Tea Powder Top of mind and its purchase cycle, purchase point and with the price importance.

Following are the **suggestions** made to the FMCG Companies, based on the findings for the improvement in their respective marketing strategies.

- Tea Powder is a segment which is liked by most of the Indian consumers. There is a need to devise a refinement of business classes during a distinctive product development based on its ingredients focused towards health concept. Girnar tea powder symbolizes quality, health and great taste, followed by Society, Lipton, Taj and Tetley. Most of these tea producers are offering their products to the same targeted customer segments, competing with one another. Successful placement could be done by adding diverse contents and a unique class for their products would be established by the companies.

- The result of the analysis says that success of product in market is mainly due to brand awareness factor. In terms of media revelation, education, earnings, city and village blend, huge gap does exist amongst consumers of our country. The study tells that the Tata Tetley and Lipton tea powder brands are less aware with most of the consumers. Therefore, it is suggested to Tata and Lipton should give much focus towards marketing schemes to hit focused business place to occupy the entire segments in India.

- The study shows that Taj, Lipton, Tetley, Society and Girnar are currently available under adult segment only. Considering the importance of youth segment, it is suggested that Taj, Lipton, Tetley, Society and Girnar companies could plan for serving the sector with better features of the products to target youth segment to increase their market share and presence.

**CONCLUSIONS:** One of the youngest nations in the world is India, with a median age of 25 years, as compared to 36 in US and 43 in Japan. It coupled with quickly evolving consumer preferences and a large population, has transformed into a huge market scope for FMCG players. Nearly 25 percent of the population is consisting of youth segment of 10-24 years age group and they are showing momentous interest to all FMCG companies. New business channels for FMCG companies are coming up through the construction of hypermarkets and shopping malls, as the result of real estate development in the country.

By 2025, India is poised to become the world's 5$^{th}$ largest consuming country from the 12$^{th}$ position 2010. This will ensure the constant development of the FMCG industry in the future. As the urbanization rate is predicted to extend from the current 30% to 45% for the next 45 years, by adding 379 million consumers across Indian cities as a base for FMCG companies.

Household income of the top 20 booming cities in India is forecasted to develop 10% annually by 2018. In addition 100 top cities would be contributing between 50% - 60% of the overall spending on consumption, as per the recent industry sources.

Rapid increase in consumerism and the access of more international players in Indian markets are showcasing revolutionary changes due to the liberalization. International brands are selling their products at fairly competitive prices with variety of choices through market exposure to the quickly evolving Indian consumers.

**Tea Powder:** India as largest tea manufacturer in the world with almost 26% contribution. As the market is largely dominated by various soft-drink companies, the inclination for tea is very limited by the **c**onsumers as their choice. Drinking of tea is not considered as healthy by many consumers. In tea producing areas and also in other regions there is no presence of good tea drinking outlets due to the lack of availability of quality tea. Tea as a health drink is lagging in the tea market for various varieties of tea due to the lack of promotional activities. Multinational companies have created their own consumers' by dominating their brands over the period due to various schemes and options. A highly cluttered market with national and local players. Consequently, to choose high quality tea specifically from small tea segments, consumers' intend to do with great difficulty with its very limited market at present.

In India per capita consumption of tea is low; hence there is huge growth potential to tap the market. In case an idea is initiated to reinforce the domestic market, the demand would increase in the volume of production, consumers' are becoming more quality conscious, but the selection for them is limited. The present market scenario is very difficult for the expansion of tea market.

Tea Powder market is also one of the fastest growing segments in the world among the consumer market. Increase in population is resulting in development of industry proportionately. Hindustan Unilever Limited with 30% and Tata Tea Limited with 25% are in the fore front of Indian tea powder segment market in consumer goods manufacturing and marketing, whereas Nestle India Limited, Godrej Consumer Products Limited, Dabur India Limited and Colgate Palmolive India Limited has no presence and doesn't compete into this segment.

In India too Hindustan Unilever and Tata Tea Limited has created a new dimension in consumer goods market. The Tea Powder brands offered by these major giants are available in flexible market offer to accommodate diverse segments in consumer market with wider range of varieties.

Tata Tea Limited and Hindustan Unilever being a subsidiary of Unilever U.S. being indigenous operates in domestic and international market, both companies has localized in its presence in Indian market. These companies have developed top of mind awareness among Indian consumers through its many popular and land mark products.

Tea Powder brands offered by these companies are closely competed one another. According to this study, HUL stands out as a most admired company and followed by Tata Tea Limited in terms of range of products. The wide range and width of the product mix is the strength of the company. Tea Powder brands among the other product lines offered by HUL are the drivers of the sales revenue. The driving renowned brands in consumer market among the tea powders are Red Label, Brooke Bond, Taj Mahal, 3 Roses with different tastes and flavors, focusing on largely on the upper class and middle class of the market.

As the cross tab between Tea Powder TOM and Tea Powder Purchase Cycle, Purchase Point and Price Importance has a Pearson chi-square values of below 0.025 which is less than the standard value of 0.05 thus our hypotheses is accepted and there exist a relationship between Tea Powder TOM and Tea Powder Purchase Cycle, Purchase Point and Price Importance.

Sales promotion has ceased to be major differentiator in urban as well as rural markets, with leading companies like HUL and TTL are offering similar freebies and gifts. As a result now marketers have to find out some innovative ways of sales promotion to differentiate from their competitors. Currently price off and pay same and get more, pay same and get same with gifts, offers are very much useful in magnetizing the consumers towards their products for short term increase in sales and to influence for first trial. Depending upon competitor's schemes and season promotional schemes must be differentiated and changed from to time.

In conclusion, it is obvious that HUL and TTL are placed in a very advantageous position in Indian tea powder segment market. Indian market is diverse in terms of income, taste, preference, flavor, geographical dispersion, regional differences and tradition. There is still some untapped market segments in both upper and lower end of the market are found by this study. This is evidenced by the brand switching in tea powder market, for e.g., percentage of respondents using Girnar, Taj, Lipton, Society and Tetley in the last three months has shifted very marginally in terms of percentage without changing their preferred brand whereas in terms of regular usage Taj is replaced by Society as the preferred brand by consumers. Hence companies need to identify and device suitable marketing offers by spending time and money.

Being well known brands in Indian market, HUL and TTL can still capitalize the market potential, provided a organized marketing mix in terms of price, promotion, product and physical distribution is effectively blended to adapt to the market requirement.

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# Customer Behavior Analysis with Regard to Select Fast Moving Consumer goods with Special reference to Branded Toothpaste Products {Empirical Study from Mumbai City}

**Introduction:** Consumers across the globe are becoming increasingly concerned about nutritious, healthy, strong, brightness and freshness as their quality of Tooth Care Products. Environment and Health consciousness is getting reflected through consumer's enhanced interest in Toothpaste. Our preferences are part of what makes us who we are and the brands we seek will reflect our preferences. The competition among the brands is fierce. In every product category, consumers have more choices, more information and higher expectations than ever before. Jockeying for position in a consumer's preference set requires an aggressive strategy and constant vigilance. The marketer's principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. The choice of an individual strategy or combination depends mainly on the nature of the branded product or service. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process.

