

ISSN No 2347-7075
Impact Factor- 7.328
Volume-4 Issue-23

**INTERNATIONAL
JOURNAL of
ADVANCE and
APPLIED
RESEARCH**



Chief Editor
Publisher: P. R. Talekar
Secretary,
Young Researcher Association
Kolhapur(M.S), India

Editor
Divakara K
Assistant Professor Department Of Political Science Government
First Grade College Madhugiri-572132 Tumkur (Dist) Karnataka

Young Researcher Association



**International journal of advance and applied research
(IJAAR)**

A Multidisciplinary International Level Referred and Peer Reviewed Journal

Volume-4

Issue-23

Chief Editor

P. R. Talekar

Secretary,

Young Researcher Association, Kolhapur(M.S), India

Editor

Divakara K

Assistant Professor Department Of Political Science
Government First Grade College Madhugiri-572132
Tumkur (Dist) Karnataka

Editorial & Advisory Board

Dr. S. D. Shinde

Dr. M. B. Potdar

Dr. P. K. Pandey

Dr. L. R. Rathod

Mr. V. P. Dhulap

Dr. A. G. Koppad

Dr. S. B. Abhang

Dr. S. P. Mali

Dr. G. B. Kalyanshetti

Dr. M. H. Lohgaonkar

Dr. R. D. Bodare

Dr. D. T. Bornare

Published by: Young Researcher Association, Kolhapur, Maharashtra, India

The Editors shall not be responsible for originality and thought expressed in the papers. The author shall be solely held responsible for the originality and thoughts expressed in their papers.

© All rights reserved with the Editors



CONTENTS

Sr No	Paper Title	Page No.
1	"A Scrutiny on Contribution of Regional Government in the Sustainable Environment in Rural Karnataka" Shri. Sudhir S. Kothiwale	1-4
2	"A Consultation of Designated Indian Companies on the Impact of CSR on Sustainable Development" Latha R	5-9
3	"An Exploration on Potentials and Obstacles for India's Growth in conjunction to Sustainable Development Goals and CSR" Devika A	10-13
4	An Analytical Review of Step Programme and Its Effects on Karnataka's Women Milk Producers Miss. Shweta L Badiger, Prof. D M Madari	14-17
5	"A Scrutiny on the South Indian Jain Temples" Mylaraiah P L	18-20
6	"An Exploration towards Incarnation of Nationalism in the Karnataka Liberty Movement" Venkatesh B.G	21-23
7	"A Review on the Women's Contribution towards Sustainable Development" Kittappa	24-26
8	"A Pilot Investigation of Panchayat Raj's Impact on the Rural Growth of Karnataka" Roopa M.N	27-31
9	"A Comment on the Influence of Demonetization on the Indian Economy" Hanumanthappa	32-35
10	"A Scrutiny on Comprehensive Evaluation of India's International Trade Policy" Sanjeevamurthy H	36-38
11	"A Study of the Function of Opposition Parties in India in Light of Current Shifts in Politics" Divakara K	39-42
12	"A Scrutiny on Media's Impact on Youth Political Participation in India" Shivaramaiah	43-46
13	"An Exploration on Youth Political Participation for the Amelioration of India" Dhanunjaya MB	47-52
14	"A Neoteric Outlook on the Growth of Indian Economy" Mahiboob Pasha	53-58
15	A Study on Financial Institutions and Industrial Development in Raichur District Dr. Venkatanarayana Miriyam	59-61
16	Role of Micro, Small and Medium Enterprises (MSME's) in Indian Economy: A study Basavaraj	62-63
17	"A Study on Significance and Prevalence of English in Indian Literature" Vanaja. K. S.	64-65
18	Quality Services in Digital Banking Dr. Hanumanthappa	66-72
19	Poverty and Inequality in India: Causes and Effects Prabhuling. Sapali	73-75
20	Agriculture Labor in India and Their Problems Dr. Sreenivasa Reddy. B	76-77
21	"An Empirical Study on Social Entrepreneurship" Dr. Ravi. S.P	78-82
22	"A Study of Risk Management in Banks" Bharati M Bhusare, Dr. Waghamare Shivaji	83-86

23	Impact of E-Commerce during Covid-19 Pandemic Situation Dr. Anantanaga H.P.	87-90
24	“A Scrutiny on Consequences of Industrialization on Society's Socio-Economic Conditions” Manohara G N	91-96
25	“A Perspective Argumentation on Buddhism's Impact on Modern Society” Sreenivasa. L	97-100
26	Measures of Credit Control System in India Dr. Madhura D	101-106
27	“A Scrutiny on Indian Insurance Industry & Anatomy on Its Market Enlargement” Dr. Amruthamma R	107-111
28	“A Scrutiny on Artificial Intelligence- Its Application & Challenges” Shivaleela H	112-116
29	Challenges of Adjustment, Stability and Compability in Inter Caste Marriage Dr. Suchithra SR	117-118
30	“A Delineation on Cloud Computing” Sharanagowda K	119-122
31	“A Voguish Cram of Customer Relationship Management” Rekha B.N	123-125
32	“A Notable Study on Digital Marketing” Leelavathi.H	126-129
33	“An Exposition on Derivative Market” Nalini N.D	130-132
34	“A Recent Study on the Trends in the Fund Mobilization of Capital Market” Dr. L. Manju Bhargavi	133-136
35	“A Silhouette on Exertion of Information Communication Technology (ICT) and Library Pursuits” S R Manjunatha	137-141
36	A Study on Consumer Perception and Attitude towards Organic Products in Tumkur City, Karnataka State Dr. Noor Ayesha	142-146
37	“A Chronicle on Potency of Online Banking Services” Dr. Rajini T V	147-150
38	Termites Behaviour and their Effects on Ecology an Study in Mounds Dr. Azra Parveen	151-156
39	India's Tax Structure Starts Afresh Harish H. N	157-160
40	Effect of Coping Strategies on Burnout among the Online Food Delivery Professionals Dr. Mamatha K R	161-164
41	Employment Generation through Micro, Small and Medium Enterprises in Dharwad District of Karnataka Mahalakshmi N	165-169
42	Dr. B. R. Ambedkar’s Vision on Gender Equality: Relevance in the Present Indian Society Dr. Gayathri	170-173
43	Impact of Goods and Services Tax on Msme Puttaraju B P	174-176
44	Educational Issues of Third Gender in India Shashikala K	177-180
45	Social Attitude towards Girl’s Education Dr. Vyshali U	181-186
46	Dream of Ideal Nation in the Poem” Where the Mind Is Without Fear” Dr. Jyoti Annarao	187-188



“A Scrutiny on Contribution of Regional Government in the Sustainable Environment in Rural Karnataka”

Shri. Sudhir S. Kothiwale

Assistant Professor and HOD of Political Science

K.L.E. Society'S G.I.Bagewadi Art's, Science and Commerce College, Nipani.-591237

Corresponding Author- Shri. Sudhir S. Kothiwale

Email- sudhir.kothiwale@gmail.com

DOI- 10.5281/zenodo.8158875

Abstract:

The article is about the role of local government in protecting the environment. Local government is a democratic decentralization in which society's cooperation is guaranteed even at the grassroots level during administration. In recent years, local authorities and non-governmental organizations have been the subject of an Extraordinary Commission for Social Research and Assessments with a view to improving the process of decentralizing political power to the lowest level. After the passage of the 73rd and 74th amendments, it is necessary to reflect on the obstacles and the way forward to define an effective environmental policy at the local level with the participation of the Panchayat Raj institutions. A three-level structure was ordered and put out by the Karnataka Panchayat Raj Act of 1993: Zilla Panchayat (district level), Taluka Panchayat (block level), and Gram Panchayat (village level). The 29 entities listed in Schedule Eleven include drainage, land consolidation, soil conservation, and water management, social forestry, small forest products, unconventional energy sources, sanitation, and building maintenance are issues related to environmental management. Among the different levels of environmental management, the local level is the most effective for the management and efficient use of natural resources. After the passage of the 73rd and 74th amendments, it is necessary to consider the hurdles and ways to design effective environmental management at the local level with the participation of Panchayat Raj institutions. This work was carried out according to the analytical-descriptive method through secondary data analysis.

Keywords: Environment, Communities, Responsibility, Panchayat.

Introduction:

Local government is permitted to perform certain duty functions such as: providing safe and clean drinking water, providing and maintaining adequate drainage and sewage systems, lighting public roads, sanitation, and sanitary facilities in public places, maintaining public buildings, roads, culverts, and bridges, as well as the issuance of operating licenses and the issuance and maintenance of birth and death registers. In addition, local government can exercise certain discretionary functions, including education, health, social services, and recreation. With a view to maintaining health, hygiene or damaging the environment, it informs the relevant government authorities. Environmental problems in the Gram Panchayats area are due to various activities carried out by Gram

Panchayats such as over-exploitation of groundwater, inadequate sanitation, mismanagement with solid waste, as well as on the activities carried out at Gram level Panchayats Panchayats such as mines and quarries of pesticides and chemical fertilizers, etc.

Objectives:

1. To study the role of regional government in protecting environment.
2. To perceive the various tasks and obligations adopted by the government.

Research Methodology:

This study was created based on exploratory examination. The assessment information is assembled from many beneficial sources by means of the internet, including journals, sites, digital books, and different resources.

Tasks of the Panchayat:

The state of Karnataka consists of 30 districts, 4 tax offices, and 177 taluks. Geographically, the state is on a plateau. The Karnataka Panchayat Raj Act states that it is the responsibility of the Grama Panchayat to designate non-residential sites as garbage and manure dumps. Villages in and around mining areas need to be adapted to social, economic, and educational improvements. The basic infrastructure is to be provided in and around the mining areas. The residents of these areas need to find a job; Civic services such as healthcare, education, transportation, and communications should be provided to the villages affected by mining activities. Pollution from mining should be abandoned and environmentally friendly programs implemented. Measures should be taken to improve the groundwater level.

The environmental adage "think global, act local" can be successfully implemented in the Village Panchayats. When these rural panchayats protect their "unreserved forests," there is a chance to change the face of the landscape. An increase in forest cover would result in subsequent increases in groundwater levels, availability of drinking water, and populations of wildlife and birds. Protection forests are protected by the forest authorities of each state. But the unclassified wilderness and unreserved forests belong to the Panchayat.

The panchayat has the right to issue codes of conduct and regulations for animal husbandry. Agriculture, also a theme of Panchayat, can be improved by applying certain disciplines to the cultivation of crops (native plants). These are all under the jurisdiction of the Panchayats. Other than these Panchayat authorities, there is one more compelling organization as the village organization - "GramaSabha". All voters of Panchayat village are members of GramaSabha village. It meets quarterly and at other times as needed. President Panchayat is also the President of GramaSabha. All members attend meetings and issues affecting the whole village are discussed and conclusions are drawn. It is also a forum where specific problems harmful to the village are openly discussed. Such meetings can always be used as a platform for communicating environmental practices.

Karnataka Swaraj Project Game:

In 2006, the Karnataka State Government introduced the Karnataka Gram

Swaraj Project in the Gram Panchayat of the most backward 39 taluks of the Karnataka Gram Swaraj Project to achieve self-sufficiency. The project will cover 79 city blocks in 25 districts of Karnataka. In accordance with the requirements of the World Bank's operational security policy, an environmental management framework based on sustainable environmental management has been developed. And furthermore, give significance to depicting the technique and plan for ecological administration. The objective of the EMF is to ensure the environmental sustainability of the activities undertaken by Gram Panchayats and to enhance the capacities of the Panchayati Raj Institutions (PRIs) in sustainable management of the environment.

Obligation to Make Mindfulness about the Preservation of the Environment:

In the Panchayati Raj arrangement, there are a few systems and offices through which data with respect to public great and government assistance can be conveyed to the locals. These can be utilized to make truly necessary mindfulness about the preservation of nature and the climate. This relies upon the lead taken by nearby bodies, consolation by the state legislatures given to neighborhood bodies, the trustworthiness and truthfulness of the non-authorities who direct the neighborhood bodies, and debasement-free controlling specialists, these neighborhood bodies can likewise have an impact on the counteraction and control of contamination in their separate regions. To the extent that these local authorities are responsible for approving construction plans and plans, they can enforce anti-pollution measures. Factories, industrial plants, and workshops can only be established with the approval of the local authorities. When applicants seek approval from local authorities, local authorities must process applications in accordance with regulations and take strict measures to prevent contamination.

Powers under the Panchayat Raj Act, 1993:

Under Article Section 109 of the Panchayat Raj Act, 1993, the Grama Panchayat has the power to order by the public notice that any furnace used or intended to be used in any factory or building for commercial or manufacturing activities shall be, within the boundaries of the Grama Panchayat, regardless of whether is used

Regardless of whether a steam engine is used or not, it must, in any case, be designed, integrated or modified in such a way as to absorb, burn or reduce as far as possible the vapors emitted from this furnace.

According to Article 106 of the Panchayat Raj Law, the Grama Panchayat can carry out inspections of sewers and take appropriate measures. Section 87 of the Panchayat Raj Act empowers the Grama Panchayat to control polluted water disturbances.

The following conclusions and observations are based on primary and secondary data collected from recent major projects/research on the Karnataka Panchayati Raj system.

1. It is necessary to develop appropriate coordination mechanisms between Zilla Panchayat and the technical departments and between the district departments.
2. The dominance of MPs, MLAs, and other state and central legislatures poses a threat to local decision-making.
3. Anti-corruption mechanisms should be developed through the establishment of institutions such as the Ombudsman and Janabandhi (which is still in its infancy). Both would need to find a place in the Panchayati Raj Act itself to become binding.
4. Grama Sabha is the soul of Panchayati Raj and the idea is to gradually strengthen its functioning to ensure full participation of the people, accountability, and transparency.

Suggestions:

Although the Karnataka Panchayat Act establishes some of the responsibilities of the Gram Panchayats in relation to the resolution of hygiene and sanitation problems and actions to be taken (in the form of fines), it does not address the principles of integrated management of the environment through prevention strategies. The Gram Panchayat has embraced a disagreement over mining, thus weakening the force opposing mining activities. Most environmental protection legislation focuses on industrial activities and is concerned with reducing industrial pollution. Environmental laws cover issues such as integrated pest management, watershed management, livestock farming, organic farming, renewable energy, biomass-based energy, sustainable agriculture, use of pesticides and

fertilizers, efficiency of natural systems, etc. Under the Karnataka Panchayat Act of 1993, they are sustainable, lacking in land use and natural resources. The dangerous mining problems have been resolved to the extent that the owners have been prevented from continuing mining. Provisions need to be introduced for civil servants to be liable in the event of willful failure to exercise their powers.

Conclusion:

The survey assessed the current state of primary care physician and physical therapist stakeholders in terms of their ability to address various environmental issues using specific social performance metrics. The overall awareness of environmental issues was rated as medium or low. Where awareness was present in the Gram Panchayat, the ability to identify impacts or determine remedial action was weak. With the exception of one Gram Panchayat, none of the Gram Panchayats have been able to understand the best practices they have adopted. In fact, there was no awareness that the Gram Panchayat could be an example of good practice that was also adopted in the environmental sector, despite having only average knowledge of the Panchayat law and other legal issues. However, when it comes to environmental laws and other legal acts related to environmental protection, awareness is practically nil. There was a strong correlation between GPs' environmental awareness and economic performance. Where the family doctor was economically successful, he was also environmentally conscious, regardless of his position or his level of literacy. The lack of awareness among GP members can be attributed to the lack of a training module and activity on environmental issues.

References:

1. Dr. Ganesh Hegde, "Role of Local Government in the Protection of Environment, in Rural Karnataka", International Education & Research Journal, E-ISSN No: 2454-9916, Volume : 6, Issue : 6, June 2020.
K. Mishra, Role of the panchayat Raj in Rural development vol.7,2011
2. M. P. Sharma , Local self-government In India; Munshiram Manoharlal publishers pvt, limited,1978.
3. Kalishtakur, Environmental protection law and policy in India, 2017.

4. S. S. Dhaliwal, Good governance in local self-government Publisher Deep and Deep Publications, 2004
5. Proposed by Karnataka panchayat Strengthening & Poverty alle Via Tion Project Environ- mental Report 2005
6. Karnataka Panchayat Raj Act, 1993.
7. http://shodhganga.inflibnet.ac.in/bitstream/10603/4262/11/11_chapter%202.pdf.
8. The India Journal of Public Administration, Vol. XXXVII, No.1, January March, 1991, pp. 34-46.
9. Environment Management Framework for Project “Strengthening Governance and Ser- vice Delivery in Karnataka Panchayats” a report.
10. Venkata Rao V Hazarika, Niru, 198, local government in India New Delhi, S.cnand&Company Co-Ltd p-1
11. Dharmarajan, shivani, 2001, “NGOs as Prime Movers, Sect oral Action for social development”, kanishka publishers and distributors. New Delhi.
12. Decentralization Analysis Cell Department of RDPR, Government of Karnataka, report.



“A Consultation of Designated Indian Companies on the Impact of CSR on Sustainable Development”

Latha R

Assistant Professor in Commerce

Lal Bahadur Shastri Government First Grade College, RT Nagar, Bangalore

Corresponding Author- Latha R

Email- latharamappa@gmail.com

DOI- 10.5281/zenodo.8158891

Abstract:

Organizations can further develop society by putting a piece of their benefits in CSR exercises. The current review looks at the job of CSR in accomplishing Manageable Development Goals (SDGs). The ongoing examination finds that almost Rs.20,360 crores had been spent by 8,633 endeavors during the monetary year 2020-21 on CSR exercises, and these CSR exercises are valuable in accomplishing the Manageable Development Goals since 15 out of the 17 SDGs are tended to by CSR exercises. The areas that got the most CSR subsidizing were schooling, destroying craving and destitution, and medical care. These are remembered for the SDGs also SDGs number 1, 2, 3, and 4 are connected with killing destitution, appetite, medical care, and instruction areas separately.

Keywords- Corporate Social Obligation, SDGs, maintainability, Reasonable Turn of events, CSR.

Introduction:

The World Business Gathering for Maintainable Turn of Events (WBCSD) characterizes CSR as "the proceeding with responsibility by business to act morally and add to monetary improvement while working on the personal satisfaction of the labor force and their families as well as of the local area and society overall". Segment 135 of the Organizations Act 2013 says that each organization which is having turnover of ₹1,000 crore or more, total assets of 500 crores or more, or net benefit of 5 crores or really during the past monetary year, should spend at least two percent (2%) of their typical net benefits during promptly three past monetary years to determined corporate social obligation exercises. The Supportable Advancement Objectives were taken on by 193 UN individuals in 2015, and they went into force on January first, 2016. The 2030 plan for the manageable turn of events, which has 169 targets and 17 Sustainable Development Goals, intends to make a safer world by 2030. SDGs are likewise called "Worldwide Objectives" and these objectives are the replacements of the Millennium Development Goals (MDGs) which were presented in the year 2000. There were eight

Thousand years of Development Goals (MDGs) that should have been accomplished constantly in 2015 yet till 2015, these objectives were accomplished unevenly thusly, these objectives are expanded up to 2030 with a new name Practical Advancement Objectives which incorporate 17 Objectives. Since CSR exercises assist in achieving these points, these targets with canning be connected with CSR exercises. CSR is the moral way of behaving in the corporate area for the upliftment and advancement of society.

Review of Literature:

1. **Mishra (2021)** examined the CSR approaches utilized by Indian organizations. It was found that organizations made critical commitments to the social, instructive, and medical services areas yet put forth very little of an attempt to guarantee ecological manageability. The examination found that no organization was making commitments to SDG No. 13 (Environment Activity) negative 14 (Life beneath Water).
2. **Begum (2021)** investigated how corporate social obligation added to society's improvement during the

Coronavirus Pandemic. They found that organizations purchased mechanical gadgets for youngsters who couldn't bear the cost of them.