**NEED OF THE STUDY:** In the shifting scenario of socio-economic environment across the world, all the economic activity like venture, production, marketing and international trade have been exposed to open ruthless competition. A similar change have been experiencing in the preference, attitude, lifestyles, likings, perceptions and in overall personality of customers. With these changes, marketing of goods and services has become the most critical task before the managers and executives of corporate. Endurance of profitability of any business firm depends upon their volume of sales. Higher volume of sales in term depends upon different type of marketing strategies.

The marketing strategies like product, price, promotion, place, process, people and physical evidence play a significant role in assuring a success and sizable profits for the companies. On the other hand, customers face several problems such as delay in product supplies, unfair and discriminated prices, and lack of information about expired and obsolete products, deceptive advertisements, raising customer complaints, unsociable approach of sales force, reduced sales after service, etc., and these problems on the one hand, and increasing customer's dissatisfaction on the other.

India being the world's $2^{nd}$ leading country by population and with an economic growth speed of 8.5% and the utmost population between the age group of 25 to 40 years, backed by growth in earnings. With hectic lifestyle and substantial increase in the share of disposable income, there is a need to examine marketing mix strategy adopted by companies to identify, segregate and reach its target consumer for realizing their objectives.

As Mumbai being the financial capital of India and has a mix of the sample population ranging from Segment D Class to Segment Class A+ public. With a place bombarded with a variety of advertising, marketing and promotional strategy by dissimilar companies to reach its target.

Against this background, an authentic need is felt to carry out an empirical study to analyze and understand consumer behavior with regard to Fast Moving Consumer Goods and therefore, a detailed study relating to select FMCG companies profile, marketing strategies and consumer behavior in respect to FMCG is carried out in Mumbai city of Maharashtra state.

**OBJECTIVES OF THE STUDY:**

**1.** To study the Marketing Strategies of select FMCG Companies.

**2.** To assess the Consumer Preference, Top of Mind Brand and Level of Awareness in response to Branded Toothpaste.

**3.** To study the Consumer Purchase Frequency, Substitute Brands, Purchase Point and Source of Information with respect to Branded Toothpaste.

**HYPOTHESIS:**

**1.** There exists relationship between the Toothpaste top of mind with Toothpaste purchase cycle.

**2.** There exists a relationship between Toothpaste top of mind and Toothpaste purchase point.

**3.** There exists a relationship between the Toothpaste top of mind with the price importance.

**METHODOLOGY:**

**Selection of Parameters:** In order to assess and examine the consumer behavior in response to Fast Moving Consumer Goods of Select FMCG, appropriate variables like consumer preference, product awareness, top of mind brand, purchase frequency, purchase point, substitute brand, sources of information and other appropriate variables are chosen and the same are included in the questionnaire.

**Selection of Customer Respondents:** Mumbai city is taken as a sample unit for the proposed study. It is proposed to choose a sample size of five hundred customer respondents for the study. While choosing the customers, a multi-stage sampling tool is employed. At the first stage, the Mumbai city is divided into four centers viz:-North Mumbai, South Mumbai, West Mumbai and East Mumbai. At the second stage, customers are divided into house-wives, working women, professionals, youth and children. And at the third stage, it is proposed to select randomly total 125 respondents from each center comprising of 25 respondents from each category.

**Sources of Data:** The primary information with regard to customer opinions relating to distinguished parameters is to be elicited through primary survey of select respondents. Viz: - Housewives, working women's, professionals, children and youths.

The necessary secondary data relating to FMCG companies with regard to their history, present status, estimated growth, product portfolio, etc., of the respective companies; are collected from annual reports, reference books and from the websites of different companies.

**Data Collection Instruments:** In order to collect primary information from the select respondents, a structured questionnaire is used. Questionnaire contains Ranking, Close end, Likert scale, and Ordinal questions.

**Customer Contact Method:** The users information from the respondents is gathered through an in depth personal interview method.

**Data Analytical Tool:** In order to analyze and understand customer respondents' impressions and opinions, simple percentages, averages and chi-square test are used and results are presented with the help of tables, diagrams, charts and graphs.

**Scope of the Study:** The study has covered consumer behavior with regard to FMCG products of select companies confined to Mumbai city. The findings of the study are of immense help to FMCG companies in particular and FMCG companies in general to understand about their products position in the consumer market and accordingly bring necessary changes for better performance.

**Limitations of the Study:** Findings of the study represent opinions of the customers residing only in Mumbai city and they are from the well organized markets. However, the FMCG consumers are spread and scattered in every nook and corner of the country and therefore, these findings do have the limitations of generalization. The researcher has frequently experienced with the customers about their unwillingness to spare time with the researcher.

**REVIEW OF LITERATURE:**

**Parmar and Gupta (2007)** examined the impact of demographic variables on consumers' preference for the cosmetics and found that age, occupation and family income have significant influence on the selection of cosmetics. Further, it was also found that brand loyalty does not have a significant influence on the buying behavior of consumers' when brand of their choice is not available.

**Ashokan C. and Hariharan. G (2008)** attempted to study the perception and profile of retail consumers – to understand the behaviour of consumers, visiting the new generation related malls like Spencer and Big Bazaar in a small town in palakkad of kerala state.

**Bagla, Ashish and Gupta, Vivek (2008)** have said that Promotion of brands in rural places requires the extraordinary measures. Due to the social and economic backward state the personal selling efforts have a challenging role to play in this regard. The Indian reputed Industries have the advantages, over multinational companies in this regard. The sturdy Indian brands have strong brand equity, consumer demand-pull and capable and dedicated dealer network which have been created over a long period. The rural market has a hold strong country shops, which influences the sale of diverse products in rural market. The companies are frustrating to trigger growth in rural areas. Companies are finding the fact that rural people are better in position with disposable income. The low interest rate of loan facility has increased the affordability of buying the high priced products by the rural population. Marketer need to understand the price compassion of a consumer in a rural area.

**Bhandari, Bhupesh., Kar, Sayantani and Iyer, Byravee (2010)** have tried to observe that, what young men and women want through across sectors to sell their products to the youth. In the networked world, communication should be bold, it has acted as a catalyst, fun and cheeky, and it must talk to people rather than talk behind them. In youth appeal companies now a day's track, first and foremost, the youth application of any celebrity before finalizing brand ambassador.