3. **Jack Mama**, a fellow benefactor of Alibaba, gave clinical supplies and Covid test packs to various countries. Tata Sons made Rs. 1000 cr. commitment to Coronavirus. All through Coronavirus Pandemic, various organizations likewise offered help.
4. **Kolli and Srikanth (2020)** researched the number of Indian organizations that partook in Coronavirus. In the wake of gathering auxiliary information, they found that various Indian companies contributed to Coronavirus. CSR endeavors help organizations as well as the country all in all. It helps organizations in cultivating buyer faithfulness.
5. **Sharma and Tomar (2013)** found that Goodbye's endeavors have assisted in expanding the consciousness of CSR in India. Numerous associations today take part in CSR drives. Be that as it may, there have been different viewpoints on CSR. CSR is right now utilized for public legacy, political strengthening, ladies' strengthening, local area improvement, framework advancement, medical care, training, and other social purposes. Yet, there are sure places that haven't been contacted. New CSR patterns including power producing, restricting and actually looking at contamination, and bio-variety creation ought to be encouraged in the ongoing globalized period. CSR is fundamental for achieving changes in the present and speeding up India's financial turn of events.

6. **Kahraman Akdoğu (2017)** explored the associations between CSR and economic improvement in a worldwide economy. Reception of CSR drives fundamentally affects economic business methodologies.
7. **Patil et al., (2017)** investigated the impact of corporate social obligation on financial turn of events. As per their review's discoveries, CSR adds to cultural improvement and monetary development somewhat as it were. There is as yet restricted business area cooperation in CSR drives.
8. **Mitra and Chatterjee (2020)** investigated how Indian organizations' cooperation in CSR drives added to the Economical Advancement Objectives. They found that 5097 partnerships burned through Rs. 98.22 billion on CSR exercises in 2015-16, of which Rs. 93.36 billion was put resources into regions associated with practical improvement to meet the Economical Advancement Objectives (SDGs).

Objective:

The essential target of the current review is to analyze the commitment of Corporate Social Obligation to Practical Improvement in the Indian economy.

Research Method:

The auxiliary information of CSR commitment is acquired from the Public CSR Entrance (<https://csr.gov.in>) and data connected with reasonable improvement objectives are gathered from the site for example <https://sdgs.un.org>. Bar outlines have been utilized with the end goal of the study.

Information Investigation and Understanding:

Table 1: The relationship between schedule VII of the 2013 Indian Companies Act and the sustainable development goals

Sustainable Development Goals (SDGs)	Schedule VII (Indian Companies Act, 2013)
SDG-1 "No Poverty"	Eliminating yearning, hunger, and destitution and advancing medical services. It likewise covers disinfection and preventive medical care. Swach Bharat Kosh was laid out by the Focal Government to advance tidiness and make safe drinking water open. It likewise remembers commitment to Swach Bharat Kosh.
SDG-2 "Zero Hunger"	
SDG-3 "Good Health and Well Being"	
SDG-4 "Quality Education"	Objective no. 4 incorporates Advancing instruction. By extending explicit instruction and employment opportunity preparing to ladies, children, and individuals with inabilities, training can be advanced. It incorporates commitments to innovative work projects which are endorsed by the Focal Government and commitment to publicly subsidized Colleges and the Indian

	Organization of Innovation (IITs) and so on.
SDG-5 “Gender Equality”	It includes advancing ladies' strengthening and orientation fairness. Setting up advanced-age homes, homes for ladies and vagrants, different offices for more established people, and moves toward reducing disparity looked by financially distraught populaces are totally remembered for this.
SDG-6 “Clean Water and Sanitation”	This objective incorporates natural supportability, preservation of regular assets and keeping up with the dirt, insurance of vegetation, government assistance of creatures, air, and water quality, and biological equilibrium. For the revival of the Waterway Ganga, the Focal Government laid out Clean Ganga Asset. It likewise incorporates a commitment to the Clean Ganga Asset.
SDG-7 “Affordable and Clean Energy”	
SDG-9 “Industry, Innovation and Infrastructure”	
SDG-12 “Responsible Consumption and Production”	
SDG-13 “Climate Action”	
SDG-14 “Life Below Water”	
SDG-15 “Life on Land”	
SDG-8 “Decent Work and Economic Growth”	Rural development projects
SDG-11 “Sustainable Cities and Communities”	Slum area development
SDG-16 “Peace and Justice Strong Institution”	To "advance rustic games, broadly perceived sports, paralympic sports, and Olympic games," it incorporates different measures to help veterans of the military, war widows and their wards, veterans of the Focal Paramilitary Powers (CPMF), and veterans of the Focal Outfitted Police Powers (CAPF) and their wards (counting widows preparing).
SDG-10 “Reduced Inequality within and among countries”	-----
SDG-17 “Partnership to Achieve the Goal”	-----

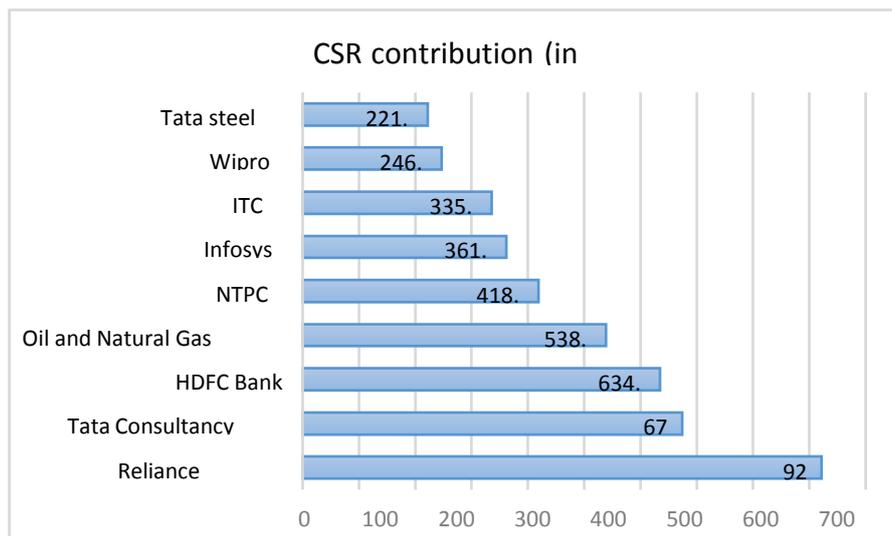
Table 1, demonstrates that Schedule VII of the 2013 Companies Act in India covers all Sustainable Development Goals, with the

exception of SDGs 10 and 17. CSR initiatives and SDGs are therefore linked.

Table 2: Top Indian firms' CSR contributions

Name of company	CSR contribution
Reliance Industries Ltd.	₹922 crores
Tata Consultancy Services Ltd.	₹674 crores
HDFC Bank Ltd.	₹634.91 crore
Oil and Natural Gas Corporation Ltd.	₹538.77 crores
NTPC Ltd.	₹418.87 crores
Infosys Ltd.	₹361.82 crores
ITC Ltd.	₹335.43 crores
Wipro Ltd.	₹246.99 crore
Tata steel limited	₹221.98 crores

Source: <https://csr.gov.in>

Figure 1: Indian firms' CSR contributions**Table 3: shows CSR expenditures by sector of development for the 2020–21 fiscal year.**

Sl. No.	Development sectors	Amount Spent (in ₹ Cr.)
1	Clean Ganga Fund	7.21
2	Education, Differently Abled, Livelihood	6,463.81
3	Encouraging Sports	212.56
4	Environment, Animal Welfare, Conservation Of Resources	1,035.58
5	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	322.90
6	Health, Eradicating Hunger, Poverty And Malnutrition, Safe Drinking Water, Sanitation	6,920.08
7	Heritage Art And Culture	396.96
8	Other Sectors (Technology Incubator And Benefits To Armed Forces And Admin Overheads)	116.73
9	Prime Minister's National Relief Fund(PMNRF)	1452.94
10	Rural Development	1,671.50
11	Slum Area Development	16.63
12	Swachh Bharat Kosh	148.13
13	Any Other Central Government Fund	1,327.85
14	NEC/ Not Mentioned	267.29
	Grand Total	20,360.25

Source: <https://csr.gov.in>

The CSR commitments made by the top Indian organizations are displayed in Table 2 and Fig. 1 is its graphical portrayal. It exhibits that Dependence Businesses Restricted, the biggest high-roller on CSR drives, burned through Rs. 922 crores. Area explicit CSR commitments are displayed in Table 3. They exhibit that the best amounts of cash are spent on medical services,

finishing hunger, giving admittance to clean water and sterilization, annihilating neediness, and fighting ailing health. The Schooling Areas got the second-most noteworthy measure of financing. The least sum dispensed to the Clean Ganga Asset.

Conclusion:

Plan VII of the 2013 Organizations Demonstration of India covers generally

Practical Advancement Objectives except for SDGs 10 (Diminished Disparity Among Nations) and 17 (Worldwide Association to Accomplish the Objective). Thus, the Economical Improvement Objectives and current corporate social obligation are connected. Corporate areas are currently very much incorporated into society. They help to improve and raise society. Annihilating destitution, yearning, Medical care, and Training areas are the most appealing areas as CSR exercises. Under the Feasible Advancement Objectives, these are additionally included. SDGs 1, 2, 3, and 4 are connected with training, great well-being, and destroying hunger, individually. It tends to be reasoned that most organizations are making commitments to SDGs 1, 2, 3, and 4.

References:

1. Bharti, (2014). "Role Of Csr In Sustainable Development: A Study Of Selected Indian Companies", *Journal of Emerging Technologies and Innovative Research*, Volume 10, Issue 1.
2. Begum, S. (2021). CSR contribution towards the normalcy and upliftment of the society during COVID-19 pandemic. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(09), 16–27.
3. Kahraman Akdoğu, S. (2017). The link between CSR and sustainable development in a global economy. In *Corporate Social Responsibility* (pp. 223–240). Springer.
4. Kolli, S. K., & Srikanth, D. A. (2020). The Participation Of Indian Firms During Covid-19 Pandemic-A Corporate Social Responsibility Perspective. *Clinical Medicine*, 07(08).
5. Mishra, L. (2021). Corporate social responsibility and sustainable development goals: A study of Indian companies. *Journal of Public Affairs*, 21(1). <https://doi.org/10.1002/pa.2147>
6. Mitra, N., & Chatterjee, B. (2020). India's Contribution to the Sustainable Development Goals (SDGs) With Respect to the CSR Mandate in the Companies Act, 2013. In S. O. Idowu, R. Schmidpeter, & L. Zu (Eds.), *The Future of the UN Sustainable Development Goals* (pp.383–396). Springer International Publishing. https://doi.org/10.1007/978-3-030-21154-7_19
7. Patil, V., Jauhari, S., & Maheshwari, D. (2017). CSR Activities and its Impact on Socioeconomic Upliftment: An Integrated Review. *Learning Community-An International Journal of Educational and Social Development*, 8(2), 65. <https://doi.org/10.5958/2231-458X.2017.00009.4>
8. Sharma, S. K., & Tomar, A. (2013). Corporate Social Responsibility and Sustainable Development. *Journal of Indian Research*, 1(4), 112–114.
9. https://www.mca.gov.in/Ministry/pdf/CompaniesActNotification3_2014.pdf
10. <https://csr.gov.in>
11. <https://sdgs.un.org>



“An Exploration on Potentials and Obstacles for India's Growth in conjunction to Sustainable Development Goals and CSR”

Devika A

Assistant Professor in Commerce

Lal Bahadur Shastri Government First Grade College, RT Nagar, Bangalore

Corresponding Author- Devika A

Email- devikaanjanappa@gmail.com

DOI- 10.5281/zenodo.8158901

Abstract:

India is resolved to execute Sustainable Development Objectives (SDGs) in the country. This study investigates the job of SDGs and CSR (Corporate Social Obligation) in India's development. Sustainable Development Objectives can be interlinked with CSR rehearses and can assume a vital part in India's advancement. Corporate Social Obligation aspects like conservative, social, or natural all can be interlinked with SDGs and it tends to be useful to handle many difficulties which India is confronting. It frequently appears that the SDGs and CSR possess the same objective—the betterment of India. Corporations ought to coordinate SDGs into the center of their working systems, then, at that point, they effectively can contribute to CSR and SDGs. This concentrates predominantly centers to comprehend how India is contributing to practical turn of events. This study presents a few suggestions to defeat the difficulties of manageability improvement in various territories of India.

Keywords: SDG, CSR Mediations, and Social Turn of Events.

Introduction:

Today, India isn't unquestionably the best rising promising economy on the planet. India requires a gigantic USD 2.64 trillion venture to meet the UN's (SDGs), offering the confidential area a speculation chance of over USD 1.12 trillion by 2030. The corporate area is taking supportability advancement on a need premise and it is contributing through corporate social obligation rehearses in country social or practical turn of events. India requires improvement quicker on various maintainability issues like ladies strengthening, well-being and nourishment issues and sustenance, learning results, ladies' dynamic support in the economy, underlying changes, profitable work for all, and lessening contamination. India's anticipated Gross domestic product in FY2020-21 is 7.7 percent. The expansive regions' SDGs are to advance uniformity and social turn of events. Welford (1997) recommended that organizations keen on long-haul manageability need to show progress in various significant regions, including ecological security, representative

strengthening, monetary execution, business morals, work creation, value, and worker preparation. In this way, the social maintainability of an organization has progressively been remembered for the manageability plan. India is bending over backward to turn into a USD 5 trillion monetary framework by 2025 following extensive economic development. India is centering changes in the foundation and Creative mechanical up degrees.

India is completely dedicated to the 2030 SDG plan and the government has made a legitimate approach to execution for this reason. Maintainability advancement and comprehensive development reflect in plans like 'SabkaSaath, SabkaVikas'. The Coronavirus made many difficulties in the development story of SDGs. A solid organization is expected between the local government and state government. However India has gained ground in not many of the SDGs, and it will require a long time to accomplish its expected targets. It is accepted that India has done impressively well with regard to improvement, yet it actually has a

ton of difficulties concerning neediness destruction, pay dissemination, ladies strengthening GHG emanations, and disinfection.

Likewise, India being a country where there are outrageous contrasts among states, the inquiries which emerge incorporate - Are these accomplishments characteristic of the multitude of states? Should strategy producers zero in on gathering SDGs at the public level or at the state level? If India somehow managed to meet these objectives, the strategies should be tweaked according to the situation with the objectives at the state level.

Objectives:

1. To know the job of CSR and SDG in India's development
2. To talk about the primary capability of India to accomplish SDGs
3. To suggest a few ideas for successful execution of CSR and SDGs rehearses in India for improvement

Research Plan:

This Exploration paper depends on an exploratory examination plan. The subjective examination approach additionally has been utilized to know the connection between CSR and SDG and their effect on the monetary turn of events. Optional information sources report from the government's official site and NITI Ayog report has been utilized for this

study examination. SDG each aspect has ascribed huge advancement in India improvement.

Connecting CSR and the Practical Improvement Objectives:

Practical advancement is about how to involve scant assets for the improvement of mankind so efficient and social advancement should be possible. The SDGs system comprises 17 Objectives and 169 procedures for execution. In India, all things considered, impressive headway has been made in the issues like general schooling, balance in orientation, and efficient or ecological issues. Medical care area is additionally working on in India . The Indian government is presently attempting to coordinate the endeavors taken towards accomplishing SDGs with the assistance of CSR.

Table 1 shows that Training and ability advancement regions are on top spending rundown of organizations followed by medical services and sterilization. Ghetto region advancement, innovation hatcheries, and rustic region improvement were the least engaged. The interconnected idea of the SDGs and CSR can assume an extraordinary part in India in financial and social turn of events. The government needs to zero in on a better system for the maintainability of India.

Table 1: shows how much money was spent in India in FY 2018 on SDGs.

Sl. No	Sustainability Goals Projects Name	Corporate Social Responsibility projects name	Fund flow in CSR in INR cr. (fy 2018)	Total % of CSR
1	SDG#4(Quality Education)	Education & skill development	3,502	35%
2	SDG #3 (Good Heath & Well Being)	Healthcare & sanitation	2,355	24%
3	SDG Training to promote rural sports SDG#8,10 Rural Development projects SDG#1,2,3,4,9	Rural development project	1,164	12%
4	SDG#14 & 15:: Conserve and sustainably use the oceans, seas and marine resources for sustainable development	Environment	1,008	10%
5	SDG#9, 11 Protection of Art and heritage culture	National heritage protection	342	3%
6	SDG 5: Achieve gender equality and empower all women and girls	Empowerment	238	2%
7	SDG#8,10 Training to promote rural sports	Promotion of sports	191	2%
8	SDG#1,2,3,4,6,9,15 Contribution to prime minister relief fund	Relief funds	71	1%
9	SDG#9,12,13 Contribution to	Funds for	29	0%

	technology incubators	technology development		
10	SDG#3,4,8 Measures for the benefits of armed forces veterans ,war widows and their dependents	Benefits for armed force veterans & families	16	0%
11	SDG#1,2,3,4,6,7,9 Slum Area Development	Slum area development	11	0%
		Others*	1,073	11%
		Total	9,999	100%

Sources: www.nitiayog.com. *Others include amounts that are not segregated under defined activities.

Making SDGs and CSR restriction models for rustic regions a critical development can be accomplished. The ensuing depiction makes sense of India's advancement across the SDGs:

1. **Sashakt Bharat:** 271 million individuals out of multi-layered neediness India has effectively lifted through financial development and strengthening. Under SDGs and various plans, various issues like nourishment, youngster well-being, and instruction have prompted diminished imbalances.
2. **Swachh Bharat:** India accomplished 100 percent provincial sterilization and has taken numerous drives like Ayushman Bharat and so forth.
3. **Saksham Bharat:** Indian Government is advancing expertise in India and make in India for the social turn of events and consideration so greater work can be produced and enterprising abilities can be upgraded. India try to end up being a USD 5 trillion abundance by 2025.

Challenges:

1. Adjusting SDGs to the powerful corporate system and arranging them is an intense undertaking
2. Various state's Provincial differences in India are likewise challenged in friendly uniqueness
3. Absence of fundamental foundation office and worldwide data organization
4. Ignorance of partners about SDGs and CSR norms and approaches
5. Absence of legitimate coordination among local and state governments to start the SDGs and social advancement with viable preparation and control.

Recommendations:

SDGs ought to be planned so that it can evaluate the organization's commitment

to supportability improvement. Corporations can use SDG and CSR in a serious initiative and controlled oversight. Indian Government can adjust CSR and SDG to further develop execution, and furthermore to drive a more significant discourse with partners. SDGs ought to be taken as an estimation device by the general population and privately owned businesses and it very well may be lined up with manageability revelation rehearses. Confidential areas with Government areas likewise can assume a vital part in making practical models for manageability

Conclusion:

This paper proposes that public area and confidential CSR practices ought to be interlinked with SDGs rehearses so supportability improvement issues can be dealt with in India in a superior way. The aftereffect of this study shows that the corporate area is contributing essentially to schooling, medical services area, and country advancement. Results likewise show plainly that in the event that the Indian corporate area can consolidate SDG issues with CSR rehearses in their plans of action, then, at that point, Government effectively can make progress in friendly turns of events and manageability issues. It is emphatically suggested that business associations ought to adjust SDGs in their plan of action so that they can contribute to friendly, efficient, or ecological regions really. The public authority has shown responsibility towards meeting the worldwide focus for the seventeen SDGs. In any case, progress has been slow. Since India is a combination of different states, it becomes basic to investigate the accomplishment of SDGs at the state level. This exploration study gives suggestions to strategy producers in a creating economy like India. There are a few restrictions of this review and there is a great deal of degree to take this examination further. The constraints incorporate explicit information accessibility for the states and consequently just a few measurements for SDGs could be

utilized. On the off chance that the information is made accessible, the record could be made more exact and state explicit.