## DATA ANALYSIS:

### Demographic Profile of Respondents

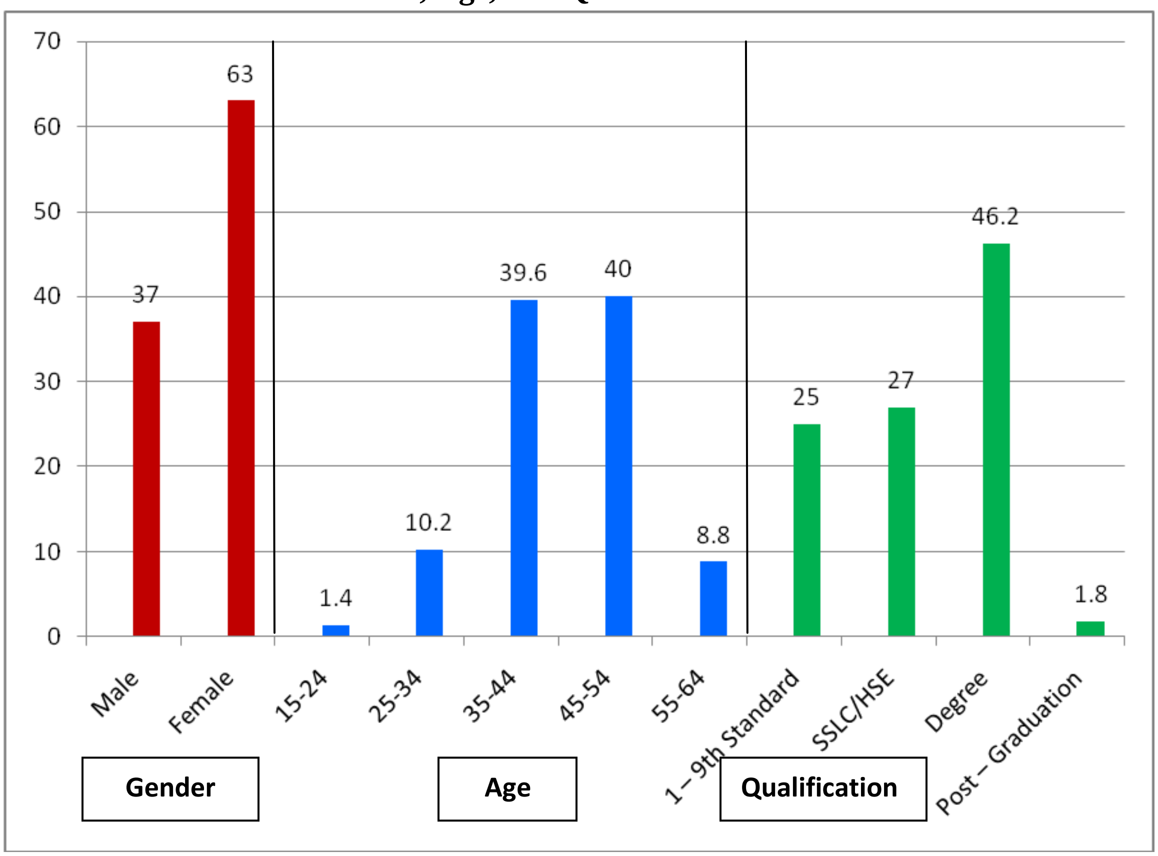
**Table 1**

**Analysis of Demographic profile of respondents based on Gender, Age and Qualification**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Gender** | | |
| | Male | 185 | 37 |
| | Female | 315 | 63 |
| **Total** | | **500** | **100** |
| **II** | **Age** | | |
| | 15-24 | 7 | 1.40 |

| | | | |
|---|---|---|---|
| | 25-34 | 51 | 10.20 |
| | 35-44 | 198 | 39.60 |
| | 45-54 | 200 | 40.00 |
| | 55-64 | 44 | 8.80 |
| **Total** | | **500** | **100** |
| **III** | **Qualification** | | |
| | 1 – 9th Standard | 125 | 25.00 |
| | SSLC/HSE | 135 | 27.00 |
| | Degree | 231 | 46.20 |
| | Post – Graduation | 9 | 1.80 |
| **Total** | | **500** | **100** |

**Chart 1**
**Analysis of Demographic profile of respondents based on Gender, Age, and Qualification**




In the above table no.1 shows that 37% of male and 63% female respondents. It shows that more females are making purchases as compared to males.

According to majority of the respondents are in the age group of 45-54 (40%) years and 35-44 (39.60%) both of this age group alone contains 79.60% of the total respondents. It shows that most of the decisions are influenced by 35-54 years of age.

Sl. No.3 shows that most of the respondents are graduates (46.20%), and up to Matriculation (42%) these two accounts for 88.20% of cumulative percent.

**Table 2**

**Analysis of Demographic profile of respondents based on Income and Occupation**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Income** | | |
| | Below Rs.5,000/- | 31 | 6.20 |
| | 5,001 – 20,000/- | 188 | 37.60 |
| | 20,001 – 35,000/- | 173 | 34.60 |
| | 35,001 – 50,000/- | 66 | 13.20 |
| | 50.001 & Above | 42 | 8.40 |
| **Total** | | **500** | **100** |
| **II** | **Occupation** | | |
| | Unskilled Worker | 6 | 1.20 |
| | Skilled Worker | 70 | 14.00 |
| | Petty Trader | 83 | 16.60 |
| | Shop Owner | 89 | 17.80 |
| | Businessman | 63 | 12.60 |
| | Self-Employed Professional | 65 | 13.00 |
| | Clerical/Salesman | 10 | 2.00 |
| | Supervisory Level | 45 | 9.00 |

| | | | |
|---|---|---|---|
| | Junior Executive/Officer | 32 | 6.40 |
| | Middle/Senior Executive/Manager | 37 | 7.40 |
| **Total** | | **500** | **100** |

**Chart 2**

**Analysis of Demographic profile of respondents based on Income and Occupation**

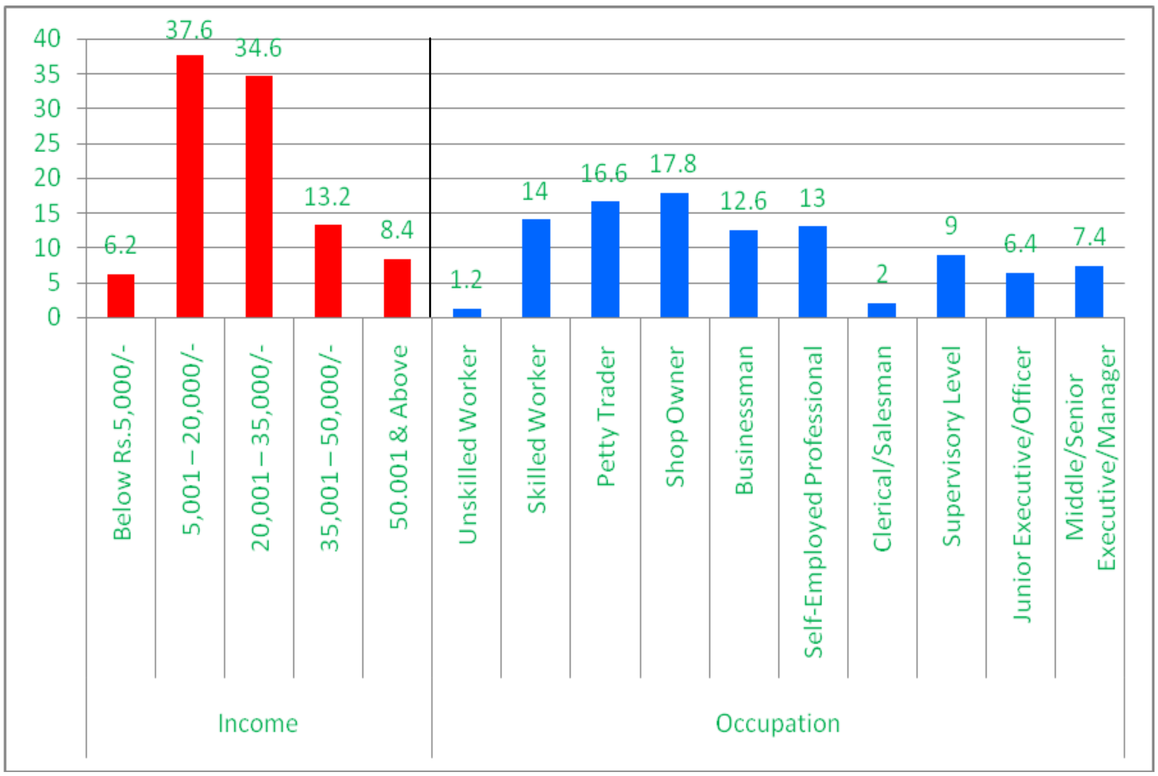



Table No.2 explains the study of 500 respondents across Mumbai city on their socio-economical condition. The members are housewife, bachelors who look after the primary grocery shopping for the house. The same has been topped by the respondents who are having disposable income of Rs.5,000/- to Rs.35,000/- (37.60% + 34.60%) that is 72.20%.

Table No.2 explains that, majority of the respondents (16.60% + 17.80%) that is 34.40% are petty trader and shop owners, and businessman and self employed professionals i.e., 25.60% followed by skilled worker and self employed professionals with 14% and 13% respectively.

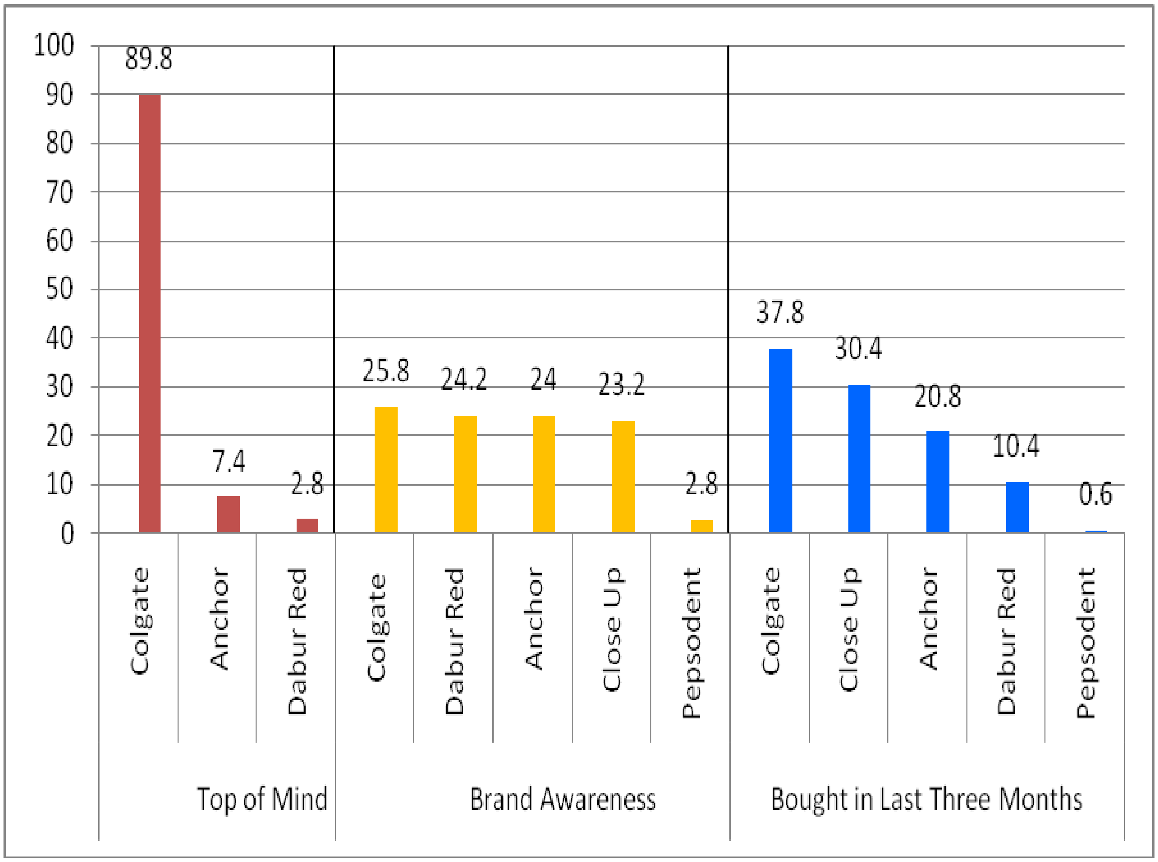
**Consumer Behaviour in Response to Toothpaste**

**Table 3**
**Analysis of Brand Preference, Awareness and Brand purchased in the past three months with regard to select Toothpaste**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Top of Mind** | | |
| 1. | Colgate | 449 | 89.80 |
| 2. | Anchor | 37 | 7.40 |
| 3. | Dabur Red | 14 | 2.80 |
| **Total** | | **500** | **100** |
| **II** | **Brand Awareness** | | |
| 1. | Colgate | 129 | 25.80 |
| 2. | Dabur Red | 121 | 24.20 |
| 3. | Anchor | 120 | 24.00 |
| 4. | Close Up | 116 | 23.20 |
| 5. | Pepsodent | 14 | 2.80 |
| **Total** | | **500** | **100** |
| **III** | **Bought in Last Three Months** | | |
| 1. | Colgate | 189 | 37.80 |
| 2. | Close Up | 152 | 30.40 |
| 3. | Anchor | 104 | 20.80 |
| 4. | Dabur Red | 52 | 10.40 |
| 5. | Pepsodent | 3 | 00.60 |
| **Total** | | **500** | **100** |

**Source**: Primary Survey

**Chart No.3**
**Analysis of Brand Preference, Awareness and Brand purchased in the past three months with regard to select Toothpaste**




**Source:** Primary Survey

Tooth paste segment is also one of the major Fast Moving Consumer Goods and an everyday item of every consumer. The Brand preference, brand awareness and brand purchased in the past three months of the consumer respondents are displayed in table-3. From the table, it is clearly evident that of the total three toothpastes, Colgate is proved and preferred toothpaste in excess of 89% of the whole consumer respondents followed by Anchor (7.40%) and Dabur red (2.80%). This obviously conveys that Colgate toothpaste is used by the great part of the people and this brand also remains on the top of mind of the major junk of consumers. This maximum preference of consumer respondents to this brand could be attributed to whitening the teeth, mouth freshness, smell, anti-bacterial, anti-cavity, taste, foam generating ability, popularity, vegetarian and herbal, history of the brand, suitability of the price with the quantity offered and ultimately consumer satisfaction.

As far as brand awareness of these brands is concerned, analysis reveals interesting results that of all the above brands, though Colgate tops as more than 25% of the sample respondents are familiar with this brand yet no significant variation in the brand awareness is seen. Besides this, the percentage of consumers who have preferred and used Colgate is the highest one. This shows that there is correlation between brand awareness and brand use.

With regard to purchases of diverse brands in the last three months is concerned, the table exhibits that of all the five brands, Colgate is found to have been purchased by majority of the consumer respondents followed by Close-up, Anchor, Dabur red and Pepsodent. It is further noted that in case of all the brands, the consumers who have purchased all the brands except Pepsodent which is the least preferred and there is no significant distinction in the percentage of consumers who have purchased different brands in the last three months. By and large analysis indicates that Colgate tooth paste brand has made a sizable influence on the consumers mind followed by other brands.