References:

1. Sunita Pachar and Rubee Singh, (2021). "Role of Sustainable Development Goals and Corporate Social Responsibility in India's Growth: Opportunities and Challenges", *Empirical Economics Letters*, 20 (Special Issue 2), ISSN 1681 8997.
2. Bebbington, J., Unerman, J. and Parker, L., 2018, *Achieving the United Nations Sustainable Development Goals, Accounting, Auditing & Accountability Journal*, 31, 2– 24.
3. Business Line, 2020, *Comparing India with the rest of the world*. Hindu Business Line, Retrieved September 12, 2020, from <https://www.thehindubusinessline.com>.
4. Dyllick T. and Hockerts K., 2002, *Beyond the business case for corporate sustainability*, *Business Strategy and the Environment*, 11, 130-141.
5. Gautam, R., 2010, *Corporate Social Responsibility Practices in India A Study of Top 500 Companies*, *Global Business and Management Research: An International Journal*, 2 (1), 41-56.
6. Pachar, S., 2013, *A Study on Stakeholder Perspective Regarding CSR Model for Indian Organizations: Some key Issues*, *Indian Journal of Management*, 6(11), 22-32.
7. Roberts, R.W., 1992, *Determinants of Corporate Social Responsibility Disclosures: An Application of Stakeholder Theory*, *Accounting Organizations and Society*. 17, 595-612.
8. Schaltegger, S., 2003, *An Introduction to Corporate Environmental Management: Striving for Sustainability*, Sheffield, U.K., Greenleaf Publishing.
9. Welford R., 1997, *Hijacking environmentalism: corporate responses to sustainable development*, Earthscan, London.



An Analytical Review of Step Programme and Its Effects on Karnataka's Women Milk Producers

Miss. Shweta L Badiger¹, Prof. D M Madari²

¹Research Scholar, Dept of Economics,

Karnataka State Akkamahadevi Womes University, Vijayapura

²Professor, Dept of Economics,

Karnataka State Akkamahadevi Womes University, Vijayapura

Corresponding Author- Miss. Shweta L Badiger

Email: shwetabadiiger278@gmail.com

DOI- 10.5281/zenodo.8158906

Abstract:

Economic empowerment highlights both differences and similarities. It involves gaining influence and control over the pairing decision. Women should be involved in all aspects of development in a democratic system of governance. In India and Karnataka, the majority of women work in both urban and rural areas in order to meet social needs and financial expectations for sustainability. Almost all of them engaged in agriculture, animal husbandry, dairy farming, cattle rearing, poultry farming, pig farming, fishing and other ancillary business. One of the significant activities of state's dairy co-operative societies is support to training and employment activities for Women(STEP). It gives millions of women's households in rural and semi-urban India possibilities for work and income production, as well as for improving socio-economic activities, reducing poverty and creating sustainable livelihoods.

Key words: STEP, women's empowerment, dairy co-operative societies, institutional steps community for WDCSs

Introduction:

Economic empowerment is what makes life truly exist. Social, economic, cultural, and educational values all have a role in human life. These values fluctuate depending on the person. Therefore, lifestyle factors like self-worth, self-power, self-reliance, and life dignity are impacted by economic empowerment. Economic empowerment highlights both differences and similarities. Gaining influence and control over the choice is part of it. Both at the individual and group levels, it is pertinent. Women's empowerment is thus defined as their knowledge and use of their rights. In carrying out daily dairy farming operations, the STEP is significantly contributing. It may result in human capital models and approaches that place more emphasis to spending on training, education, research, growth and overall development of the nation. Such projects are required to improve the status of the female community in this regard. It results in empowerment of women, giving them the freedom and

resources to make their own decisions, gain self-confident, and act in their own best interests. By offering training and initiatives to help rural women find work and become aware of income-generating opportunities, it has strengthened them. In the current environment, dairy farming is a women's field of employment that has a long history.

Objectives:

1. To examine the success of STEP and the impact it has, had on female milk producers in Karnataka.
2. To identify the milk Union-Organised women's dairy co-operative organisations that are officially recognised and operating in Karnataka.
3. To evaluate the STEP programme's results.
4. To assess how step initiatives

Methodology

The current study has secondary sources as its foundation. The secondary sources were compiled from the Karnataka Milk Federation, Bangalore, the Milk Unions of Karnataka and the Department of

Registrar of Cooperatives, the Government of Karnataka, and several issues of the Economic Survey of Karnataka office records of the STEP. Data analysis and interpretation employ statistical techniques including mean, standard deviation, percentages, and graphs.

Karnataka's Step Programme For Women

The Department of Women and Child Development of the Government of India implemented the STEP (Support to Training and Employment Programme for Women) policy as one of the schemes with the goal of enhancing the socio-economic development status of rural and semi-urban women through inclusive growth and effective, modern dairy management.

How Step and the Karnataka Milk Federation Operate

The STEP Programme was introduced in the State of Karnataka by the Karnataka Milk Federation (KMF) in 1997. Following that, KMF has In I, II, III, and V Phases, 1000 Women Dairy Cooperative Societies (WDCS) were organised. WDCS working in Phases IV and VI was transformed to WDCS functioning in STEP. The Government of India has also authorised two further Phases. For bringing existing societies into the STEP fold, 200 WDCS were allocated in Phase VII, while 250 WDCS were allocated in Phase VIII. Thus, the government of India approved 1924 WDCS at a cost of Rs. 5648.08 lakh and released Rs. 3714.40 Lakh in 2011. A stipend of roughly Rs. 2.50 to 3.00 lakh is given to each WDCS.

Table 1:
Development of Organization and WDCS Operations
Karnataka STEP Programmes (2016-17) (Numbers)

Period/Phase	WDCS Organizations	WDCS functionings
1	400	320
2	200	180
3	200	180
4	250	231
5	224	208
6	200	196
7	200	196
8	250	250
Total	1924	1761
Mean	240.5	220.13
SD	68.09	47.08
CV	28.31	21.39

Source: Annual report(2016),KMF, Bangalore, Government of Karnataka.

Note: SD: Standard Deviation

CV: Coefficient of Variation

The evolution of the WDCS organisation and operation under the STEP for women's empowerment in Karnataka between 1997 and 1978 is seen in the aforementioned

Table 1. In Phase 1 from 2016-17, there were 400 people working at the WDCS organisation; this number then fell to 200, with an upward trend continuing until

Table 1: Number of Registered and Functioning of WDCS in Karnataka (2016)

Milk Unions	No. Of Milk Unions Registered	No. Of Milk Unions in Function
Bangalore	122	117
Kolar	128	199

Phases 1 to 8. In Phase 1, 320 WDCSs were operational, but in Karnataka, that number fell to 250. The mean, standard deviation, and go-efficient of variation are used to analyse the data in Table I. The mean for WDCSs' organisation is 240.5; the mean for WDCSs' functioning is 220.39; the standard deviation for WDCSs' organisation is 68.09; the standard deviation for WDCSs' functioning is 47.08; and the coefficient of variation for WDCSs' organisation is 28.31; functioning of WDCSs is 21.39 percent.

Mysore	184	182
Chamarajnagara	57	55
Mandya	242	241
Tumkur	123	122
Hassan	251	243
Dharwad	95	80
Belgaum	99	70
Vijayapura	87	59
Kalaburgi	145	96
DakshinaKannada	137	137
Shivamogga	145	136
Bellary	107	94
Total	1922	1752

Source: Annual report(2016),KMF, Bangalore, Government of Karnataka.

The above table shows the number of milk union-specific WDCSs that were registered and operational in Karnataka in 2016. It stands for the milk unions for the establishment and operation of WDCSs under Karnataka's District Dairy Cooperative Societies (DCSs). The Hassan Milk Union has 251 (13.05%) of the highest registered WDCSs, while the Chamarajanagara Milk Union has 57 (2.9.6%) of the lowest registered WDCSs. The Hassan Milk Union in Karnataka has the highest working WDCS with 243 (13.86%), and the Chamarajanagara Milk Union has the lowest functioning WDCS with 55 (3.13%).

STEP Program to Empower Women Karnataka STEP has started various programs for women Empowerment in Karnataka is listed below.

1. Margin of Money:

This programme is Margin Money of S 5,000 is provided for this program group members (previously Rs . 3,000/-) buy dairy animals to boost the economy. Financial institutions require at least 20% receive money from each beneficiary. The beneficiary who are financially weak may not be able to afford the margin. Therefore, at the age of 15, Rs . 5,000/- will be granted as an interest free loan. Phase V members and 12 Phase IV members remain as a dairy cooperative revolving fund. Allow companies to extend the benefits of margin to the rest of the company Ongoing targeting of members of the DCS target group base. Thus, 60,000-75,000 rupees will be available to each person. company. ~163~ International Journal of Applied Research 8. Support

Group Another important program of LDCS is the support of self-help groups (SDGs) by members of target groups. step Program implementation should be a self-help group. Thus, 1375 SHGs are formed You can save Rs 475.33 crore. Nandini's self-help efforts Central groups of empowerment job-economic development of rural women. active intervention of KM with government support Rural population underdeveloped in India. Women who rarely look beyond their immediate jobs at home, on the farm, in the village. The goal is to improve Bargaining power of women as members of society, improve access and control over families and community resources.

2. Self Help Groups:

The support of self-help groups (SHGs) by their target group members is a key component of the WDCS programme. Implementation of the STEP Programme recommends the creation of at least self-help group only. 1375 SHGs are created in this method, with a saving of Rs. 475.33 lakhs. The centres of empowerment known as Nandini Self-Help Groups strive to improve the socioeconomic standing of rural women. Rural women are slowly beginning to move as a result of the effective intervention of KMF with assistance from the Government of India. Until now, these women haven't looked outside of their immediate responsibilities at home, on the farm, or in the community. Its goal is to provide women with more control and access to home and communal resources in order to strengthen their bargaining position within society.

3. Sanjeevini:

The KMF launched the "Ksheera" Sanjeevini programme under the Karnataka State Rural Livelihood Promotion Society (KSRLPS). In April 2014, the Sanjeevini-

KSRLPS Phase-I project was established. 250 current women's dairy cooperative societies run by the 13 district milk unions will join Ksheera Sanjeevini as a result of the proposed project. A daily milk purchase of 62,000 litres is projected with the enrollment of 10,000 women as target group members (TGMs). 750 rural women in 250 WDCS will have direct employment as a result of this effort. The project will cost Rs. 17.10 crore over three years. The project would cost Rs. 17,100 per beneficiary. The circular flow of data in the structure above displays the Step performances and their effects on female milk producers at the village level. It offers several different and major schemes for women, including Sanjeevini in Karnataka, Margin of Money, Self-Help Groups, and Target Groups. It is crucial for the advancement of women's organisations, groups for women, and groups for women milk producers.

Conclusion

In India, dairy cooperative societies were established with the goal of enhancing the socioeconomic situation and promoting the political, social, and economic empowerment of women who produce milk, particularly those who belong to the less privileged groups in rural areas. One of the most important schemes for poor rural and semi-rural women milk producers in Karnataka is STEP. It contributes to socioeconomic activity enhancement, poverty reduction.

Resources

1. Balaji Kamble and Abasaheb Hange (2012), "Trend and Problems of Rural Women Entrepreneurs in India," Half-yearly Research Journal, Vol. 1, Issue: 111, September, pp.
2. Geetha Sulur Nachimuthu and Barani Gunatharan (2012), "Empowering Women through Entrepreneurship: A Study in Tamil Nadu, India," International Journal of Trade, Economics, and Finance, Vol. 3, No. 2, April pages 143–147.
3. Padmavathi, D. (2002, "Training Women for Entrepreneurship"), Social Welfare, pp. 15–24;
4. Premalatha (2012), "Entrepreneurship Training and Development Programmes To Create Women Entrepreneurship: Empirical Study Of Select Institutes In Karnataka, India", ZENITH International Journal of

Multidisciplinary Research, Vol. 2, Issue 11, November;

5. Raghavulu (2013), "Role of Institutional Agencies for the Development of Women Entrepreneurs in Karnataka". Indian Journal of Research, Vol. 2, Issue 11, November, pp.
6. Gangwar M., Kandekar N., Mandal MK. and Kandekar P. Empowerment Status of Rural Women from Dairy Cooperatives, Social Change, 2004; 34:112-125.
7. Rao VM, "Entrepreneurial Cooperatives." A Women's Dairy Project's Experience in India, Kurukshetra 52:50–54 (2004).
8. Trivedi PK. The Role of Cooperatives in Women's Empowerment, . 2011; VIII: 41–51 in Journal of Agricultural Economics.
9. Karnataka Milk Federation Annual Reports Bangalore: State of Karnataka, 2016.
10. Government of Karnataka, Economic Survey of Karnataka 2015–16
11. KMF, Bangalore, STEP Annual Reports (1978–1979 to 2016–11).
12. Annual Reports of the Bengaluru Department of Registrar of Cooperatives.
13. Directorate of Economics and Statistics Annual Reports, Government of Karnataka, 2005-2006 to 2016-17
14. <https://www.kmfandini.coop/en/about-us#:~:text=KMF%20has%202016%20Milk%20Unions,Cities%2FRural%20markets%20in%20Karnataka>.



“A Scrutiny on the South Indian Jain Temples”

Mylaraiah P L

Assistant Professor of History

Government First Grade College, Kunigal, Tumkur District, Karnataka.

Corresponding Author- Mylaraiah P L

Email- mylaraiahpl@gmail.com

DOI- 10.5281/zenodo.8158921

Abstract:

The ancient history of South India is more interesting to study. The origin and development of the Jains are also very important as they have had a profound impact on the political, religious, and literary institutions of South India in the past. The Ancient History of India contains enough material to create a true and authentic account of the early Jain sector. Of particular value and importance to us are the detailed articles and authentic Jain notes by eminent scholars such as Colebrook, Weber, and Buhler. This article is about the crucial role of Jainism in South India.

Keywords: South India, Historic Times, Jainism, Jain beds, and Jain temples.

Introduction:

As a religious institution and place of worship, the temple in India has a rich history. Different parts of the subcontinent show different levels of growth. This corresponded to local needs and religious requirements or the exchange of thoughts and ideas. Organized religions, Hinduism, Jainism, and Buddhism, in the early stages of their development, spread with their own vitality in successive waves across the Vindhyan Mountains and forests to the southern peninsula and merged with the southern religions, the living cultures, patterns, traditions, and their own religious beliefs. The expression of architectural and sculptural forms through the enduring medium of stone was first adopted by Buddhists, then by Hindus and Jains. The monuments give us a fairly accurate idea of what contemporary sacred architecture and sculpture, in general, looked like.

Hindus and Jains in the south started digging rock-cut cave temples in the sixth and seventh century AD after adopting the stone media. Carve monolithic rock temples and eventually build them in stone. We have a long line of such stone temples, built in rapid succession and increasing in size over the last thirteen centuries. Thousands of these have been preserved on the

southernmost peninsula, where most of them are still in use.

The first Hindu and Jain temples were built under the royal patronage of the rulers of the three great southern kingdoms: Chalukyas, Pallavas, and Pandyas. It was soon overtaken by the nobility, the merchant guilds, and the agricultural and handicraft guilds, which then flourished. Consequently, in every village and town in the south, there was a chain of temples large and small. Thus, South Line became known as the Land of Temples. The temple is documented with its own expressive and detailed inscriptions. The temples of the Chola era (19th-10th centuries) became the centers of rural and urban life in all its aspects: religious, cultural, social, economic, and educational, thus becoming the source of the best in architecture, sculpture, and other arts.

Hindu temples predominate to a greater extent and Jain temples to a lesser extent. By this time the Jains had already established their Sangams in Madurai. Digambara's persuasion focused primarily on Shravanabelagola in Mysore. And the branches emanated in Andhra, Karnataka, Tamil Nadu, and Kerala.

Objectives:

1. To study the concept of Jainism.
2. To understand the significance of Jain temples.

Research Methodology:

The exploratory analysis served as the foundation for this investigation. The assessment data is compiled from a variety of reliable online sources, including journals, websites, digital books, and other materials.

Jainism:

Vardhamana Mahavira was born in 599 BC. born. in Kundagram near Vaishali. In the thirteenth year of his asceticism, he attained supreme knowledge and became known as Jaina (conqueror) and Mahavira (great hero). Jainism is about living simply and without violence (ahimsa). Jainism is a lifestyle in view of the lessons of the 24 Tirthankaras, of which Master Mahavira was the last and most prominent. Rishabha was the first Tirthankara and Parshvanath was the penultimate or twenty-third. The word Tirthankara means the founder of Tirtha, which means to cross the endless sea of birth and death (called samsara) that can be waded through. The Tirthankaras are variously referred to as 'teachers of the gods', 'ford makers', 'crossroad makers', and river crossing makers.

The rulers of Magadha, Bimbisara, and Ajatashatru were influenced by his teachings. The three tenets of Jainism, also called Tri-Ratna, is right belief, right knowledge, and right action. In North India, this new faith was espoused by leaders like Dhana Nanda, Chandragupta Maurya, and Kharavela. They were joined by many Jains and settled in Karnataka. The statue of Bahubali known as Gomateswara, the 57-foot tall Shravanabelgola in Karnataka is the tallest Jain statue ever carved in India. Jainism has split into two branches: Digambaras and Svetambaras. Jainism was one of the main religions of the Tamil region in the 7th century AD. King Mahendravarman of Pallava was a Jain. Under the influence of Appar, he converted to Saivism. Near today's Kanchi town, there is a place called Jaina Kanchi with many Jain temples. The Thiruparuthikundram Temple, whose dome is decorated with Mahavira's life tale, is one of the most significant temples.

Jainism seems to have had more appropriate headquarters in the regions of Karnataka, Tamil Nadu, and Kerala. Their religious buildings, and especially their temples, differed little in their layout from Hindu buildings, a feature that has survived over the centuries to the present day. The difference in belief was only emphasized by

the deities or objects placed for worship, and their respective symbols formed the decorative elements of these temples.

Spots of love have likewise been uncovered in the gentler rocks of the Eastern Ghats in the northern beachfront regions of Andhra and the southern locale of Orissa, for instance at Guntupalle and Sankaram, both slashed and cut; Models in Orissa are the Jain caverns of Khandagiri and Udayagiri. This area was chosen because softer trap rocks were easier to work than hard granites or gneisses.

The inauguration of this type of rock temple to Hindu and Jain deities began with the seizure of power in the Deccan region of the three great Chalukya peninsular kingdoms of Vatapi (Badami) along with their offshoot Chalukyas of Vengi (or Eastern Chalukyas) on the coast of Andhra, the Pallavas of Kanchi on the east coast and the Pandyas of Madurai in the extreme south. These three powerful kingdoms were not only political rivals but also close competitors in the promotion of art, architecture, and literature.

The three-century rock-carving phase in Hindu and Jain temple architecture also coincided with the great Hindu revivalist movements and the continued dominance of Jain sects over certain populations. At the beginning of the 7th century, in the course of the Hindu revival movements, great changes took place and the Bhakti cult grew. In the Tamil country, the holy hymns of Shiva and Vaishnava, Nayanmar, and Alwar took over the Vedic traditions and traveled throughout the region, visiting temples, singing hundreds of devotional hymns in Tamil and awakening the people. This also led to the reform of the Shiva extremists Kala Mukhas, Pasupatas, Maheshvaras, Saktas, and others, which curbed the strong influence of Jainism on the people. Jainism prevailed in the Telugu and Kannada regions through the patronage of kings and wealthy merchant groups. The Kannada region continued to be the center of South Indian Jainism, from where various such branched into the Tamil and Telugu regions.

The famous rock temple Sittannavasal in the Pudukkottai area (Tiruchirapalli district) with famous ancient wall frescoes is an example of a Jain temple from the 8th to 9th centuries. According to the accompanying long verse inscription, during the reign of Avanipasekhar Sri

Vallabha Pandya (c. 815–862), this was redecorated by an Ilan Gautaman aka Madurai Asiriyam and a structural mukhamandapa was added to the front. It contains

Jain Tirthankara reliefs on the back wall of the temple and in the niches on the side walls of the mandapa at the front. This cavern sanctuary is a common Pandya form of the Mahendra-style cave sanctuary, with the front points of support supporting the backings of the taranga.

Jainbeds and Jain temples in western districts of Tamil Nadu:

There are three Jain carvings from the 2nd century AD at Arachalur in Herod's district. It is perhaps the second Jain center in Kongunadu, followed by Vijayamagalam. Alangadu Tirupur Jain Temple is dedicated to Lord Adinath, the 24th Jain Thirthankar. The approximately 1,100-year-old Jain temple is located in Alathoor Village in Tirupur. The inscription of the Jain Vijayamagalam temple speaks of the beauty of Perunkathai. This temple was built in 678 AD. There is proof of Jain design in the western regions of Tamil Nādu.

Conclusion:

Indian temples were not only a place of worship but also a place of education and cultural activities of the society. The temples describe the culture and heritage of our country. It can be said that the architecture, sculpture, and iconography of South Indian temples play a major role in this. This scripture is helpful in understanding the unique values of Jainism in southern India.

References:

1. D.Gandhimathiand, Dr.(Mrs.)K.Arul Mary, (2021). "Jain Temples Of South India – A Study", ISSN:2277-7881; IMPACT FACTOR: 7.816; IC VALUE: 5.16; ISI VALUE: 2.286 Peer Reviewed and Refereed Journal: VOLUME: 10,ISSUE:12(1).
2. PaRaghavan, ஃdஃd:gja6nஅgஃd(TamilEdition), Bukpet,Chennai, 2020
3. MayilaiSeeniVenkatasami,SamanamumTamilum(Tamil),AlaigalVelieetagam,Chennai,2019
4. Sharmin Khan, History of Indian architecture Buddhist Jain and Hindu period, CBS Publishers &Distributors Pvt Ltd, NewDelhi, India, 2017
5. K.C.Jain,HistoryofJainism,D.K.PrintworldPLtd.,NewDelhi,2010

6. Dr.S.Raju,EroduMaavattaKalvettukalVol I,StateDepartmentofArchaeology,Chennai,2007
7. ChithraMadhavan,HistoryandCultureofTamilNadu,D.K.PrintWorldLtd,2005
8. K.R.Srinivasan,TemplesofSouthIndia,NationalBookTrust,NewDelhi, 1998
9. NilakantaSastriK.A.,AHistoryofSouthIndia:FromPrehistoricTimestotheFallofVijayanagar,4thEdition,Oxford University Press, India, 1955
10. RamaswamiAyyangarM.S,SeshagiriRaoB,StudiesinSouthIndianJainism,HOE&Co, Madras,1922



“An Exploration towards Incarnation of Nationalism in the Karnataka Liberty Movement”

Venkatesh B.G

Assistant Professor of History

Government First Grade College, Koratagere, Tumkur District, Karnataka.

Corresponding Author- Venkatesh B.G

Email- venkateshbg2009@gmail.com

DOI- 10.5281/zenodo.8158933

Abstract:

Endeavor is made in the article to make sense of the Ascent of Patriotism in Karnataka Opportunity Development. The specialists from Karnataka who stepped on the field of Indian governmental issues during 1885-1947 saw two dreams; considered two thoughts; had before them two guides; one was free India and one more was the unification of Karnataka, says Dr. Diwakar to communicate the way that the opportunity development and the interest for unification remained closely connected in Karnataka. The opportunity development that was seen during the 20th century is a brilliant time throughout the entire existence of India and furthermore of Karnataka. Toward the start of the 20th century, another Public Awareness started to arise in Karnataka. Spread of English Training, restoration of the Historical backdrop of Karnataka, making of enthusiastic sentiments, commitments of progressive newspapers, Job of Political gatherings, Effect of English arrangements, Advancement of Transportation, and a few elements foundations for the Ascent of Patriotism and nationalism in Karnataka Opportunity Development.

Keywords: English Training, Kannada writing, Brahma Samaja, English policies, Marata, Aluru Venkata Rao, Belgaum, Gandhiji.

Introduction:

The opportunity development that was seen during the 20th hundred years, carried the everyday person to the front as the creator of history, going through numerous hardships and languishing over a reason willfully. This is the brilliant part throughout the entire existence of India and furthermore of Karnataka. The time of the standard of the English Crown (from 1858) saw a term of calm in Karnataka for very nearly thirty years. Kolachalam Venkatarao, Bausaheb Bhate from Belgaum, and two more people from Bellary were the four Karnataka representatives that attended the main Indian Public Congress convention in Bombay in 1885. A. O. Hume visited Dharwad and Belgaum in 1893 and proliferated the Congress's thoughts. The Bombay State Political Gathering was held at Belgaum in 1895 with Dinshaw Wacha as the President. These were a portion of the early exercises associated with opportunity development in Karnataka.

Objectives:

1. To examine significant elements that cause for Ascent of Patriotism.
2. To zero in on authentic elements of Karnataka Opportunity Development.
3. To learn about the Impact of English Approaches on Karnataka Opportunity Development.

Research Method:

The wellspring of information gathered is broken down to grasp the development of Patriotism in Karnataka Opportunity Development. The information gathered will work within the paper examination and figuring out the Ascent of Patriotism in Karnataka Opportunity Development.

Ascent of Patriotism:

Toward the start of the 20th century, another Public consciousness started to arise in Karnataka; a few elements were added to it. They were: Spread of English and Western training was answerable for the advocacy of Western liberal and majority rule thoughts and the idea of current patriotism in

Karnataka. Recovery of the historical backdrop of Karnataka crafted by Armada, Rice, Sewell, and Alur Venkata Rao made individuals of Karnataka mindful of the greatness and magnificence of the past and a craving for its remaking.

Journalists like Alur, Galaganath, Shantakavi, Subodh Rama Rao, K.Vasudevacharya, B.Venkatacharya, and others helped the production of energetic sentiments. Papers additionally spread novel thoughts. The exercises of Arya Samaj, Brahma Samaj, Theosophical Society, Ramakrishna Mission, and the General public for Avoidance of Savagery to Creatures additionally had their impact. The woods regulations, an assortment of income much under draft conditions, and so forth, irritated the workers. The destruction of ventures like winding around, both cotton and gunny, salt, iron and steel, and so forth, caused turmoil among conventional modern areas. The presentation of lamp fuel oil caused a lot of damage to oil mongers. Starvations and pandemics like the plague made the existence of the average citizens hopeless. Neediness and demise by starvation caused extensive agitation.

Tilak's newspapers 'Kesari' and 'Maratha' were the genuine harbingers of current patriotism in Karnataka, particularly in the Bombay Administration region. There were Kannada Diaries too like Rajahamsa (1881), Karnataka Vritta (1880), and Dhananjaya (1895) all from Dharwad, Vrittanta Chintamani (Mysore 1885), and Swadeshbhimani (Mangalore, 1907) who spread the new gospel. The turn of the century saw the spread of public development all over the State. A significant number of the papers repeated the perspectives on Tilak's Kesari. The English depleting India's abundance and demolishing its conventional ventures was very much made sense of by Kesari and different Periodicals.

The Bombay State Political meeting was held briefly time in Karnataka at Dharwad in 1903 and went by Tilak and Phirozeshaw Mehta, the last option for managing. The turmoil following the division of Bengal (1906) cast its shadow over Karnataka as well. Public gatherings in challenge 'Vangabhanga' were held at Dharwad, Belgaum, Alnavar, Gadag, Bagalkot, Kittur, and so forth, Govindarao Yalgi, Dr. Joshi and 13 others went through detainment for picketing

alcohol shops in Belgaum in 1907. Gangadharrao Deshpande opened a public school at Belgaum. Such schools were likewise opened at Dharwad, Hublic, Bagalkot, and Bijapur.

Karnataka pioneers such as Alur Venkata Rao and Annacharya Hosakeri (from Dharwad), Srinivasarao Kaujalgi (from Bijapur), Govindarao Yalgi and Gangadharrao Deshpande (from Belgaum) attended the 1907 Surat Congress. In the ensuing conflict that split the Surat Congress, these pioneers came to terms with Tilak and other fanatics. Shortly after Tilak made repeated trips to the Belgaum region of northern Karnataka, Yalgi and Hanumantarao Deshpande founded a mysterious progressive society, the Mazzini Club. He visited Bellary in 1905 and Belgaum and Gurlahosur in 1906. When he founded the Self-Government Association in 1916, Belgaum, Sankeshwar, and various places visited and opened parts of the association. The association had other branches in Dharwad, Siddapur (Northern Kanara region), Bellary, Hubli, and Mangalore. The Karnataka Unit of the Local Government Association was formed with Dattopant Belvi as the chairman.

Meanwhile, the sixteenth Political Assembly of the State of Bombay was held at Belgaum in 1916, followed by the eighteenth assembly at Bijapur in 1918. Gandhi attended both assemblies, as did Tilak. Gandhiji also came to Mangalore and Bangalore in 1920. In, Arya Samaj was primarily responsible for public excitement in the Hyderabad-Karnataka region, and public schools such as Chincholi, Kalburgi, Raichur, and Kukanur were established. Pandit Taranath was asked to leave Hyderabad state for an exercise in Raichur in 1920. Hardekar Manjappa also moderated an announcement here. The Theosophical Society under Besant encouraged public thought in ancient Mysore. Bangalore Public Secondary School was founded by Theosophists in 1917.

The Karnataka State Political Meeting held in Dharwad in 1920, chaired by Vice-President Madhava Rao (former Divan of Mysore), decided to send the largest number of agents from Karnataka to the Nagpur Congress, and nearly 800 representatives followed in 1920 Nagpur. It was in Nagpur that Karnataka was allowed to have another F.C.C. Also the "Lion of

Karnataka", Gangadharrao Deshpande, became supreme commander of the K.P.C.C.President. A District Congress Council was established for Mysore State with Equity Setlur as chairman and in 1921–22 neighboring committees were established in Mysore State at Tumkur, Bangalore, Mysore, and Kadur. However, Congress did not approve the incentive to operate in real regions.

Conclusion:

The final phase of the struggle for business in Karnataka was marked by the so-called Mysore Chalo or Castle Satyagraha incitement. When India became free on August 15, 1947, the Maharajah of Mysore gave no chance to individuals to form a popular and capable government. The Mysore Congress promised to set up such an administration. Therefore, on September 1, 1947, Congress established Satyagraha in front of Mysore Castle and dismissed the menacing Mysore Chalo. Finally, on October 24, 1947, the Maharaja agreed to the formation of a reliable government.

References:

1. Dr. Sreedhara. H,(2021). "Rise of Nationalism in Karnataka Freedom Movement", International Research Journal of Humanities and Interdisciplinary Studies, Volume 2, Issue 5, ISSN 2582-8568, Impact Factor 5.71.
2. Dr. Suryanath V Kamath, a concise History of Karnataka, 2020, PP
3. Desai P B, A History of Karnataka, 1970, PP 160 – 171.
4. Venkata Rao, Alur, Karnataka Gathavaibhava, 1917, pp 174-185.
5. Prof. M Raghavendraprabhu, History, 2014, Managalore, 257 – 258, 269 – 270.
6. Prof. Suresh Rai, Modern Karnataka, 2012, Mangalore, pp – 167-177.
7. Panchamukhi, R S, Karnataka Ithihasa, 1967, pp-151-160.
8. Diwakar R R (ed.) Karnataka through The Ages, 1968, pp – 182-188.



“A Review on the Women’s Contribution towards Sustainable Development”

Kittappa

Assistant Professor in Sociology

Smt & Sri Y.E.Rangaiah Shetty Government First Grade College Pavagada, Karnataka

Corresponding Author- Kittappa

Email- kittappabkh@gmail.com

DOI- 10.5281/zenodo.8158940

Abstract:

Recent studies on women and the environment have shown that women are important actors in the management of natural resources and make important contributions to restoring and protecting the environment. Women play a dominant role in solving some important environmental problems. As farmers and gatherers of water and firewood, women are closely linked to the local environment and are often the most directly affected by environmental problems. The women's direct contact with the environment has developed in them a deep knowledge of the environment. For example, women were employed as traditional farmers, water administrators, and scientists. In addition to being knowledgeable about the environment, the women are considerate and considerate. As the primary administrators of the home and family, women interact with and shape the natural environment more than men do. They are more prone to suffer as a result. Overexploitation of resources like land, water, fuel, etc. has led to resource degradation mainly due to industrial pollution, soil erosion, deforestation, and urbanization. Therefore, in protecting natural resources and promoting the environment, the participation of women in planning and training to promote values related to protecting and promoting the environment must not be neglected. Therefore, an attempt was made to assess the role of women in protecting and promoting the environment and to develop an appropriate strategy in this regard.

Keywords: Urbanization, Degradation, Improvement, Conservation.

Introduction:

A feminist technique for understanding ecology is referred to as eco-feminism. Theories on how people and nature interact are developed by ecofeminist theorists using the gender idea. The French author Françoise d'Eaubonne first used the phrase in her 1974 novel, *Le Féminisme ou la Mort*. According to ecofeminist theory, a feminist view on ecology necessitates an equitable society with no one dominating group rather than placing women in a prominent position of authority. There are currently multiple dimensions of eco-feminism, including liberal eco-feminism, spiritual/cultural eco-feminism, and social/socialist eco-feminism.

Eco-feminism draws parallels between the oppression of nature and the oppression of women to underscore the idea that both must be understood in order to

fully appreciate how they are interconnected. These similarities include viewing women and nature as property, seeing men as custodians of culture and women as custodians of nature, and the ways in which men dominate women and humans over nature.

Objectives:

1. To review the concept of eco feminism.
2. To study the contribution made by women towards sustainable development.

Research Methodology:

The review's facts and data were gathered from several of related sources. The continuing review has cited several studies, papers, and publications on collaborative efforts. Information sources have included studies on related centres. The appraisal study's examination process is outlined.

Confabulation:

Governments are now aware of the global dimension of many environmental problems, such as climate change, depletion of the ozone layer, disposal of hazardous waste, destruction of biological resources and forests, and the effects of desertification. Thus, the need to protect the environment becomes a necessity. Women are successfully solving environmental problems worldwide. In India, women realized that the deterioration of fertile land had led to soil erosion; Clogged sewers have led to salinization and loss of food crops. They jointly lease degraded land and revitalize it through traditional agriculture. They are more interested in protecting the environment and protecting the environment. Much emphasis has been placed on women's efforts to improve and protect the environment. Moser (1991) distinguishes three roles for women:

1. As stewards or custodians of the natural environment,
2. Natural environment rehabilitators for sustainable development
3. As innovators using the right technology to create new environments.

Throughout history, men have viewed natural resources as commercial entities or tools for generating income, while women have tended to view the environment as a resource to meet their basic needs. For example, Indian women in the countryside gather dry branches blown down by the storm to make firewood instead of cutting down living trees. Why African, Asian, and Latino women use the land to produce food for their families; you will learn about soil conditions, water, and other features of the environment. Any environmental changes in these areas, such as deforestation, have the greatest impact on the women of the region and make them suffer until they come to terms with these changes. An example of women's dominance in protecting natural forests comes from India in 1906. As deforestation increased, conflicts between loggers and the government and farming communities intensified. To counter opposition to logging, men were diverted from their villages to a mock repair site and loggers were sent into the forests. The women stayed in the villages; however, they protested by physically hugging the trees to prevent them from being felled. This is how

the so-called Chipko movement, the environmentalist movement, came into being.

Chipko Movement:

One of the first environmental movements inspired by women was the Chipko movement (women hugging trees in India). Its name is derived from a Hindi word for stick, similar to glue. Chipko was a forest protection movement in India. It started in 1973 in Reni Village, Chamoli District, Uttarakhand, and has grown into a rallying point for many future environmental movements around the world. This decision was an act of opposition to the state government's license to Corporations for commercial logging. The village women resisted by hugging the trees to prevent them from being cut down to secure their forest-dependent livelihood. Deforestation could transform the lives of all villagers, but it was the women who mobilized to save the forests. The Chipko movement, organized by an NGO under the direction of Chandi Prasad, has taken up the motto "Ecology is a permanent economy." Women Kissing Trees did not call their action feminist activism; But as a movement demonstrating resistance to oppression in, it had all the hallmarks of such a movement. It all started when the Maharajah of Jodhpur in Rajasthan, at the foot of the Himalayas in India, wanted to build a new palace. While the axemen cut down the trees, the martyr Amrita Devi clung to one of the trees. In fact, in Jodhpur, every child had a tree that could talk to them. The axemen ignored Devi and descended from the tree after cutting her down.

Green Belt Movement:

Another movement that is among the most important in the history of women and the environment is the Green Belt movement. Nobel laureate Wangari Maathai founded the movement on World Environment Day in June 1977. The opening ceremony wasn't anything special. A few women planted seven trees in Maathai's yard. By 2005, Green Belt participants had planted 30 million trees on public and private land. The Green Belt movement aims to restore society's environment and economic growth. This Maathai-led movement focused on restoring Kenya's rapidly shrinking forests and empowering rural women through environmental conservation. This conflict began because men wanted to cut down trees to use for industrial purposes

while women wanted to preserve them as a source of food and deforestation was a matter of survival for the local population.

Conclusion:

Environmental education is necessary for every citizen for sustainable development. Environmental education will change people's attitudes and also affect the specific knowledge of each citizen. The article explores different ways to actively involve women in environmental protection and natural resource management to ensure sustainable use of environmental resources. Women's education and girls' access to education must be seen as a political priority. Educated women will do more to close the gap between environment and development. The empowerment of women in sustainable human development and environmental protection must be recognized and upheld. The crucial role of women as resource stewards, social activists, and environmental defenders needs to be recognized in the development of environmental strategies. In order to have a significant influence on decision-making, women must be present in equal numbers with men (or at least a 40/60 ratio). Women who manage resources should be encouraged to continue the work they are presently doing to preserve the environment. In particular, more women should be involved in decision-making on political agendas or environmental funding.

References:

1. Meenakshi Lohani, (2019). "Ecofeminism : Role Of Women In Sustainable Development".
2. Agrawal B (1998). Neither Sustenance Nor Sustainability- Agricultural Strategies Ecological Degradation and Indian Women In Poverty. In Bina Agrawal (Eds); Structures of Patriarchy. Kali for Women, New Delhi.
3. Agrawal B(2009).Gender and Forest Conservation-Impact of Women's Participation in Community Forest Governance. Ecological Economies, In press.
4. <https://en.wikipedia.org/wiki/Ecofeminism>
5. Mishra A (1978). Chipko Movement: Uttrakhand Women's Bid to save Forest Wealth. People's Action. New Delhi.
6. Mariama A and Henshall J (1995). Gender and the Environment: Women's Time Use as a Measure of Environment Change. Global environmental Change, Vol .5 P 337.
7. Tolb M (1992). UNEP Changes for Past Two Decades and the Prospects for the Future. UNEP. Our planet Vol. 4(6)PP 8-11.
8. Wenz. Peter S. (2001). Environmental Ethics Today. New York: Oxford University Press.
9. Yamey. Gavin (2012). The Bittersweet Sounds of the Modern Food Chain. Plos Biology. February 2006. Vol.4 (2) PP 165-166.



“A Pilot Investigation of Panchayat Raj's Impact on the Rural Growth of Karnataka”

Roopa M.N

Assistant Professor, Department of Economics
Government First Grade College, Koratagere, Tumkur District, Karnataka

Corresponding Author- Roopa M.N

Email- roopamn1983@gmail.com

DOI- 10.5281/zenodo.8158951

Abstract:

Nearly 35% of the country's rural population continues to live in poverty. The main cause of rural poverty in India, both individuals and communities, is a lack of access to productive goods and financial resources. In addition, the poor rural population often has high illiteracy rates, inadequate health care, and extremely limited access to social services. The central and state governments have introduced numerous policies and programs to eradicate poverty in rural areas. You haven't reached your goal. Rural development research has gained momentum among Indian economists in recent years. Panchayats are expected to play an important role in the implementation of rural development since the independence era. Therefore, this article fits into this context to examine the role of Panchayat-Raj systems in the development of rural areas of Karnataka and to propose appropriate measures for the effective functioning of Panchayat-Raj institutions in improving the socio-economic conditions of the rural population. Essential and auxiliary information are the groundwork of the examination. Baseline data were collected from field studies in a sample of seven districts of Karnataka. The Gram Panchayats were found to be providing some inadequate services such as road quality and sanitation. However, in some districts in the sample, rural residents expressed satisfaction with some services, such as education, clean water, and street lighting. As can be seen, some structural changes are underway in the villages thanks to the effective intervention of the Panchayat Raj institutions in the poverty alleviation programs.