**Table 4**

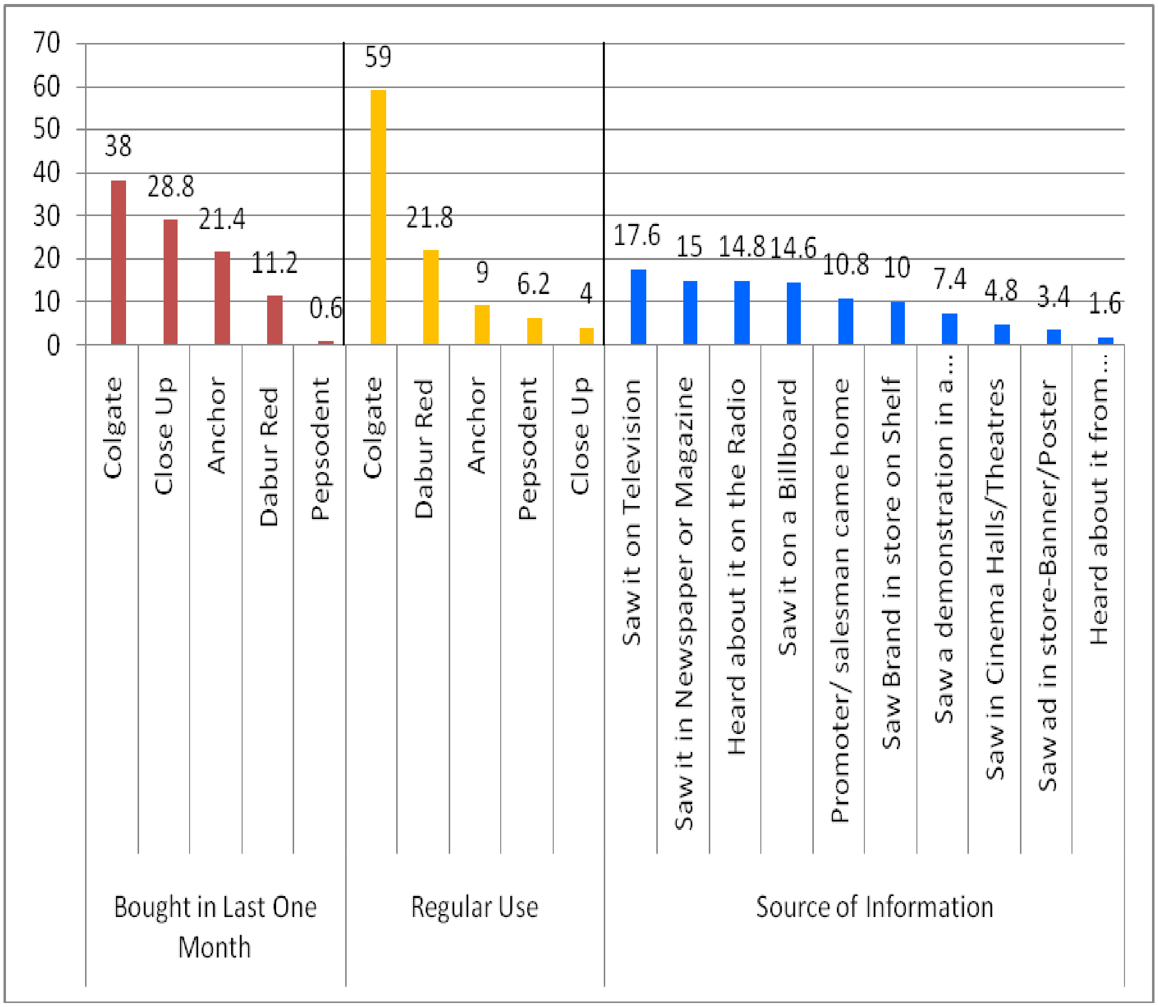
**Analysis of Brand purchased in the past One month, Regular Use and Source of Information with regard to select Toothpaste**

| Sl. No. | Variable | No. of Respondents | % |
|---|---|---|---|
| **I** | **Bought in Last One Month** | | |
| 1. | Colgate | 190 | 38.00 |
| 2. | Close Up | 144 | 28.80 |
| 3. | Anchor | 107 | 21.40 |
| 4. | Dabur Red | 56 | 11.20 |
| 5. | Pepsodent | 3 | 00.60 |
| **Total** | | **500** | **100** |
| **II** | **Regular Use** | | |
| 1. | Colgate | 295 | 59.00 |
| 2. | Dabur Red | 109 | 21.80 |
| 3. | Anchor | 45 | 9.00 |
| 4. | Pepsodent | 31 | 6.20 |
| 5. | Close Up | 20 | 4.00 |
| **Total** | | **500** | **100** |
| **III** | **Source of Information** | | |
| 1. | Saw it on Television | 88 | 17.60 |
| 2. | Saw it in Newspaper or Magazine | 75 | 15.00 |
| 3. | Heard about it on the Radio | 74 | 14.80 |
| 4. | Saw it on a Billboard | 73 | 14.60 |
| 5. | Promoter/ salesman came home | 54 | 10.80 |
| 6. | Saw Brand in store on Shelf | 50 | 10.00 |
| 7. | Saw a demonstration in a shopping mall/market | 37 | 7.40 |
| 8. | Saw in Cinema Halls/Theatres | 24 | 4.80 |
| 9. | Saw ad in store-Banner/Poster | 17 | 3.40 |
| 10. | Heard about it from Friend/Relative | 8 | 1.60 |
| **Total** | | **500** | **100** |

**Source**: Primary Survey

**Chart No.4**

**Analysis of Brand purchased in the past One month, Regular Use and Source of Information with regard to select Toothpaste**




**Source:** Primary Survey

Analysis of Buying Behavior of Consumers reveals some interesting aspects while judging the pattern of toothpaste brands bought in last one month. Going through table 4 head I COLGATE among the toothpastes tops the chart with an acceptance of 38% on account of established brand image, blessed with certain unique features including plaque removing capacity, teeth whitening ability, cavity repair contents and unique taste. In addition to this, Colgate covers different niche markets depending upon taste, preferences and habits of individuals and thereby has already captured the market with a pool of offerings including

Colgate total, Colgate max-fresh, Colgate strong and Colgate active salt etc., the basket of differentiated products is an excellent example of generating more product lines so to penetrate various segments of the market. On second position with pride comes in CLOSE- UP with the score of 28.80%, the credit for that goes to presence of micro whiteners, germs removing ability, mouth wash effect and fluoride contents for stronger teeth. Third in row comes the brand ANCHOR with an acceptance level of 21.40%. The acceptability of the product is on account of features including power of eliminating bacteria, removing cavities, and presence of calcium and fluoride. As visible in table 4 head I DABUR RED comes 4$^{th}$ in the ranking, but even then is a strong player owing to the traditional perceptions associated with the product (recalling the image of dabur danth manjan). The commendable features include fighting capacity against plaque, gingivitis, and bad breath. The product possess an extra edge over others as of its authentic Ayurvedic image. Finally, we have PEPSODENT enjoying solid brand image and the credit for which goes to heavy acceptance of the brand among kids in addition to general domains of acceptability (adults). As of the very reason the product occupies 5$^{th}$ position with an acceptance level of 00.60%. The unique features include presence of sodium and phosphate, gum attacking ability and germy check formulae. In spite of the aforementioned facts, the product has least acceptance which may not be of quality factors.

It is interesting to find that when it comes to regular usage lot of deviations are visible in respect of buying behavior of consumers on regular basis vis-à-vis consumption in last one month. The factors attributable to such deviation (hierarchy of the brands used) are on account of the inbuilt pricing component, the promotional strategies (Radio advertising, Television advertising, Print Media advertising, Billboard positioning etc.,) and the final mind setup of the potential buyers just before cracking the deal. In addition to this, offers such as buy one – get one free, get more for the same price, free complimentary gifts, bundle offers definitely act as catalyst towards generating sales of the brand that otherwise, could have not bought owing to the current association of the consumers with their favorite brand.