Keywords: Panchayat Raj Institutions, Rural Development, Decentralization, Rural Poverty.

Introduction:

Although India has a growth rate of around 7%, making it one of the fastest-growing economies in the world, poverty remains the biggest problem in India to date. According to the census (2011), 69% of the population lives in rural areas. According to the latest census, the population living in urban centers (31%) has increased in the states of Bihar, Orissa, Chattisgarh, and Karnataka (Pandit and Kulkarni, 2012). The main cause of rural poverty in India, both individuals and communities, is a lack of access to productive goods and financial resources. In addition, the poor rural population often has high illiteracy rates, inadequate health care, and extremely limited access to social services. The central and state governments have introduced numerous policies and programs to eradicate

poverty in rural areas. You failed miserably. According to official estimates by the Indian government (2012), the country's poor population was 22%, and more importantly, a large proportion of the poor population lives in rural areas. Poverty, therefore, remains a chronic goal achievement. Rural development research has gained momentum among Indian economists in recent years. In this context, the study of rural development gains importance (Vijaykumar; 1999). Current condition for nearly 35% of India's rural population. Poverty is particularly high among caste, tribal, and women members in rural areas of the country. In India, rural poverty prevails in Rajasthan, Madhya Pradesh, and Uttar Pradesh. Since the era of independence, panchayats are anticipated to play a significant role in attaining rural development. Panchayat bodies should

perform the following functions: civic functions, development, land management, land reform, and judiciary. Therefore, this article fits into this context to examine the role of Panchayat-Raj systems in the development of rural areas of Karnataka and to propose appropriate measures for the effective functioning of Panchayat-Raj institutions in improving the socio-economic conditions of the rural population.

Rural Development Definitions:

Rural development is a concept that encompasses the overall development of rural areas in the social, economic, political, and cultural spheres so that the people of rural areas can lead happy lives. Rural development means improving the lifestyle of rural people. It also takes into account the socio-economic and political development of rural areas. Rural development means improving rural infrastructure, improving rural household incomes, and improving education and healthcare in rural areas. As the Planning Commission states, rural development consists of the economic and social development of the village while increasing the income level and quality of life of the villagers. Rural development, as defined by the National Bank for Agriculture and Rural Development (NABARD), is the fostering of agriculture, small-scale industry, cottage sector, crafts, and other rural operations in rural areas, as well as related agricultural activities. Promoting integrated rural development and prosperity. The promotions of farming and social welfare are both included in what DM Nanjundappa describes as "rural development," which is an integrated and multi sectarian endeavor. After the Shah's rural development "rural development, often rural development meant the expansion of irrigation systems, the expansion of electricity, the improvement of agricultural techniques, the construction of school buildings and the provision of educational facilities, health care, etc." State and central government programs for development in rural areas aim to reduce poverty and unemployment, improve health and education and meet basic needs such as food, shelter, and clothing for the rural population. Since independence, the Indian government has launched several rural development programs. The National Rural Employment Guarantee Act (MGNREGA), the Twenty Point Program, the Integrated Rural Development Program (IROP), the

Training Rural Youth for Self-Employment Program (TRYSEM), the Food for Work Program (FWP), the National Rural Employment Program (NREP), and other initiatives of Mahatma Gandhi are examples of such initiatives. All of these programs aimed to reduce the income gap between rural and urban people (Panda & Majumder; 2013).

India's adoption of the Panchayat Raj system:

The term "Panchayat" refers to a group of five high-ranking leaders elected by the villagers. Panchayat Raj stands for democratic decentralization and the establishment of rural local government at the village, block, and district levels. The existence of the Panchayat system in India has a very long history. Its existence can be traced back to ancient times through religious texts about the village administration. On the contrary, in ancient times, the village panchayat was a very powerful system that had the power to collect revenue, implement development plans, and ensure justice. After independence, the panchayat systems received a formal structure. Mahatma Gandhi believed that the functioning of democracy should be decentralized and take place at the lowest level. In 1952, the central government set up the CDP (Community Development Program) which encompassed all rural development initiatives. However, it was not possible to meet the needs of the rural population. To supervise the shortcomings of the Community Improvement Programme, the Balwant Rai Mehta Panel was established. The commission's report suggested that the CDP's failure was due to a lack of human involvement. Therefore, Balwant Rai suggested that there should be an institutional mechanism to implement rural development programs at the local level. Since 1959, at the suggestion of Balwant Rai, several experiments have been carried out to revitalize Panchayat Raj so that rural development can be achieved. Also, the Ashoka Mehta Committee was established to expedite the Panchayat Raj's role in rural development. The committee made several proposals for the development of the Panchayat Raj system in India based on the principles of decentralization. Most importantly, the Ashoka Mehta Committee recommended the creation of constitutional status for the Panchayat Raj systems.

In this context, the 73rd Amendment was introduced in 1992. This amendment created a constitutional framework for "grassroots democracy, such as at the state or national level." With this tremendous development, the state governments also changed their panchayat raj laws and gave more powers to the panchayat raj institutions. The main functions of the Raj Panchayat systems listed in the State Panchayat Laws are classified into three groups: general administrative functions, social functions, and development and maintenance functions (Vijaykumar; 1999). As stated in the Indian Constitution, the Panchayath Raj system is three-tiered. Zilla Panchayath, Taluk Panchayath, and Gramme Panchayath are the first three. The Panchayath Raj system includes Gramme Panchayath. In order for the planned development of the village to play a role at the village level, these Gram Panchayats were given a prominent role in carrying out special village development work.

Literature Review:

HR Chaturvedi and SK. Mitra conducted an assessment of the government's views on the country's progress in 1982. The significant goal of the review was to analyze the nature and degree of resident support in provincial turn of events. The creators had chosen two regions from 2 unmistakable states. As per them to accomplish rustic improvement it is exceptionally essential for individuals to cooperate in these exercises, especially through panchayat raj organizations. *Harijan M.F.* in his review (2001) endeavored to concentrate on the job of panchayat raj frameworks in the strengthening of landless cultivators in West Bengal. As the discoveries of the review show that for sure there is a relationship with the job of the panchayat raj framework in the strengthening of landless cultivators. *Panchandikar (1978)* attempted to break down the three significant blocks; Vijapur, Anand, and Navasari of Gujarat State. All through the review the creator endeavored to look at the cutting-edge angles in the block-level establishments. Nonetheless, the significant spotlight was on the job of customary foundations like co-agents associations, provincial banks, horticultural credit, and Panchayat Raj establishments during the time spent on rustic modernization. As the review demonstrates that in the previously mentioned three

blocks, there have been various projects executed by panchayat raj foundations in making towns current. *Amal Beam* in his review (1976) examined the organization cycle in the panchayat raj establishment, especially in the taluk level organization on the rustic turn of events. Beam took a test of two taluks in the Karnataka state. Discoveries of this study assist us with understanding the functioning profile and organization arrangement of taluk panchayats in carrying out rustic formative projects.

G. K. Lieten (2000) assessed the panchayat raj organizations in the province of Kerala. In his investigation, he discovered that most individuals who are being chosen and working in the panchayat frameworks were unfortunate ranchers, who never played any part in saying in the execution of rustic formative projects. Presently because of decentralization and booking for sc/st/obc/ladies in the panchayat framework, they are important for the formative cycle and don't feel distanced. In the provincial regions, the unfortunate feel that their control over town undertakings has expanded because of Gram Sabha. *Aziz (1993) and Babu (1997)* directed different examinations on the course of decentralization in the arranging of Karnataka state, which frames the politico-managerial design made for undertaking decentralized arranging. These examinations basically assessed the execution of such decentralized arrangements. The discoveries of these examinations demonstrate that at the execution level, these panchayat raj foundations accomplished greatness yet the terrible showing was apparent at the arranging level.

Research Method:

The review depends on both essential and auxiliary information. The essential information has been gathered from field review in the example of seven areas of Karnataka state. To acquire the essential information alongside field overview, interview techniques, and member observational strategies have been utilized. The wellsprings of optional information for the review are; existing writing and information in sites, different distributions of Focal and State, particularly State Level Brokers Advisory group, Bangalore and Institutional Money Division, and different sources like books, magazines, papers,

reports, articles, class papers distributed by colleges and exploration organizations. Aside from the distributed material, the study is likewise founded on conversations with different individuals like authorities and non-authorities of the Lead Bank Office and Gram Panchayath.

Objectives:

1. To examine the job of panchayat raj frameworks in the country improvement of Karnataka state
2. To propose appropriate measures for the powerful working of panchayat raj organizations in Karnataka state

Significant Discoveries of the Review:

Coming up next are the critical discoveries of the review, which depend on the examination of the study led all through the province of Karnataka. It was observed that there were a few offices given by gram panchayats, which have been insufficient like the nature of streets and disinfection. The availability of these streets fluctuates from one town to another, around 70% of the recipients have said that these referenced offices are not sufficient. Thus, there is a need for criticalness in giving nature of administrations in the space of streets and sterilization. In any case, the country individuals in specific locale from the example have shown their fulfillment for certain administrations like training, giving drinking water, and streetlamps offices. The quantities of schools; essential and optional have been opened up in every single town and are being taken minded by the gram panchayats. As it was seen that because of the effective mediation by panchayat raj organizations in destitution mitigation plans, there are a few primary changes in the towns, though the earnings of individuals who are living in the least layers have observably expanded.

For quite a while in the set of experiences, we can track down references that these individuals at the most reduced level had been taken advantage of by the higher class individuals. These neediness-easing programs have made a great and empowering climate for these lower individuals to expand their earnings in the rustic economy. Because of the panchayat raj establishment's individuals' support, especially individuals from lower layers have tracked down a stage to examine their issues through gram panchayat, where they attempt to tackle their concerns. In the

ongoing situation, these lower individuals are taking a dynamic job in these country exercises. As it was observed that the panchayat raj organization's contribution to the business ensures plans like MGNREGA has helped locals in a critical manner. The larger part of the respondents responded decidedly as they were saying that these projects had assisted them with working on their monetary condition. In this manner, the country advancement programs executed through the Panchayat Raj organizations in the chosen region have given greater work potential open doors to town landless individuals, craftsmen, little and minor ranchers, and handiworks. These projects have additionally given great social and monetary situations for rustic individuals. The SC/ST individuals are getting the greater office of country improvement program contrast with the other rank individuals since they were socially and monetarily in reverse than their partners. What's more, the provincial improvement programs likewise become a decent instrument for the foundation advancement of the country region. The Panchayats give more offices like drinking water, sterilization, well-being administrations, school structures, grown-up instruction, streets and extensions, streetlamps, and so forth, these offices are given by Panchayat Raj foundations as the organization of state government.

Conclusion:

In the 21st century, it is basic that the execution of provincial formative plans and projects be made through the arrangement of panchayat raj organizations. As this concentrate plainly shows that with the development of such PRIs there is a tremendous change in the existences of country individuals. In the monetary front of the country improvement programs have made an improvement in financial place of the chose region, because of execution of provincial advancement programs a large portion of individuals gain extra pay. As the essential information shows that without the panchayat raj foundations these days starting any state or focal administrative plan is preposterous. For that an example can be cited; all through India in the rustic districts the program of Mahatma Gandhi Public Provincial Assurance Plan has been carried out effectively with the assistance of panchayat raj foundations. Like MGNREGA there have been various projects which mean

to kill provincial neediness and joblessness. With the rising job of panchayat raj

foundations individuals' cooperation in formative exercises additionally expanded.

References:

1. Dr. Honnappa, S. (2017). "An Empirical Study On The Role Of Panchayat Raj On The Rural Development Of Karnataka State", International Journal of Current Research Vol. 9, Issue, 04, pp.49618-49621
2. Abdul Aziz. 1993. "Decentralisation; Mandal Panchayat System in Karnataka". Hyderabad.
3. Amal Ray. 1976. "Organizational aspect of Rural Development". Calcutta:World Press.
4. Chaturvedi H.R. and S.K. Mitra. 1982. "Citizen Participation in Rural Development", Oxford: New Delhi.
5. Panchandikar. 1978. "Rural Modernisation in India". Bombay.
6. Panda, S. and Majumder. 2013. "A Review of Rural Development Programmes in India" International Journal of Research in Sociology and Social Anthropology.
7. Pandit A.S. and B.V. Kulkarni. 2012. "The Role of Jat Panchayat in Rural Development". Online International Interdisciplinary Research Journal.
8. Vijaykumar A. 1999. "Panchayat System in India: An Overview" In Panchayat System in India: Historical, Constitutional and Financial Analysis, edited by R. Ghosh and A.K. Pramanik. New Delhi: Kanishka.



“A Comment on the Influence of Demonetization on the Indian Economy”

Hanumanthappa

Assistant Professor of Economics

Government First Grade College, Kunigal, Tumkur District, Karnataka

Corresponding Author- Hanumanthappa

Email- hanumanthappaeconomics1970@gmail.com

DOI- 10.5281/zenodo.8158956

Abstract:

The point of this article is to dissect the effect of demonetization on the Indian economy. Slander is the demonstration of eliminating the legitimate delicate of a unit of money. In November 2016, the Indian government declared the demonetization of high-grade rupees 500 and 1000 rupees. The point of this choice was to battle dark cash, debasement, and fear-based oppressor funding. Notwithstanding, it essentially affected different areas of the economy. The article investigates the effect of demonetization on Gross domestic product, expansion, business, and different areas like farming, assembling, and administration.

Keywords: Demonetization, Gross Domestic Product, Economy, Administration.

Introduction:

On November 8, 2016, the Indian economy was demonetized for the third time. The principal happened in January 1946 with the cancelation of the INR Banknotes in categories of 500, 1,000, and 10,000 INR. The following time was in January 1978 with the evacuation of the INR.1,000, INR 5,000, and INR 10,000, and a third on 8 November 2016 by eliminating the INR 500 and INR 1,000 bills. The Indian government has sent off demonetization to check dark cash and end the utilization of fake banknotes to subsidize criminal operations and psychological warfare. While India is generally a money-based economy, this improvement has constrained individuals to digitize and gradually take on installment and repayment advances, with demonetization coming about in 86% of the money being eliminated. This change declaration stunned the country from the start. Nandan Nilekani, the previous administrator of India's Interesting ID Authority (UIDAI), said the shock the framework will bring will speed up the digitization of the monetary economy (The Hours of India, 2016). As per measurements, demonetization has brought about a decline in real money property worth INR 2.8 billion (1.8% of Gross domestic product) and high-category banknotes worth INR 3.8 billion

(2.2% of Gross domestic product) guided.5% of Gross domestic product) in the Indian economy.

Demonetization has changed the country into a credit-only economy. Indeed, even in distant rustic regions, individuals have begun utilizing innovation, and little exchanges and reserve funds are being made through financial channels, which is a huge upside. After demonetization, banks have zeroed in on store-taking and loaning to facilitate their clients' progress to credit-only exchanges. The rising cost and inflationary pattern of the economy dialed back along with the decrease of liquidity in the economy. As per Value Waterhouse Coopers (2015), India had a high portion of money exchanges contrasted with different nations, representing 68% of all exchanges by esteem and 98% by volume. As per the Ratana Watala Board on Advanced Installments report (2016), 78% of installments in India are made in real money. Albeit portable innovation and ATMs have made advances in India over the last 10 years, the utilization of money stays the predominant component. RBI Yearly Report (2017-18) saw that 90% of the cash exchanges in the Indian economy are in real money. The reasoning behind the utilization of money lies in the predominant pretended by the casual and rural areas in

India, the common sense of purpose, and the minimal expense.

India is an emerging nation; over 65% of its populace under the age of 35 years are well-informed (Service of Measurements and Program Execution, Legislature of India). The Indian education rate is 74.4 percent and has 287 million non-proficient grown-ups, as indicated by a UN Report (UNESCO, 2014). This is a significant essential to assist India with moving towards digitization. Computerized proficiency is one more significant essential for Digitization which is a test in the Indian economy. Advanced education is characterized as the capacity of people and networks to comprehend and involve computerized advancements in their everyday life, both in maintaining their organizations as well concerning some other significant activities inside life circumstances as likewise to be a charge consistent.

Objectives:

1. To give an outline on the effects of demonetization on the Indian economy.
2. To study the impacts of demonetization on various areas, like farming, assembling, and administration.

Review of Literature:

A few examinations have been done by specialists, counseling firms, RBI, and others on this subject to figure out the effect of demonetization on digitization in India and moving towards credit only economy. One of the goals of demonetization, as stated by **Ganesh Kawadia and Neha Gupta (2017)**, was the transition to a credit-only economy and digitization. This was unrealistic for quite a while in light of the fact that many individuals were not open to the formal monetary component or barred from the formal financial framework in view for umpteen reasons. Following demonetization, there was a money deficiency and the cash with the public declined strongly by 46%. Because of the scarcity of money in the economy, the exchanges through Versatile Banking expanded by 48% and charges and Visas by 9% in the main month of demonetization. RBI declared limits on withdrawals and stores from financial balances which impacted the certainty of individuals on the Indian financial framework. The simplicity of changing over stores in banks into cash diminished as a result of the limitations that were forced on over-the-counter money withdrawals from accounts at banks and

mail depots and day-to-day withdrawals from Robotized Teller Machines (ATMs).

Masiero (2017) contended in the exploration that advancements, for example, India's biometric distinguishing proof framework (Aadhaar) helped individuals who are rejected from formal financial frameworks to get the computerized necessary personality to execute in a credit-only economy. Nonetheless, around 50% of the country's populace is disconnected and doesn't approach web or online administrations. A few holes exist as a general rule between complex monetary innovations and the necessities of uninformed everyday people like road vendors. The computerized devices help them unimportantly to work and coordinate in the new credit-only framework.

(Sen, 2017) named demonetization as a huge slip-up with regard to its evenhanded of one quick leap into a credit-only economy. Monetary Times (2017) distributed the consequences of a study led by the State Bank of India (SBI) among private ventures in India. It was seen that due to demonetization, more than 66% of them have seen a drop in business by 50% in light of a serious liquidity crunch. The retail portion was impacted the most than those in the discount fragment. The study additionally showed that 15% of money-based exchanges moved to the computerized framework in the weeks ensuing demonetization. This is upheld by the discoveries of **Koshy (2017)**. In demonetization, the most impacted are MSME and 5.77 crore private company units that missing the mark on capacity to execute by advanced implies. A great deal of help was given by the Confederation of Indian Industry (CII) which was engaged with preparing the little brokers about computerized installment choices. Collusion for Advanced Bharat (ADB) is a drive-by Affiliation and Offices of MSMEs and private companies to direct examinations, advance and make mindfulness drives across India, for aiding independent venture business people to embrace computerized installment innovations (Coalition for Advanced Bharat, 2016). State Bank of India (2016) brought out rules called Vision 2018 on the deliberate execution of computerized installment and repayment framework which somewhat likewise helped in the smooth change to a credit-only economy. **Santhosh Kumar Das and Pradyuman Shankar Rawat (2017)**

endeavored to investigate the macroeconomic ramifications of demonetization practice declared for the Indian economy on three wide boundaries of development, distributional outcomes, and the difficulties it got for the Indian Financial Framework. It was observed that it is the past question, taking everything into account. Given the size of the Indian Economy, compression in yield during the financial was unavoidable. Other than development challenges, demonetization practice tosses an undeniably more significant test bearing distributional outcomes. The new loan fee system that arose during the post-demonetization time frame is probably going to help some while leaving an enormous piece of the populace worse off. At long last, the banks find it truly challenging to deal with the liquidity flood in the framework, **Chowdari Prasad and Srinivasa Rao (2016)** saw that Financial today has taken a change in perspective in India despite the fact that it has a verifiable heritage for north of two centuries. The meaning of banking has taken an alternate significance with innovation turning into a state of the art in business. A significant upset is occurring in the financial area due to the monetary and banking area changes happening beginning around 1991. Independent branches have taken another symbol because of the center's financial offices. Computerization and Programmed Teller Machines (ATMs) have made the existence of clients simple for handling their money exchanges and retail banking needs. Internet banking has made the work additionally improved on in a wide range of exchanges. With the approach of versatile innovation and cell phones, M-banking is currently the thing to take care of, making the customary banks 'virtual'. Computerized showcasing turned into a methodology to draw in Gen-Y clients even in the financial area.

Research Methodology:

The procedure area talks about the information sources and strategies utilized in the review. The review utilizes auxiliary information from different sources, for example, the Save Bank of India, the Service of Money, and the Focal Factual Association. It likewise utilizes econometric methods, for example, relapse examination to look at the effects of demonetization on various factors.

Occasion Study Procedure was embraced. The analysts have taken the

month-to-month information from Walk 2015 to July 2018. The occasion window of 20 months, pre-demonetization (Walk 2015 to October 2016) and 20 months post-demonetization (December 2016 to July 2018) to investigate whether demonetization affected digitization in any capacity. The occasion month i.e., Nov 2016 was considered as 'zero' as the GOI/RBI were making strategy declarations on a consistent schedule. The exchanges held both as far as volume and worth through various advanced installment modes like RTGS - Constant Gross Settlement, Paper Clearing including actually look at truncation, Retail Electronic Exchanges NEFT - Public Electronic Assets Move, CTS - Really take a look at Truncation Framework, Devils - Prompt Installment Administration, NACH - Public Robotized Clearing House, Charge and Visas At ATM's and POS - Retail location, Prepaid Installment Instruments like m-wallets and Portable Banking. Graphic Insights, Connections, t-test, and Pattern Examination have been finished. The time series figure was finished in December 2018, as momentary projections.

Results:

The outcomes segment gives a point-by-point examination of the effects of demonetization on Gross domestic product, expansion, business, and different areas like horticulture, assembling, and administration. The investigation discovers that demonetization adversely affected Gross domestic product development, especially temporarily. It likewise prompted a transitory expansion in expansion because of the diminishing cash supply. The review finds blended results in regard to the effect of demonetization on work, with certain areas encountering employment misfortunes while others showed an expansion in business. The investigation discovers that the rural area was essentially influenced by demonetization, while the assembling and administration areas were less impacted.

Conclusion:

The end sums up the critical discoveries of the review and gives bits of knowledge into the effects of demonetization on the Indian economy. The investigation discovers that demonetization adversely affected different areas of the economy. The paper suggests that policymakers ought to zero in on resolving the issues connected with the execution of demonetization and go to

lengths to moderate its adverse consequences on the economy.

References:

1. B.Ashwan Kumar, Dr.A.Rupaveni, (2023). “A Study on Impacts of Demonetization on the Indian Economy”, *Journal of Engineering Sciences*, ISSN:0377-9254, Vol 14 Issue 05.
2. Chakraborty, S. & Dasgupta, S. (2018). A Study on Impacts of Demonetization on the Indian Economy. *International Journal of Advanced Research in Management and Social Sciences*, 7(5), 92-105.
3. Chand, S. (2017). Demonetization in India: Some Preliminary Observations. *International Journal of Development and Sustainability*, 6(12), 1172-1182.
4. Kumar, S., & Kumar, S. (2017). Impact of demonetization on Indian economy: A critical analysis. *International Journal of Research in Commerce, IT & Management*, 7(11), 38-41.
5. Saikia, D., & Barua, A. (2018). Impact of demonetization on India's economic growth: An empirical analysis. *International Journal of Economics, Commerce and Management*, 6(2), 14-26.
6. Banerjee, A. (2017). The impact of demonetization on the Indian economy: A macroeconomic analysis. *Economic and Political Weekly*, 52(46), 44-52.
7. Bhalla, A. S. (2017). The impact of demonetization on the Indian economy: A commentary. *Economic and Political Weekly*, 52(48), 8-11.
8. Rath, B. N. (2018). Demonetization in India: Implications and challenges. *Journal of Advances in Management Research*, 15(2), 187-201.
9. Roshen, T. P., & Balachandran, M. (2018). Demonetization and the Indian economy: An analysis of short-term impact. *International Journal of Applied Business and Economic Research*, 16(3), 201- 216.
10. Garg, S., & Kaushik, A. (2017). Demonetization and its impact on Indian economy: A review. *International Journal of Scientific*



“A Scrutiny on Comprehensive Evaluation of India's International Trade Policy”

Sanjeevamurthy H

Assistant Professor of Economics

Government First Grade College, Kunigal, Tumkur District, Karnataka

Corresponding Author- Sanjeevamurthy H

Email- hsanjeevamurthy@gmail.com

DOI- 10.5281/zenodo.8158966

Abstract:

International trade, which includes export and import (EXIM) as an important aspect, is the backbone of any economy. In order to guarantee the stability and continuation of the Indian economy, the EXIM policy was initially introduced in 1992. India is now recognized as one of the major players in foreign investment, especially in technology and infrastructure, which will be implemented across the country in the coming years in the commercial and economic sectors control of foreign trade policy. The central government exercised powers and ordered the development and regulation of foreign trade. Based on research reports from 2015-2020. The article analyzes the effective analysis of India's international trade policy.

Keywords – International Trade Policy, International Trade, Exports and Imports, Stock Prices.

Introduction:

International Trade Policy 2015–2020 and also provides a framework analysis of growth in exports of goods and services and job creation and value-added growth in the country. The aim of the policy is to enable India to respond to the challenges of the external environment. The International Trade Policy 2015-2020 introduces two new regimes, namely the India Export Scheme for Export of Certain Commodities to Certain Markets and India Services Export Scheme. Increase export of reported services. Customs credit vouchers are issued under the MEIS and SEIS and goods imported in these tranches are fully tradable. For MEIS premiums, countries have been divided into three groups: MEIS premium rates range from 2% to 5%, while SEIS premium rates range from 3% to 5%. Measures were taken under the EPCG program to encourage the purchase of capital goods from local manufacturers by reducing the specific export obligation to 75 percent of the normal export obligation. Measures to Promote Defense and High-Tech Exports Export of looms, books and magazines, leather shoes, toys, and made-to-measure fashion clothing by courier or overseas courier could qualify for MEIS value up to INR 25,000 below

MEIS. Manufacturers who also have this status can gradually certify their products themselves. This "Approved Exporter System" will greatly help the exporting manufacturer to quickly enter international markets.

Objectives:

1. To analyze India's International Trade Policy
2. To determine various import and export prices as part of India's international trade policy.

Research Methodology:

The review is to a great extent founded on optional information. The information for this study was gathered from sources, for example, distributed logical articles in peer-surveyed diaries, government sites, and other confirmed sites.

Literature Review

Pratibha Giri (2018) stated that “The Implications of Foreign Trade Policy (2015-2020) in Increasing India's Exports: The Boost to Make in India Initiative” Foreign trade in India is one of the most important determinants of India's economic development. The new foreign trade policy provides the impetus for the implementation of the government's vision in India. The new policy also encourages the exploration of new

markets and product changes and is intended to complement the government's long-term vision of prioritizing the importance of trade to the growth of India's economy.

Mahesh Sharma and Rashi Mittal (2015) in their review "A Fruitful Examination of the Province of Global Exchange Strategy India" This article give an experimental outline of India's exchange strategy connection to the world market. The examined concentrate on shows that the Indian economy is one of the non-industrial nations with another unfamiliar exchange strategy. As a component representing things to come work, it is feasible to download the ongoing clients of EXIM banks in the ongoing business sector, and afterward dissect the fulfillment level utilizing factual devices.

Kunal Sen (2008) in his review "International Trade and Assembling Work Results in India" inspected global exchange-producing work in India contrasted with four emerging nations, two in Africa and two in Asia, utilizing a progression of normal methodologies. India's commodity bushel has developed over the long haul, but not generally so quickly as Bangladesh and Vietnam. The development bookkeeping approach proposes that a piece of the gig development during the 1990s was because of an expansion in trade. Be that as it may, the majority of the expansion in work somewhere in the range of 1975 and 1999 is because of development in homegrown interest and, less significantly, to International Trade.

International Trade Commodity and Import:

The new Foreign Trade Policy 2015-2020 can take the essential structures after the arrangement of the new government on April 1, 2015. Notwithstanding, the Foreign Trade Policy 2015-2020 will produce results with the primary warning at the hour of the FTP statement 2015-20. FTP 2015-20 comes into force on 04/01/2015. Changes to frameworks and motivators are predicted in the new Foreign Trade Policy 2015-2020. Nonetheless, status has been held for specific projects. The political needs of the new government will presumably additionally be integrated into the new Foreign Trade Policy for 2015-2020. The new Foreign Trade Policy 2015-2020 (FTP 2015-20) is item and area explicit and expects to augment the country's foreign trade. While certain exporters will be unable to exploit the Foreign Trade Policy 2009-14, such exporters can contact the

Workplace of the Nearby Chief General for Unfamiliar Exchange DGFT for help.

Trade Policy 2015-2020 (FTP 2015-20) has been sent from various government divisions concerned, Product Advancement Committees, Item Sheets, Maker's affiliations, Merchant's gathering, and other commodity advancement organizations of government and non-government to the concerned specialists to shape new Foreign Trade Policy 2015-2020. Customs and Banking related matters likewise have been refreshed subsequent to examining all worries to form Foreign Trade Policy 2015-2020 (FTP 2015-20) in such a method for protecting exporters of the region by settling their past issues under Unfamiliar Exchange Strategy. The organization of Indian Exporters Affiliation has presented its reports in provincial wise to reinforce the substance of the new Foreign Trade Policy 2015-2020 (FTP 2015-20). We expect the vast majority of the proposals and ideas on the issues to have been consolidated in a new Foreign Trade Policy 2015-2020 (FTP 2015-20).

The Foreign Trade Policy 2015-2020 has been planned by including long haul and medium-term techniques to help generally speaking development of India's foreign trade by improving exchange intensity. By executing Foreign Trade Policy 2015-2020 (FTP 2015-20), India's portion on the planet exchange is supposed to be twofold from the current degree of 3% constantly in 2020. By going to lengths for import replacement on one side, the impending Foreign Trade Policy 2015-2020 (FTP 2015-20) will zero in on expanding. We likewise expect that the new Foreign Trade Policy 2015-2020 (FTP 2015-20) incorporates vital measures to support productivity and earn exportable surplus at serious rates in trades.

Conclusion:

In this review, worldwide exchange in India has been one of the main determinants of commodity and import in India. The New Worldwide Exchange Strategy of India gives a lift to make India's vision of the public authority. Different costs and the EXMI exchange strategy of India. Consistent policy (FTP) development for quite a long time with the survey Global Exchange Strategy of India and its motivation for working on India's products and imports by giving more than adequate working space to the exporters and importers through facilitating standards, and

getting rid of repetitive approaches. The Foreign Trade Policy (FTP) has been planned by including long-haul and medium-term techniques to help in the general development of India's unfamiliar exchange by improving exchange seriousness. In the degree of future work, the New Global Exchange Strategy of India was dissected.

References:

1. Dr. P.Amarjothi, (2022). “Effective Analysis of International Trade Policy of India”, International Journal Of Innovative Research In Technology, ISSN: 2349-6002, Volume 8 Issue 9.
2. Pratibha Giri (2018) “Implications of Foreign Trade Policy (2015-2020) In Boosting India’s Exports: A Boost to Make in India Initiative”: ICRIME-17: ISBN: 978-93-861771- 50-4.
3. Mahesh Sharma & Rashi Mittal (2015) “An Effective Analysis on Status of International Trade Policies In India”: International Journal of Enterprise Computing and Business Systems,2015: 5(2)
4. Kunal Sen(2008) “International Trade and Manufacturing Employment Outcomes in India”: WIDER Research Paper, No. 2008/87, ISBN 978- 92-9230-141-5: pp-1-27
5. Soumali Bose (2015) “ Indian Foreign Trade: Trends And Policy“: International Journal of Social Science & Interdisciplinary, (2015): 4(7): pp-117-13
6. Anne O. KRUEGER(2008) “The Role of Trade and International Economic Policy in Indian Economic Performance”: Asian Economic Policy Review (2008) 3, 266–285
7. <https://howtoexportimport.com/Foreign-Trade-Policy-2015-2020-FTP-2015-20--571.aspx>
8. <https://www.ibef.org/pages/foreign-trade-policy-2015-20-key-highlights>



“A Study of the Function of Opposition Parties in India in Light of Current Shifts in Politics”

Divakara K

Assistant Professor, Department of Political Science
Government First Grade College, Madhugiri, Tumkur- District. Karnataka.

Corresponding Author- Divakara K

Email- kdivakara25@gmail.com

DOI- [10.5281/zenodo.8158973](https://doi.org/10.5281/zenodo.8158973)

Abstract:

India is going through a solid test as of late and dangers radiate inside India in the way of dissent developments and hostility to nationalistic mottos at its most obviously awful period of promulgation against vote-based set-up. Fights have a significant impact on the common and political existence of majority-rule social orders like India. Our liberal majority rule arrangement is being tested by some political ideologists and passed on situated developments to progress popularity-based right to oppose and advance the nonsensical requests. Ongoing prod in collective episodes calls for quick consideration that India needs to introspect the working of a majority rules system and track down a better approach to scrutinize the public authority for the sake of resistance to the call of the government. At this crossroads, our great concern would reinforce to make a peaceful society in India in which all people groups regardless of their disparities and un-shared characteristics coincide together and walk towards normal great and improvement. Shielding the Majority rule organizations and values is the most extreme worry of the Public authority and it is additionally responsible for the assurance of freedom and articulation of people. In spite of solid arrangements in the constitution, a few enemies of public components present danger to lay out arrangement of administration via harm and distress. This paper frames how resistance groups slight the command of the chosen government.

Keywords: Constitutional Allegiance, Resistance groups, Philosophical Contrast, Administration.

Introduction:

The Constitution of India ensures insurance of life and individual freedom to every last one. It gives satisfactory shields to essential privileges against inconsistent choices. The issues of law and order and admittance to equity are exceptionally fundamental elements of the equity conveyance framework and they remain inseparable to guarantee its quality arrives at the forms of the whole populace of a country. The job of the three organs, for example, the Assembly, Chief, and Legal executive is critical in guaranteeing that the equivalent is maintained and appropriate systems are carried out for simpler and productive admittance to equity. The Legal executive specifically, as the Gatekeeper of the Constitution and individuals, assumes a significant part in regulating something similar.

As of late our nation seeing extraordinary public fights which accomplished global consideration regarding advancing the requests as dissent development that the public authority reconsiders its choices taken in the bigger interest of the country. The option to dissent is fundamental in a vote-based set-up like ours. Such fights are the sign and sign of a liberal popularity-based society, whose rationale requests that the voice of individuals be heard by people with great influence. It implies individuals have the privilege to communicate disappointment with current circumstances and state requests for social, political, and financial change. Fights might adjust in due direction of history; it has taken over lengthy cerebral strategies and the existences of individuals. In this way, the fight is major right timeframes to achieve considerable change in government as repeated by the courts in

India. Presently the inquiry is for the sake of major rights whether the residents can take the law of their own and obliterate the property of the state. One should be cautious while drawing cutoff points of public fights. Article 19 of the Indian constitution gives us the right to free discourse and articulation might be interpreted as meaning that everybody has the privilege to offer their own viewpoint remembering the direction of government. In fact, this is the premise of our multi-party framework where resistance groups are significant foes, not adversaries, and contend well for political power. Be that as it may, the pattern significant changes because of ineptitude and the absence of solid political responsibilities. Further, it appears to be that the resistance political administrations convey a wiped-out attitude and they are in a rush for sure-fire results, which is an untimely demonstration of bigotry in the majority rules system.

Objectives:

1. To perceive the constitutional allegiance of opposition parties.
2. To overview the resistance of opposition parties in the developments.

Research Methodology:

The examination apparatus for information investigation is content examination. The subjective parts of the review were considered. The review depends entirely on auxiliary sources. The auxiliary information sources utilized were books, scholarly articles, diaries, sites, and so forth.

Confabulation:

As of now, India going through a time of political narrow-mindedness and maybe this has happened due to Shri. Narendra Modi arose major areas of strength as an unparallel pioneer with the obligation to take India to more prominent levels. Under Shri. Modi, India has seen a lot of exercises, whether it is Jandhan Yojana, Sample Bharat, De-adaptation, and rejecting Article 370. He has been instrumental in taking a portion of areas of strength for the consistently any State leader of India had taken in the bigger interest of the country, which is expected to eliminate the restrictions related to it. The PM Shri Modi has accomplished more distinction and name than some other PM throughout the entire existence of autonomous India. The first time our age gazed toward the powerful side of political initiative with deference and felt a patriot enthusiasm.

The main job of the resistance groups in India is that of a 'guard dog'. In fact, it considers the public authority responsible through close oversight of its work and making all inadequacies to the public. It is for the resistance to uncover abuse of abilities and all demonstrations of exclusion and commission should be featured. Analysis should continuously be very much educated and every one of the charges appropriately validated. A functioning and valuable resistance is the best assurance of a utilitarian and solid majority rule system.

A philosophical contrast doesn't mean hurting the public interest. The resistance has each legitimate right to scrutinize the strategies/charges that the public authority proposes and is being gone through Parliament. Shri. Modi had taken over as the Top state leader of India based on command given in 2014 General decisions. From that point forward some party chiefs didn't regard the command of individuals of India and presently looking back, understand the violence since we see an example in the narrow-mindedness crusade distress in Jawaharlal Nehru College, CAA, and Trippl Talaq and 3 Ranch regulations. This large number of developments is supported by resistance with the assistance of an unfamiliar guide. In a majority rules government, the connection between the electorate and the chosen chiefs is of complementary trust. It depends on grave responsibilities. Pioneers look for help based on specific commitments; individuals trust them and vote for them to control. Since chosen pioneers are supposed to follow through on the commitments made, individuals request responsibility toward the finish of their residency in power. The resistance should not act as an obstacle and slow down the ever-evolving measures.

It is very vital for the resistance groups to comprehend that their political job in a vigorous majority rule government like India requests it to be more watchful, dynamic, public-lively, and gutsy at no other time. In the current circumstance the resistance's moral as well as political obligation to offer educated analysis regarding the public authorities direct in taking care of the emergency perseveringly.

Aside from that, it is likewise resistance's obligation to actually compress the public authority to connect the escape clauses its approaches, and proposition

tenable and better options to manage the emergency capably. For the equivalent, the resistance political powers in India ought to embrace plainly, their job as an institutional guard dog as well as a tenable stage with a conceivable vision and ability to offer help with terms of strategic choices as well as confirmations to the weak segments of the hapless populace.

It isn't to propose that the dynamic and careful attitude of the resistance would perpetually guarantee liberated responsibility from the decision party, particularly when it appreciates stable parliamentary greater part and satisfactory famous help. Nor is the suggestion being supported that a solid resistance can make up for legislative failure or blemishes. Notwithstanding, a mindful resistance can without a doubt keep a chosen government continually honest in its administration of an emergency of this extent, both for the interest of the country and its kin as well concerning its own political recovery. Thus, space for oppositional legislative issues in a vote-based system should additionally grow and not recoil in that frame of mind of a serious emergency.