As per table 4 head III print media plays a critical role in convincing the brand awareness among consumers where as word of mouth remains least impressive source of information. All other sources of information including shelf display, poster display, billboard positioning, mall advertising land between the two extremes.

**Testing of Hypothesis**

| Sl. No. | Hypothesis | Calculated Value | df | P Value |
|---|---|---|---|---|
| 1 | There exists relationship between the Toothpaste top of mind with Toothpaste purchase cycle. | 43.314 | 6 | .000 Accepted |
| 2 | There exists a relationship between Toothpaste top of mind and Toothpaste purchase point. | 15.563 | 4 | .004 Accepted |

| | | | | |
|---|---|---|---|---|
| 3 | There exists a relationship between the Toothpaste top of mind with the price importance. | 47.332 | 6 | .000 Accepted |

In case of first, second and third hypothesis, the calculated P-value is less than (<0.05) therefore, it is concluded that there is a significant relationship between Toothpaste top of mind with Toothpaste purchase cycle, purchase point and with the price importance.

**Analysis of Toothpaste:**

- It is clearly evident that of the total three toothpastes, Colgate is proved and preferred toothpaste as more than 89% of the total consumer respondents preferred Colgate followed by Anchor (7.40%) and Dabur red (2.80%). As far as brand awareness of these brands are concerned, analysis reveals an interesting results that of all the above brands, though Colgate tops as more than 25% of the sample respondents are familiar with this brand yet no significant variation in the brand awareness is seen. With regard to the purchases of diverse brands in the last three months is concerned, the study exhibits that of all the five brands, Colgate is found to have been purchased by majority of the consumer respondents followed by Close-up, Anchor, Dabur red and Pepsodent. The study indicates that Colgate tooth paste has made a sizable influence on the consumers mind followed by other brands.

- Analysis of Buying Behavior of Consumers reveals some interesting aspects while judging the pattern of toothpaste brands - COLGATE among the toothpastes tops the chart with an acceptance of 38% on account of an established brand image, blessed with certain unique features including plaque removing capacity, teeth whitening ability, cavity repair contents and unique taste. On second position with pride comes is CLOSE-Up with the score of 28.80%, the credit for that goes to presence of micro whiteners, germs removing ability mouth wash effect and fluoride contents for stronger teeth.

- The study further reveals that, print media plays a critical role in convincingly the brand awareness among the consumers where as word of mouth remains least impressive source of information. All other sources of information including shelf display, poster display, billboard positioning, mall advertising remain the same.

Based on the findings of the study, the following **suggestions** are made to the FMCG Companies for the improvement in their respective marketing strategies.

- It is found that CPIL is currently focusing much on kids, adults and age old segment, whereas HUL is only into youth segment and hence, it is suggested to innovate new products to cater to the needs of the kid segment and for DIL too as there is a scope for developing new products banking on different traits for toothpaste to capture the potential market.

- ❖ The study reveals that toothpaste brands of CPIL are more popular in urban as well as rural markets. Since real India lives in rural areas and it is potential market for all types of toothpaste brands. It is advised to the HUL and DIL companies to develop a customer driven marketing mix with more emphasis on product mix to capture rural market too. Rural sales promotional activities should be strengthened by HUL and urban market by DIL to take the advantage of both urban and rural markets.

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# 10. Impact of GST on Indian Economy

**Prof. Tejal Mahajan**
Asst. Prof., Swayam Siddhi Mitra Sangh's Degree College, Bhiwandi.

**Abstract**

GST is a single national uniform tax levied across India on all goods and services. In GST, all Indirect taxes such as excise duty, central sales tax (CST) and value- added tax (VAT) etc. will be subsumed under a single regime. Introduction of The Goods and Services Tax (GST) expected as a significant step towards a comprehensive indirect tax reform in the country, which would lead India for its economic growth. The Proposed study is designed to know the impact on GST on Indian Economy with the Help of Its individual effect on different sectors. The Study is Exploratory in nature and Secondary Data has been used for the study. The data will be collected from different Journals, Periodicals. Newspapers and Internets.

**Key Words:** GST, Economy, cascading effect of taxes, GST Council, Cess, taxation reforms

**Impact of GST on Indian Economy**

To remove cascading effect of taxes and also to provide for a common national market for goods and services ,the Government of India proposed for amendments to introduce the goods and services tax for conferring concurrent taxing powers on the union as well as states including union territory with legislature to make laws for levying goods and services tax on every transactions.GST is an indirect tax has introduced on 1 July 2017 in India and was applicable throughout India which replaced multiple cascading taxes levied both by central and state governments. The GST is governed by a GST Council. Under GST, goods and services are taxed at the following rates, 0%, 5%, 12% , 18% and 28% and there is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold .Further in addition a Cess of 15% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. Expert viewed it as biggest tax reform in India founded on the notion of "one nation, one market, one tax". The GST rollout has converted India into a unified market of 1.3 billion citizens. The rollout has a positive hope of India's fiscal reform program regaining momentum and widening the economy of the nation. The idea behind implementing GST in the country in

# SOCIAL MEDIA AS A TOOL FOR RECRUITMENT

**Prof. Tejal Mahajan**
Swayam Siddhi College, Bhiwandi

**Abstract**

The purpose of this paper is to discuss the effectiveness of social media on recruitment process. In this new era, where people spend most of the time on social networking sites, social media serves as a platform for companies to choose the best talent. LinkedIn, Facebook, Naukri, Monster, Youth 4 works are some of the social networking sites where the employers advertise information regarding vacancies in the organization and the young talents avail access to it. The growth in the use of social media sites has helped in making recruitment much easier. Social media is a fastest, efficient and effective tool which helps in making information available to the younger generation. There are a wide range of benefits associated with using social media in recruitment, centring largely on cost savings, increasing the pool of applicants reached, and being able to target recruitment at specific groups of potential candidates. Social media sites can be used to identify potential applicants with certain characteristics or qualifications and to reach non-traditional applicants–i.e. those who are not in the usual target groups, or who have different backgrounds and experience efficiently and easily. The innovative social media campaign helps to engage and challenge young talents and find the right talent fit for the organisation. Although social media is beneficial for employers as well as young talents, it may lack transparency of information. The young talents wish to see only what they like, so it happens that they might ignore those advertisements which may not seem to be catchy in their perspective.

**Introduction**

RECRUITMENT is the process of finding and hiring the best qualified candidate for a job opening, in a timely and cost effective manner from within or outside an organization. According to Edwin B. Flippo, Recruitment is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization. According to Dale Yoder Recruitment is the process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force. According to Kaplan and Heinlein Social media is a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Social media serves as the best media which helps in connecting with people easily. Online Recruitment also termed as E-Recruitment is the practice of using modern technology and in particular, web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Online Recruitment makes the process of recruitment more effective and efficient as well as less expensive. Online recruitment is the best technique to reach large pool of potential employees and facilitate the selection process.

**Networking Tools**

1) Facebook: It is a social networking service where users create personal profile and adds other persons as friends and exchange messages. Thus information can be spread among a large number of people more easily.

2) Blog: It is a discussion or informational site published on the internet that consists of entries that are displayed in order of the date they are posted.