The NDA has gone under tension from opposition associations who have requested that the Affiliation official an unmistakable explanation in regards to the stalemate between India and China in Ladakh. Resistance groups have requested a point-by-point explanation and subtleties of the means taken by the association government since April 2020 when the line issues with China initially began. The resistance groups need to realize what occurred in Galwan, the number of Indian fighters that were martyred, the number of Chinese troopers passed on in the conflict and what are the means taken by the public authority both carefully and in any case to shield the interest of the country. Keeping considering public and key significance government has neglected to take into the certainty of resistance groups. Further, the decision Bharatiya Janata Party (BJP) is additionally under tension from key resistance groups which are requesting that four of the 11 regulations recorded in the Parliament meeting to supplant laws, ought to be sent for additional parliamentary examination. The four regulations incorporate three connected with ranch area and one on revisions to banking guidelines.

The Ranchers' Produce Exchange and Trade (Advancement and Assistance) Law, 2020; The Ranchers (Strengthening and Insurance) Settlement on Value Confirmation and Homestead Administrations Mandate, 2020; and The Fundamental Wares (Revision) Statute, 2020, which were all later passed by the Lok Sabha, are among the regulations that have experienced resistance. This is likewise dangerous for the BJP on the grounds that one of its most seasoned coalition accomplices, Shiromani Akali Dal (Miserable) has straightforwardly openly opposed the statutes connected with ranchers. Miserable administration has made it clear to BJP pioneers that it would be challenging for the party to help these statutes since the party accepts they wouldn't help ranchers. "Prior to presenting these bills, the Focal government at least host counseled the gatherings that are basically ranchers' gatherings and their partners. The political tussle over the homestead statutes, regulations for which have been acquired the distinctions, has heightened between NDA collusions. Then again Government made it obvious that the homestead bills were far-located' as they will support agrarian creation. Yet, some rancher-based parties had communicated reservations when the matter was taken up during a bureau meeting and resistance groups are against the Bill and that the middle should track down ways of tending to the worries of ranchers.

Conclusion:

The Option to Dissent is fundamental in a vote-based system like ours. It implies that individuals communicate disappointment with current circumstances and attest to requests for social, political, and monetary change. Fights might bring change occur and all through. It has taken supported periods over significant stretches of time to achieve considerable change in governmental strategies and the existence of individuals. In a majority-rule government, the freedom of tranquil dissent should be supported and regarded. Be that as it may, these freedoms are likewise dependent upon sensible limitations referenced under Article 19 (2), forced in light of a legitimate concern for sway, trustworthiness, and public request with the assistance of rules. Central freedoms don't live in detachment. The right of the nonconformist must be offset with the right of the worker and needs to coincide in

shared regard. The Resistance's fundamental job is to scrutinize the public authority and consider them responsible to general society via sorting out mass dharnas, fights, and mobilizes. This additionally assists with fixing the missteps of the Decision Party and accordingly, the job of the resistance groups is fundamentally to actually take a look at the overabundances of the decision or prevailing party, and not to be absolutely hostile. As of late, India observes a genuine shortfall of solid resistance pioneers particularly in the Place of parliament to give a useful analysis of the decision party. Thusly without any resistance will debilitate our vote-based system on account of major areas of strength for no to address administering government. Besides the head of the resistance plays a characterized part to play, however in the event that no such initiative exists, it will neglect to check the force of the decision party as the difference is critical for mature majority rule governments to appropriately work. Simple disturbances and dissent won't welcome wanted strain on government, except if there is solid resistance in the parliament, it can't hold chief hold of the public authority. Thus in short hypothetically basically the resistance ought to have a strong base to address government and requirements for a solid resistance with an undaunted faithfulness to individuals. A frail resistance like the current one, is undeniably more risky than a feeble government, thusly it is important to have serious areas of strength for a smooth capability of the popularity-based set-up.

References:

1. Dr. R V R Murthy, (2022). "The Role of Opposition Parties in India: A study in the context of recent political developments", International Journal for Research Trends and Innovation, ISSN: 2456-3315, Volume 7, Issue 6.
2. Kashyap Subash C (2003) Parliamentary Procedure- the Law, Privileges, Practices and Precedents (two volumes) Universal Law Publishing Company, New Delhi.
3. Yadav Yogendra ,(2020) Making Sense of Indian Democracy, (First Edition) Permanent Black, New Delhi. 3.Das Ranjan Kumar (2021) Indian Democracy in 21st century, Abhijeet Publications, New Delhi.
4. Kohli Atul (2002) The Success of India's Democracy, Cambridge University Press.
5. Baru Sanjaya (2014) The Accidental

Prime Minister, Penguin Random z
House India, New Delhi.



“A Scrutiny on Media's Impact on Youth Political Participation in India”

Shivaramaiah

Assistant Professor, Department of Political Science
Government First Grade College, Koratagere, Tumkur- District. Karnataka.

Corresponding Author- Shivaramaiah

Email- shivaramaiahviki123@gmail.com

DOI- 10.5281/zenodo.8159005

Abstract:

Keeping in view the present state of young people's political involvement in general elections and how communication plays an effective role in it, this descriptive research seeks to explore the function of media in young people's political engagement in India. The rest of the study summarizes the positive influence of the media on young people's political participation.

Keywords: Role of the Media, Youth, Political Participation.

Introduction:

The term “media” refers in the plural to the communication channels through which we provide news, music, films, education, advertising messages, and other data. Newspapers, magazines, radio, television, landlines, wireless networks, the internet, fax machines, and billboard advertisements are all included in this. It describes the different ways we communicate in society and applies to all media; everything can be called media, from telephone calls to the evening news to television.

The media play an important role in the development of society and in the political socialization of people. Political participation via the media is not a new phenomenon. In the democratic process, the media are an important instrument for raising the political awareness of citizens and for ensuring their participation in political life. Today's media is a source of information that not only affects people's daily life but also provides all kinds of information around the world, be it social, political, economic, etc. The media informs and sensitizes people about the social and political structure of the country and promotes democracy through various programs so that individuals become responsible citizens of the country. The media also contribute to the smooth functioning of the democratic system. For the proper functioning of democracy, political

parties and politicians play an important role in maintaining relations between ordinary people and those in power.

In people's daily lives, mass media are becoming an increasingly important part of life. Currently, electronic media such as television are growing in popularity, while print media continue to be of great importance. In remote villages with no roads or literacy centers, electronic communications reach people and provide them with information. Research into the 'Effects of Television on Children and Adults' conducted in the UK shows that the time children spend watching television is equivalent to 100 school days a year and adults are not far behind.

The beginnings of modern mass media institutions begin with the development of the press. The process of printing books with modern technology starts in Europe and in 1440 Johann Gutenberg was the inventor of this technique. During the British period in India, the media also played an important role in promoting the nationalist cause and calling for an end to colonial rule in India. Newspapers like Bengal Gazette 1780, Kesri, Mathrubhumi and Amrita Bazar Patrika, etc. Help the Indian people to realize their political rights. When radio and television came to India, the content of the Introduction to print was different.

All India Radio (AIR) and Doordarshan TV Channel are national broadcasters that play an important role in the development and advancement of India by awakening the people through various development programs and programs and by stimulating interest in the country's political process, especially among the youth are seen as a pillar of the Nation. Currently, media in India such as print media through various newspaper advertisements and electronic or digital media through various political programs, debates, and discussions are stimulating people, especially young Indians, to participate in the country's political process in various ways such as run-off voting or participation Election rallies, public consultations, interest group membership, etc. strengthening of India's democratic system.

Literature Review:

Hasan (2013), the study found that the media (old and new) play an important role in raising political awareness among Bahraini youth. Young Bahraini men (adolescents and adults) have greater political interests, political knowledge, and commitment and have great faith in politicians. The result shows that television, newspapers, and the internet have a significant influence on the political knowledge, political engagement, and political interests of young Bahraini students.

Kristoffer (2013) conducted a study in Europe to understand the influence of age and media attention on social media use on political interests and political participation. Research suggests that the political use of social media and interest in political news in traditional media increases political engagement over time. The study also found that frequent use of social media by youth acts as a counterbalance to motivation for political participation.

Petrov (2014), the result of the study shows that political discussions with friends and family contribute to increasing both the political knowledge and the political participation of the focus group participants. Young people focus on both online and offline sources of political participation, but online channels, including reading news and articles, are used more often for political information.

Jothi (2015) Research shows that newspapers, TV stations, FM radio, and new

media provide all kinds of information about news and events around the world. They concern not only social but also political issues. These media publications have played an important role in promoting social and political awareness in society.

Khan's (2015), goal of the investigation was to determine how social media influences young people in Multan's political socialization. The results of the study suggest that social media has an enormous impact on the social and political learning of its users. Most users believe that we have brought about positive changes in society with the help of social media and that it is a useful tool. Educate, inform, and make your voice heard in order to defend your social and political rights. The studio also noted that it opened up an unconventional space for information, knowledge, and entertainment for young people.

Rahul (2016) A study was conducted in India to understand the use of new media in the Indian political campaign system. The study concludes that new media have greatly changed the way political campaigns take place. The mass public sphere began in India with the rise of political consciousness, particularly among the youth. The study also found that upcoming elections and political campaigns in the new media are a sign of important future politics as more citizens become politically involved in the democratic process in general and the electoral process in particular.

The Memen (2018) study provides empirical evidence that the use of news media encourages young people's discussion and expression of opinion, which contributes to higher political participation. The results also clearly show that news consumption via traditional newspapers, television, and online newspapers helps to promote political engagement through interpersonal communication.

Saikia (2019) Researchers concluded that political parties generate propaganda content such as cartoons etc. in their social media teams. to lure people to their complaints. To express their concerns, people also use this tax. It was also noted that the media plays the most important role in democracy and supports government actions.

Harebrink (2019) The study concluded that mediatization is a social meta-process considered to be a highly transformative process. Media coverage has

not only changed the lives of adults but also those of children and young people. In Western societies, the media is a ubiquitous part of young people's lives at home, at school, during leisure time, and in education. Like adult life, today's youth and children are deeply mediated in essence.

The Importance of Research:

The media are a tremendous source of information for both individuals and society. It can serve as a unique channel for young people to get the necessary information in both the educational and political spheres. Modern media have changed the communication and information landscape in India. People all over the world interact with the media every day, especially young people.

As in many other countries, media in India is becoming more popular with the passage of time and attracting the attention of people, especially youth, in all walks of life such as society, education, and politics. The news keeps people up to date on political issues in the country at all times and also shows the performance of all political parties so that people can easily participate in elections and vote for their representatives. Considering the popularity, engagement, and influence of media outlets, this study focused on the role of modern media in the political participation of young people in India.

Research Methodology:

This study is descriptive and only uses qualitative aspects to analyze the data. In this study, secondary sources are used to collect information from various articles, journals, and books, and interpretation is performed accordingly.

Confabulation and Conclusion:

The aim of this study is to examine the role of the media in the political participation of young people in India. It takes into account the current situation of young people's political participation in general elections and the question of how the media play an effective role in this. The media always works for the good of the country. In the modern age, it's hard to go a day without looking at any form of media. In ancient India, printed media played an important role in the development of the country. The press of the time knew the country's progress and development policy, as well as the benefits of political participation. At present, electronic media has not progressed very much, but over time, electronic media in various forms are

actually contributing to the country's development process, especially in the political field, through various means such as debates, discussions, and publicity related to politics. Encourage people, especially young people, to take part in political life. With the technological advancements in India, modern media are creating new catchphrases like Chaiwallah, Hindutva, NaMo, etc., especially encouraging the younger generations to join political parties according to their choice and participate in elections. A recent example is the February 2020 Delhi general election where the Aam Aadmi party won 62 seats out of 70 and according to a report by NDTV, the AAP said that after a massive victory in the Delhi general election, more than a million seats people across the country have joined the AAP (NDTV – February 13, 2020). This shows how political media coverage affects the political participation of younger generations in India. The media in India today is considered to be the main platform for all political parties in their political campaigns, debates, and discussions aimed at motivating youth to vote and participate in the political process and to strengthen the political fabric of India. The remainder of the study summarizes the positive influence of the media on young people's political participation. Previous research has also indicated that media plays an effective role in all walks of life, particularly in politics and in educating youth to participate in mainstream politics in India.

References:

1. Mohd Tariq Mir, (2022). Role Of Media In Political Participation Of The Youth In India, SERBD-International Journal of Multidisciplinary Sciences ISSN (Online): 2581-8376, Volume 04 Issue 03.
2. Ahmed, M. (2014). Impact of mass media in creating political concern in Bangladesh. Online journal of communication and media technologies. Vol-04, Issue- 02.
3. Anwar, M. S. et al. (2006). Introducing Sociology, Textbook for Class XI, New Delhi, NCERT Sri Aurobindo Marg New Delhi. ISBN-8174505334. Pp. 63- 81.
4. Anwar, M. S. & Uppal, S. (2007). Social change and development in India. New Delhi. NCERT Sri Aurobindo Marg New Delhi. ISBN-8174507280.
5. Anwar, M. & Jan, M. (2010). Role of media in political participation: The case of Pakistan. The Dialogue, Vol-5, No-3.

6. Basu, A. (2014). Role of media in electoral politics in India: A study of general election 2014. Dissertation submitted at Humboldt University Berlin.
7. Esser, F. & Vreese, C. D. (2007). Comparing young voters' political engagement in US & Europe. Sage Publication, American behavioural scientist. Vol- 50, No -09.
8. Hasebrink, I. P. (2018). The role of media within young people's socialization: A theoretical approach. Communications. The European Journal of Communication Research, vol -1, no -20.
9. Ebrahim, H. (2013). News media and political socialisation of young people: The case of Bahrain. A thesis submitted at the University of Leicester. Dept. of media and communication, 2013.
10. Jothi, P. S. & Neelamalar, M. (2015). A study on the reporting of Indian Muslim women's problems in the mainstream media. Journal of new media and mass communication. Vol-02, Issue-02, ISSN- 2410-6585.
11. Khan, M. A. (2015) Role of social networking media in the political socialisation of youth of Multan. PJSS. Vol- 35, No-01, PP-437449.
12. Kristoffer, H., Adam, S., Jesper, S., and Elisabet, L. (2013). Age and the effects of news media attention and social media use on political interest & participation: Do social media function as a leveller? Sage Publications. European journal of communication. Vol 28, Issue 1.
13. Lila, B. (2014). The impact of media on the socialisation process in Albania. European journal of social sciences education and research. Vol-01, Issue-01, ISSN- 2312- 8429.
14. Media ownership-politics of convenience. (2019) Media ownership monitors India. www.india.mom-rsf.org.
15. Mehraj. H. K., Bhat, A. N. (2014). Impact of media on society. International journal of humanities & social science invention. Vol-03, Issue-06, ISSN- 2319-7722.
16. Memen, S., & Ishak, M. S. et al. (2018) Influence of political socialisation agents on Pakistani's youth political participation: The mediating role of media and interpersonal communication. Journal Komunikasi Malaysian journal of communication. E- ISSN- 2289- 1528. Vol -34(2), pp. 121-136.
17. Mveller, J. & Vreese, C. D. (2013). The differential role
18. of the media as an agent of political socialisation in Europe. European journal of communication. Vol 28, Issue 3, DOI: 10.1177/ 02673231 13482447.
19. Noor, H. B. (2018). The role and importance of media in Indian politics. International journal of recent scientific research. Vol-09, Issue-01, ISSN- 0976-3031.
20. Okechi, O. S. & Timothy, O., et al (2018). Media political socialisation and participation. The case of South-South/South-Eastern Nigeria. Research & Review: Journal of social sciences. Vol-4, Issue -03.
21. Petrov, Y. (2014). Political participation of young people. How do young people perceive their political participation & their opportunities for participation? Master thesis at the University of Gothenburg, 2014.
22. Rahul, K. (2016). Use of new media in Indian political complaining system. Journal of political science and public affairs. Vol-4, Issue- 02, ISSN- 2332-0761.
23. Saikia B (April 2019) Interactive computer-mediated technologies: social media and Indian politics. International journal of innovative technology & exploring engineering. Vol-08, Issue-11, ISSN- 2278- 3075.
24. Shoadhganga-07-chapter-01 political news. www.shoadhganga.inflibnet.ac.in



“An Exploration on Youth Political Participation for the Amelioration of India”

Dhanunjaya MB

Assistant Professor in Political Science

Government First Grade College, Parasurampura, Chitradurga- District. Karnataka.

Corresponding Author- Dhanunjaya MB

Email- dhanujayyadav68@gmail.com

DOI- [10.5281/zenodo.8159011](https://doi.org/10.5281/zenodo.8159011)

Abstract:

The young people of today are more energized than their predecessors. To be an engaged citizen of modern India, it is important to think about the future of the country in the years to come. Curiosity about what might happen in the future when young people enter Indian politics is very important for Indian society and also worldwide. The ability to imagine how things could be different in the future and empathy for ourselves is essential if we want to do positive things changes in our lives and in the world around us. Foresight is one of the least developed skills of politicians because they don't think beyond the short term. In such a scenario, who else can contemplate the nation in terms of building its future? Can young politicians become better stewards of our future in India? This study analyzes the active participation of Indian youth in politics and their interest in politics.

Keywords: Young Generations, Political Participation, Political Awareness.

Introduction:

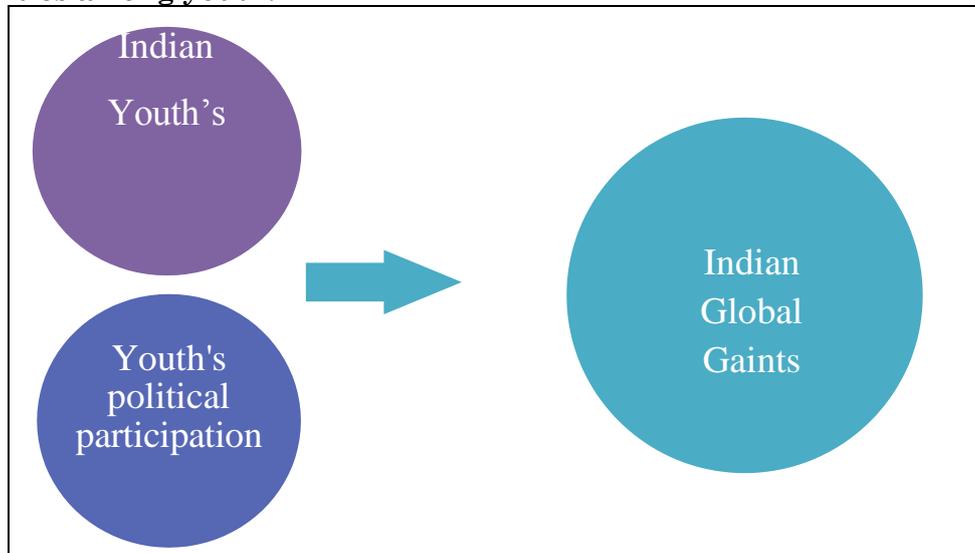
India held its first general election in 1951, which was won by the Indian National Congress, a political party that dominated subsequent elections until 1977 when a non-congress government was first formed in independent India. Young people want changes in current politics but feel that their voice is being lost in the political rhetoric. The field of politics in India is generally considered unacceptable to the educated masses. Young people's participation has been largely informal, and while young people continue to vote in local elections, more dynamic and formal participation in politics is needed to bring about the changes essential to the country's progress. Due to rampant corruption, nepotism, caste politics, and lack of accountability and openness, politics has become a last resort for the youth. For this reason, most of our potential employees decide to live abroad permanently shortly after completing their studies. Politics must open up and bring the younger generation into the political mainstream. Embodying energy and enthusiasm, young leaders can be extremely effective in shaping their own policies on current issues and

problems. The younger generation should be the backbone of our future India, generating more ideas and being responsible for choosing the cultural beliefs that serve the good of humanity. The participation of young people will also provide a greater sense of inclusion in a democratic system.

The political participation of young people must go beyond the right to vote through youth reserves in political parties and in parliament. The right balance between young talent and young politicians can lead to a change in the perception of politics and increase public trust in the political system. The young people of modern India, who are aware of the problems of our country, offer an opportunity to be willing to change the country's political situation and become better guardians of our future India. We can only hope that in our next election, we will find more names of young people who can make our country a better place to live.