3) Google: It is an American multinational corporation specialized in Internet-related services. It is a search engine that can provide a large amount of information to its users.

4) LinkedIn: It is a business-related social networking site mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship called 'connections'.

# NEW TRENDS IN COMMERCE EDUCATION & RESEARCH

**Prof. Tejal Mahajan, Assistant** Professor
Dept. of Accountancy, Swayam Siddhi Mitra Sangh's Degree College, Bhiwandi

## ABSTRACT

*Commerce education carefully studies the individual's action which is injurious to the society as a whole and recommends the methods of their prevention. There are then certain commerce issues which are of direct interest to the society. The problem of money is protection, incidence of taxation, import-export, the development of agriculture, industries and the like affect the society as a whole. Commerce carefully studies these problems in the light of social welfare and gives its unbiased opinion.. Commerce education gives the knowledge of wel-earnings with good business. The objectives of Higher Education can be achieved only through qualitative change in the system. The output of Commerce Education should be multidimensional and with full global competitiveness. But we have to realize that the Commerce graduate have lack of practical knowledge. The practical oriented Commerce Education is a need of the age. The main objective of education is to develop Human Resources to face any challenges of the life. The role of commerce education is to develop Human resources to overcome the challenges in the field of commerce and business. To achieve this goal the commerce education must be focused on linkage with business and industries. It should be more practical and as like on job training and hands on competitive.*

***Keywords :*** *commerce Education, Online Education, E-banking, E-marketing, E-commerce.*

## INTRODUCTION

The growing phenomenon of globalization, liberalization and privatization has been influencing the Commerce education. The technological revolution has further provided new dimensions' E-banking, E-marketing, E-commerce, E-finance, E-investment paper less trading and governance has been gaining importance of all over the world. At the same time, the outsourcing business, call Centre, small business operation, IT based services etc. are expanding very fast. These developments demands paradigm shift in teaching and learning process. The new skills and training are required to cope up with these changes. The technological advances must be integrated into the basic fabric of Commerce education.

Commerce education is a living discipline and is totally different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. To man the economic development of the country and to meet the growing needs of the society, there is greater demand for sound development of commerce education in Indian Universities. But, what has been going in the name of Commerce education is only liberal and general education. Is that the objective of commerce education? In the process of catering to everybody, we are not able to cater to the needs of any body.

## DEFINITION

Webster defines Education as the process of educating or teaching. Educate is further defined as to develop the knowledge, skill, or character of students. The principle purpose of education is to educate all students and give everyone equal opportunity as a means to succeed in life. The important factors of education include providing the necessary knowledge and skill. According to Eric Hoffer, "The central task of education is to implant a will and facility for learning; it should produce not learned but learning people. The truly human society is a learning society, where grandparents, parents and children are students together".

# 8. Impact of GST on Micro, Small and Medium Enterprises (MSMES) in India

**CA Ujwal Dhokania**
Asst. Prof., Swayam Siddhi Mitra Sangh's Degree College, Bhiwandi.

**Abstract**

Goods and Services Tax (GST) is an indirect tax which was introduced in India on 1st July 2017 and was applicable throughout India which replaced multiple cascading taxes levied by the central and state governments. It has been long pending problem to streamline all the specific types of oblique taxes and put into effect a "single taxation" system. Because the name indicates, the GST could be levied each on items and offerings i.e Goods & Services. GST is a tax that needs to pay on supply of products & Services. Any person, who is presenting or offering goods and services, is liable to charge GST. Now we are witnessing, how this tax reform reshapes our economy and business dynamics for Micro, Small and Medium Enterprises. Flourishing amidst a challenging environment, the Small and Medium Enterprises (SMEs) of India experienced several highs and lows in the past few years. With the Indian economy expected to emerge as one of the leading economies in the world and likely to become a $5 trillion economy by 2025, major impetus is being given to strengthen the back bone of our economy-the SME sector. This paper highlights to know the GST and MSMEs and Impact of GST and MSMEs.

**Key words:-** GST, MSMEs and GSTN

**I. Introduction to GST**

Goods and Services Tax (GST) is an indirect tax which was introduced in India on 1 July 2017 and was applicable throughout India which replaced multiple cascading taxes levied by the central and state governments. It was introduced as The Constitution (One Hundred and First Amendment) Act 2017, following the passage of Constitution 122nd Amendment Act Bill. The GST is governed by a GST Council and its Chairman is the Finance Minister of India. Under GST, goods and services are taxed at the following rates, 0%, 5%, 12%, 18% and 28%.

There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition a cess of 22% or other rates on top of 28% GST applies on few items like

# 9. The Scenario of Recent Financial Innovations i India in 21st Century

**CS Purvi Gosar**
Practising Company Secretary, Asst Professor, Dept of Commerce and Finance, Swayam Siddhi MitraSangh's Degree College, Bhiwandi.

**Abstract**

This paper highlights the role that financial innovations play in the modern fina system, aiming at identifying and analyzing the main problems related to this issue. The p first describes the importance of the financial system and financial markets in the In economy along with explaining their functions and pointing out their particular characteris focusing on their innovativeness. The research paper also points out new developments i elements of the financial system, including: markets, institutions, instruments and regulati Next, this paper points out systematic analysis of sources of innovations, motives innovations, their effects or functions. As financial innovations are not a homogenous grou financial developments, their effects on the financial system can be ambiguous, thus assessment of their role can not be generalized and should be made on a case-to-case basis. information presented in this paper can be regarded as an introductory one , encouraging to further research, as the complexity of the financial innovations makes them an interesting important subject for this.

**Keywords:-** Financial system, financial markets, financial innovations, classificati liquidity, savings, Investments, Credit.

**Introduction**

The main feature of the modern financial system is rapid innovations, both in terms their number and value. Thus, it is important to analyze their impact on the financial system. T main aim of this research paper is to undertake an attempt to systematize knowledge relating the financial innovations. The paper examines the existing literature related to the problem financial innovations and their role in the financial system. Based on this study and taking in consideration the definition of financial system, a definition of the financial innovations developed. Then, the classifications of the financial innovations are analyzed and systematized

EDUINDEX

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# 2. An Overview on National Skill Development Corporation

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**Abstract**

National Skill Development Corporation is a Public Private Partnership Model aim to uplift the youth with skills which helps them to get employed. Mainly five schemes are initiated by NSDC which are covered in this paper. These are Pradhan Mantri Kaushal Vikas Yojna, Pradhan Mantri Kaushal Kendra, UDAAN, International Skill Training and Technical Intern Training Program. It provides more services which helps for the upliftment of society especially in rural areas and not covered in this paper. The achievements of NSDC shows its contribution for upgrading the economy.It has more than 5.2 Million students trained under their schemes.

**Key words:** National Skill Development Corporation (NSDC), Schemes, Objectives, Achievements.

## Introduction

National Skill Development Corporation (NSDC) was set up by Ministry of Finance as Public Private Partnership (PPP) model. NSDC is a not-for-profit public limited company incorporated on July 31, 2008 under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). The Government of India through Ministry of Skill Development & Entrepreneurship (MSDE) holds 49% of the share capital of NSDC, whereas balance 51% of the share capital is owned by the private sector.

NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organizations that provide skill training. It aims to promote skill development by catalyzing creation of large, quality and for-profit vocational institutions. Further, the organization provides funding to build scalable and profitable vocational training initiatives. Its mandate is also to enable support system which focuses on quality assurance, information systems and train the trainer academies either directly or through partnerships. The differentiated

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# A Study on Accounting Reforms in Urban Local Bodies in Maharashtra

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**QR Code**

**Abstract**: - *India's first generation of economic reforms made a significant change in the perception of the role of local self-government bodies in the Indian public governance system. One of the important reforms introduced during this period was the Constitution (Seventy-fourth Amendment) Act, 1992. This reform empowered the urban local bodies in India to function as local self-governments as the third tier of governance. With the view to further strengthen these urban local bodies in their financial management the central government also developed guidelines for moving to a double entry accrual-based accounting system through the introduction of a National Municipal Accounts Manual. Maharashtra State adopted the Maharashtra Municipal Accounting Code in 2013 which give a tremendous change in the accounting of Urban Local Bodies (Municipal Councils).*

## INTRODUCTION:

The primary duty of urban local bodies (ULBs) is the efficient provision of urban services through an optimum level of revenue maximization. Citizens regard themselves as consumers of ULBs' services and demand greater accountability. ULBs are accountable to citizens for operational and fiscal performance to all stakeholders, as accountability is the most relevant and overarching theme in a democracy. The Constitution (Seventy-fourth Amendment) Act, 1992 has redefined the role, power, and functions of ULBs in India and has included these in the Twelfth Schedule of the Constitution. This requires the state governments to initiate the process of reforms in ULBs, as the local government institutions form part of the State List of the Constitution. The central government makes it mandatory for each ULB to adopt a double entry accrual-based accounting system (DEAS) in order to receive various development funds. The Thirteenth Central Finance Commission introduced a performance-linked system of devolution of funds from the central divisible pool of taxes. The conditions for providing performance-linked funds relate to improvements in auditing and implementation of DEAS. The government has made

# WELFARE SCHEMES FOR WOMEN ENTREPRENEURSHIP -ITS CHALLENGES & ECONOMIC ASSESSMENT

**CA Ujwal Dhokania**
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**ABSTRACT:**

*This paper analyses the schemes relating to women empowerment through women entrepreneurship development schemes. National Sample Survey of India (NSSO) reports that India has the youngest population in the world. Indian total population is 130 cores, with an estimated 470 million people are of working age. Women contribute to nearly 50% of the population but they have been neglected when it comes to participation in entrepreneurial sector. This means nearly half of the Indian workforce is being wasted. Women are often discouraged from going to business and industrial sector besides they face several challenge sin this Sector. They hardly have access to training as they suffer from financial literacy awareness. Their unawareness about micro credits, inclusive banking, women rights, access to economic resources etc hinder them from gaining entrepreneurial skills. The business sector is dominated by males and women have very little chances of becoming entrepreneurs Even though women can support males in business advice mentoring learning creating and supporting they are sidelined. Women need to empowered to through gender friendly environment and stimulation. The role of women entrepreneur in economic development is inevitable. Driving entrepreneurship will be key to India's economic growth. Promoting entrepreneurship is crucial at this juncture when India is positioning itself as a world leader in business and trade.*

## INTRODUCTION:

Governments both central and state have developed several schemes for women.

These following organizations have designed schemes to assist women with gender supportive policies in entrepreneurship development

1. State small scale industries development corporations
2. Nationalized banks
3. NGOs
4. Small & medium enterprises development organizations
5. Autonomous Financial Institutions
6. Entrepreneurship development sachems (EDPs)

All these and such other polices and schemes are helping women to become small scale entrepreneurs.

## SCHEMES MOTIVATING WOMEN ENTREPRENEURSHIP:

The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme.

At present, the government has various schemes for women operated by different departments and ministries.

Some of these are

1. Integrated Rural Development Programme (IRDP),
2. Khadi and Village Industries Commission (KVIC),
3. Training of Rural Youth for Self-Employment (TRYSEM),
4. Prime Minister's Rojgar Yojana (PMRY),
5. Entrepreneurial Development programme (EDPs),

# "USE OF SOCIAL MEDIA IN EDUCATION POSITIVE AND NEGATIVE IMPACT ON THE STUDENTS"

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## ABSTRACT:

Use of Social media is being swiftly increasing during last few years. It is not only being used by the working people but also there is heavy rise in the use of social media by the students or we can say in education society. Use of social media has been created a positive impact on the society. With the help of Internet all the social site and various applications are available which can be access easily, also allow users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content. It has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. As the time passing by social media has started creating a negative impact by permeating today's society with millions of us engrossed, unhealthy addiction, in the latest happenings via apps such as Whatsapp, Facebook and Twitter. They create longer term friendships by being in touch online even when friends are no longer physically meeting. The paper tires to highlight how social media influenced our population there is a need to know for the good and bad impacts of the social media on our education sector as well as on our next generation and make a proper plan in both cases if the usage of social media is good or bad.

**Keywords:** - Social media- Whatsapp, Facebook and Twitter, unhealthy addiction.

## INTRODUCTION

The growth of social media over past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other. It gives people the power to share, making the world more open and connected with each other. Social networking has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. People watch billion of video clips on YouTube daily. Every hour, users upload video content. Every day, more than 90 percent of college students visit a social networking site. People have woven these networks into their daily routines, using Face book, Twitter, LinkedIn, online gaming environments, and other tools. Using of social media is not limited only to professionals or elders but also it is been widely used in educational sectors by the students. There are people who can't even write their own name and they are only able to recognize him and people by their pictures have full access to internet and constantly check their Smartphone's for status updates. Students usually used social site for many reason such as for study purpose, for entertainment purpose as social media provides any data you

# INDIAN STARTUPS - ISSUES, CHALLENGES AND OPPORTUNITIES

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**ABSTRACT:**

*Startups have been the flavor of the season over the last few years for the Indian markets. This has resulted in the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the period 2007 and 2015. The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture. The idea behind the venture, market size, revenue and profit targets are some of the important factors that need to be clearly defined before embarking on the journey. Time, team work and tenacity are important elements which determine entrepreneurial success. Infrastructure, government regulations and availability of finance at various stages of growth could be some of the challenges for startups. The paper discusses few issues and challenges that an Indian startup has to face and the opportunities that the country can provide in the current ecosystem.*

**Key words:** *Entrepreneur, Employment, Finance, 'Make-in-India', Startup.*

## 1. INTRODUCTION

A startup venture could be defined as a new business that is in the initial stages of operation, beginning to grow and is typically financed by an individual or small group of individuals. It is a young entrepreneurial, scalable business model built on technology and innovation wherein the founders develop a product or service for which they foresee demand through disruption of existing or by creating entirely new markets. Startups are nothing but an idea that manifests into a commercial undertaking.

Definition

Startup business as an organization which is

a) Incorporated for three years or less
a) At a funding stage of Series B or less(B Series means second round of funding)
b) An entrepreneurial venture/a partnership or a temporary business organisation
c) Engages in development, production or distribution of new products/services or processes
d) Revenue of up to INR 25 cr.
e) Not formed through splitting or restructuring
f) Employing 50 people or less

## 2. OBJECTIVES OF THE STUDY:

- To study in detail about the Startups in India.
- To ascertain the scope of growth of Startups in India.
- To comprehend the role of Investment Agencies in the growth of Startups in India.
- To identify the problems and bottlenecks faced by Startups in India.

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