A country like India is in dire need of young leaders and we believe the system needs to change but we don't want to take responsibility for it. In our country, politicians over 50 dominate in leadership positions and that should change. The youth

must now lay the foundation for a prosperous future if we are to see a better India. It's time to take the lead. If young people are not eagerly and actively involved in politics at all stages, we cannot expect the nation to progress. The youth of this nation need platforms to help them gain political recognition. They need the mentorship and **Indian politics among youth:**



As mentioned in the figure above, there is a connection and interdependence between young people and politics. When young Indians enter politics with their many ideologies and different developments, it definitely leads to changes in the giants of the world.

Review of Literature:

As per **Verba and Nie**, confidential residents have the capacity to participate in legislative issues by projecting votes or joining parties as well as through bountiful different exercises. Their proposed typology comprises of casting a ballot, crusade action, reaching public authorities, and helpful or common exercises.

Expanding on this question, a few creators feel that as the present youthful grown-ups are less incredible; they won't ever arrive at the degree of political contribution of the ongoing old (**Martikainen et al., 2005**).

One clarification for this is that youthful grown-ups today are having greater solidness in arriving at the achievements of adulthood (**Arnett, 2014; Tagliabue et al., 2014**) and that this outcome is an irreversible postponement in political cooperation.

A concentrate by **Quintelier (2007)**, which explicitly inspected the distinctions

guidance of to foster a spirit of growth and represent the largest age group in the country.

What is politics?

Conduct related to the government of a nation or region. In politics, an order is a power granted by an electorate to act as its spokesman.

between the age gatherings, uncovered that youthful grown-ups and grown-ups appear to be comparable in their political perspectives, with the special case that youngsters have fewer chances to politically take part. Besides, they express that there are contrasts in commitment to unambiguous types of political support as youthful grown-ups will generally take part more in non-standardized structures.

This prompts the end that "maybe the issue of youth political interest is less a question of whether they take part and more an issue of where they take an interest" (**Rainsford, 2017, p. 2**).

Objectives:

1. To review is to analyze how youth political investment contrasts with grown-up political interest.
2. To know the interest of youthful lawmakers towards the working of shrewd India.
3. To know the critical thinking skill of youthful age as a legislator.
4. To investigate how youth utilize their power and authority as a lawmaker.

Research Methods:

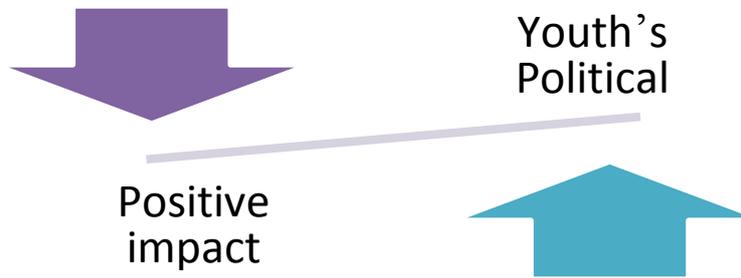
The information for this study is taken from young people who are qualified to protect their votes during the races. The

information assortment strategies utilized in this study comprise organized surveys on Google structure. This study utilized different addressing strategies to support and guarantee youth mindfulness towards legislative issues.

Effect of Youth's political investment:

Young people can be an ingenious strength and an energetic premise of

maintainable modernization; however, they likewise face issues of neediness, impediments to schooling, and lacking work expectations and open doors. The area of political inclusion and qualification for public parliament begins at 25 years of age. The typical time of parliamentarians worldwide is 53.



There are many benefits of getting young people involved in politics and they can be more successful too. Politically bright, charming, and enthusiastic young people will ensure rapid improvement and development in all areas of the economy. The biggest challenges for young people are insufficient opportunities to participate effectively in politics and decision-making processes. Young fellows and ladies feel barred and underestimated in their social orders and networks.

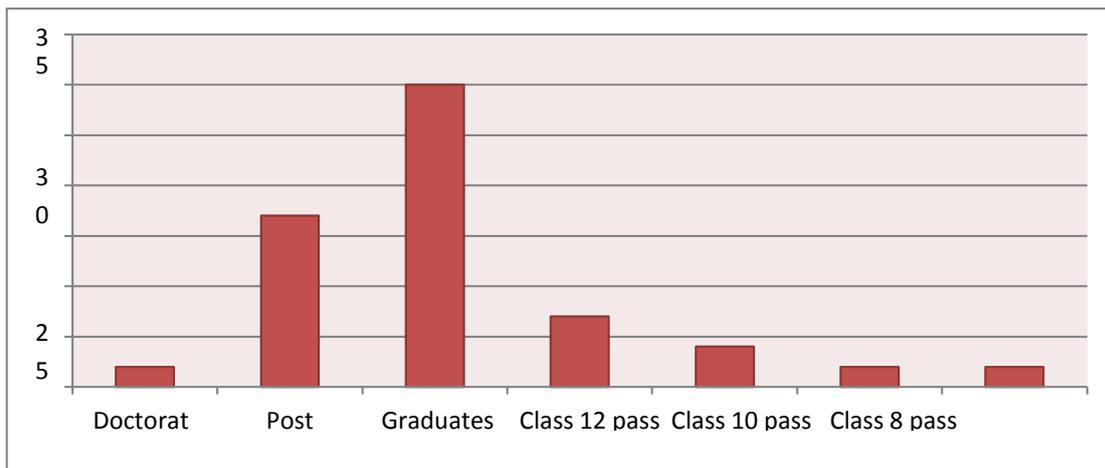
The participation of young people in politics is access to information because politics is developed through information and not through propaganda. Thanks to the Internet and the media, young people have almost unlimited access to information and in-depth knowledge. Young people are a resource for sustainable growth and

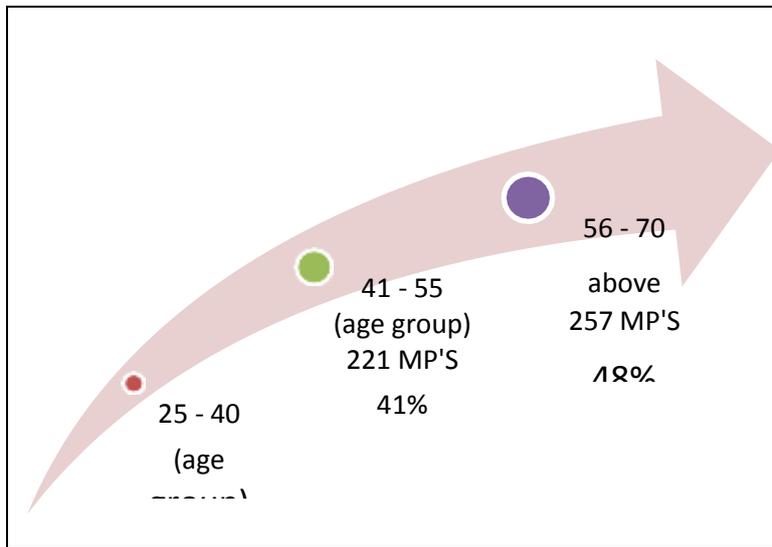
development. The fact is that young people are at a productive stage in their lives and need the right adult guidance to approach politics with a positive attitude. As politicians, young people in India have to understand the problems of society and people. Without them, the development of democratic governments to ensure the just growth of society is not possible.

There are currently only 64 MPs under the age of 40 in Parliament. The proportion of MEPs aged 25-40 is 12%, the second lowest in Lok Sabha history. The lowest figure was in 2014 when only 8% of MPs were in this age group.

The Antiquity of the Lok Sabha: Wise structure:

There are 64 youthful MPs as of the 17th Loksabha, as seen in the graph below, sorted by level of education.



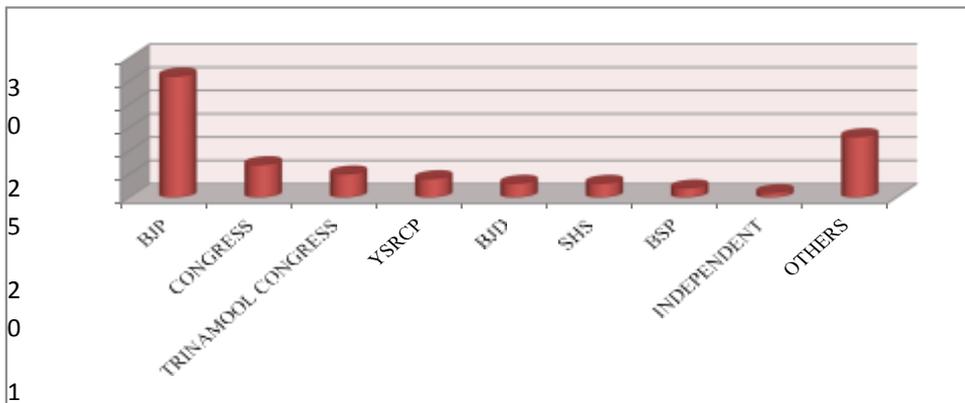


Analysis:

By examining the aforementioned graph, it is evident that among the 64 young

There are 64 youthful MPs as of the 17th Lok Sabha, as seen in the graph below, broken down by party.

MPs, graduates outnumber post-graduates, with doctorates, class 12, class 8, and other degrees coming in second.

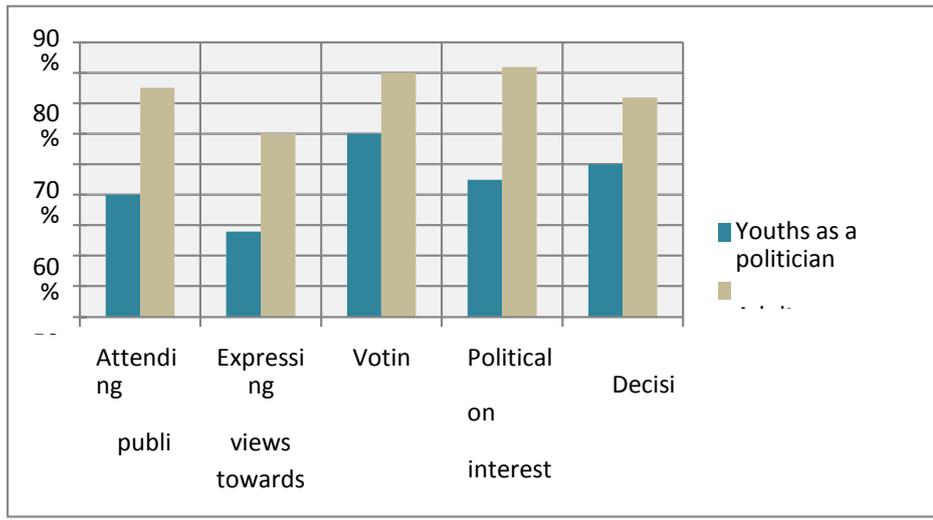


To examine how the political participation of young people differs from that of adults:

Young people have a depressing level of political interest and knowledge. Unfortunately, young people are still one of the marginalized groups that are not sufficiently taken into account by authorities and legislators. And although young people tend to get involved in various informal political activities such as organized protests and civic events, they are still under-represented in formal political institutions such as the Parliament, its various committees and governmental structures, and in the leadership of political parties. A lack of adequate preparation of young people for leadership positions and weak capacity-building programs has left young people

fearful or indifferent about involvement in improving political participation. Active engagement of young people in political parties does not result in a permanent source of income, either through elected office or through the party. Young people and adults have different ideas and attitudes towards politics, young people prefer different forms of political participation than older people. Young people do not always want to use the same forms of political participation as adults. They are finding new ways to express their opinions in traditional forms, in part due to limited voting rights Young people are less likely to get involved in politics because they don't feel drawn to politics. Young people use a very narrow concept of politics, that is formal politics makes them feel that politics plays no part in their lives.

Respondents who are younger than 39 are considered juveniles in this study, while those who are older than 40 are called adults:



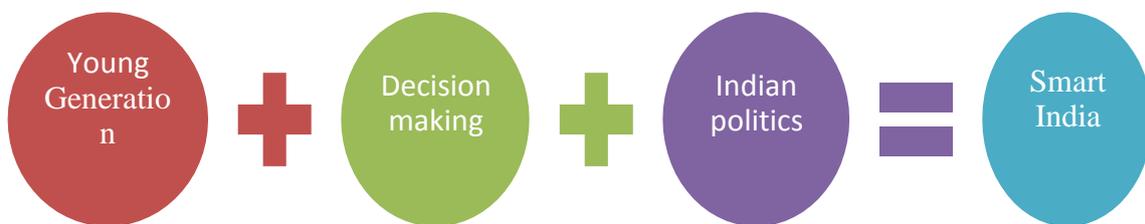
To see young politicians' interest in building an intelligent India:

The youth are the largest and most dynamic part of a country's population. Developing countries with large youth populations are expected to experience tremendous growth provided they invest in young people's education and health and protect and guarantee their rights. Without a doubt, we can say that today's youth are tomorrow's innovators, creators, builders, and leaders. India is one of the youngest democracies with 65% of the population under the age of 35. However, the proportion of young MPs in Parliament is only 13%, indicating a lack of representativeness of democracy. Involving young people in politics ensures inclusion. Young people today require genuine

opportunities to take part in political affairs and to create workable ideas that advance development. But the role of young politicians in nation-building is vital because they can create an identity and move the nation forward. However, without the support of the community, society, and other young people, they will not succeed.

According to the data collected, only 34.50% of respondents say they are interested in engaging in politics to build a smart India, while 24.10% of respondents say they are less interested in politics, and 41.40% of respondents claim to have no interest at all in politics.

Decision-making ability of younger generations as politicians



It's challenging to define the idea of decision-making. Decision-making is the process of choosing one alternative from a set of alternatives. This study focuses on examining the participation of young people aged 18-35 in decision-making processes as politicians in a social, economic, cultural, environmental, and political environment that impacts society.

In general, in Indian politics, the participation and representation of young people in institutional political and decision-making processes is relatively low. People under 35 are rarely seen in parliaments, in public scrutiny, and in decision-making processes. There are arguments both against and for the assumption that young people lack the maturity, experience, and knowledge to make informed decisions.

To analyze how young people use their power and authority as politicians:

Power is one of the keywords of political phenomena. Power is generally understood to mean the ability to influence the behavior of others with or without resistance. Authority is often used to refer to the power that is considered legitimate by the social structure. Just in case and in youth it can happen that someone has formal authority but no authority. This can happen when they are unable to exercise their autonomy in the decision-making or leadership of a specific group of people.

A group of individuals decides via the use of politics. Politics, though often used to describe behavior in civil government, may also be seen in all interactions between human groupings, including those in businesses, educational institutions, and religious organizations. It comprehends how social relationships between power and authority work, how political organizations are governed, and the strategies and techniques utilized to create and carry out social policies. Young people must constructively use their political influence and power.

Conclusion: Young people are the future of our nation. We found that young people's participation in Indian politics is very low. Action should be taken by the electoral commission, governments, educational institutions, and businesses to increase participation, and we need to understand what drives young people to withdraw from politics. The lack of political knowledge and resources for young people in their local communities is also a concern for many; especially, but not exclusively, for young people. Governments and other non-governmental organizations should recognize and build on the strengths of young people and promote positive outcomes for young people by providing opportunities and support to develop their leadership skills.

References:

1. Sanjay L A, Anusha K, (2021). "Study on Participation of Youth's in Politics: Are they become better Guardians of our Future India". International Journal of Creative Research Thoughts, Volume 9, Issue 10, ISSN: 2320-2882
2. Ida, R., Saud, M., & Mustain, M. (2020). Persistence of social media on political activism and engagement

among Indonesian & Pakistani youths. Journal of Web-based Communities, Inderscience Publisher.

3. Kizilbash. (2010, April). Remarks were delivered at a conference on "Empowering Faculty and Transforming Education in Pakistan". Woodrow Wilson Center, USA.
4. Klofstad, C. A. 2005. "the art of associating: The central role of peers in civic life." Ph.D. diss. Harvard University.
5. Lopez, M. H., Kirby, E., & Sagoff, J. (2003). Voter turnout among young women and men. The Center for Information and Research on Civic Learning and Engagement Fact Sheet. Retrieved from http://aceproject.org/ero-en/topics/electoral-participation/turnout/fs_04_gender_vote.pdf
6. Morris, D. S., & Klesner, L. J. (2010). Corruption and trust: Theoretical considerations and evidence from Mexico. *Comparative Political Studies*, 43(10), 1258–1285. <https://doi.org/10.1177/0010414010369072>
7. Munroe, T. (2002). An introduction to politics. Lectures for first-year students.
8. Kingston, Park, A., Curtice, J., Thomson, K., Jarvis, L., & Bromley, C. (eds.). (2002). British social attitudes, the 19th report.
9. Sage, Saud, M. (2018). Social networks and social ties: Changing trends of political participation among youth in Punjab- Pakistan. *Journal of Advances in Humanities and Social Sciences*, 4(5), 214–221. <https://doi.org/10.20474/jahss-4.5.3>
10. Saud, M. (2020). Youth participation in political activities: The art of participation in Bhakkar, Punjab Pakistan. *Journal of Human Behavior in Social Environment*. <https://doi.org/10.1080/10911359.2020.1745112>
11. Saud, M., Ida, R., & Mashud, M. (2020). Democratic practices and youth political participation in Khyber-Pakhtunkhwa, Pakistan [Paper presentation], International Conference on Research and Academic Community Services (ICRACOS 2019)



“A Neoteric Outlook on the Growth of Indian Economy”

Mahiboob Pasha

Assistant Professor, Department of Studies in Economics
Government First Grade College, Sedam (District-Kalaburagi)

Corresponding Author- Mahiboob Pasha

Email- mpeconomics@gmail.com

DOI- [10.5281/zenodo.8159013](https://doi.org/10.5281/zenodo.8159013)

Abstract:

The economy of India is a blended, center pay, creating social market economy. It is the world's fifth-biggest economy by ostensible Gross domestic product and the third-biggest by buying power equality (PPP). Economy of the Indian subcontinent was the biggest on the planet for the greater part of the written history up until the beginning of expansionism in mid 19th century. Portion of Indian economy is 7.5% of world economy by PPP terms. The drawn out development point of view of the Indian economy stays positive because of its young populace and comparing low reliance proportion, solid reserve funds, and speculation rates, expanding globalization in India and coordination into the worldwide economy. During the Corona virus pandemic, various rating offices downsized India's Gross domestic product expectations for FY21 to negative figures, flagging a downturn in India, the most serious since 1979. The Indian Economy shrunk by 6.6 percent which was lower than the assessed 7.3 percent decline. In 2022, the evaluations office Fitch Appraisals overhauled India's standpoint to stable like S&P Worldwide Evaluations and Moody's Financial backers Administration's viewpoints. In the principal quarter of monetary year 2022-2023, the Indian economy became by 13.5%. Recent data of from various sources has been studied to narrate this article.

Keywords: Indian Economy, Market Dimensions, Developments, Government Initiatives.

Introduction:



The Indian economy has completely recuperated to the pre-pandemic genuine Gross domestic product level of 2019-20, as indicated by the temporary evaluations of Gross domestic product delivered on May 31, 2022. Genuine Gross domestic product development in FY 2021-22 stands at 8.7%, which is 1.5% higher than the genuine Gross domestic product in FY 2019-20. These figures are related with more grounded

development energy, showing expanded financial interest. The venture rate in the final quarter expanded to its most significant level in the past nine quarters. Besides, limit use in the assembling area rose in the final quarter, as against the second from last quarter, suggesting a development popular, which is reliable with the development targets of the Indian economy.

Future capital expenditure of the public authority in the Indian economy is supposed to be upheld by elements, for example, charge lightness, smoothed out charge framework, careful appraisal and legitimization of the duty design and digitisation of expense documenting. In the medium term, an expansion in capital spending on foundation and resource building projects is set to increment development multipliers. Besides, recovery in storm and Kharif planting assisted the horticulture area with picking up speed. As of July 11, 2022, the South-West rainstorm takes care of the whole nation, bringing about 7% higher precipitation than the ordinary level.

India has arisen as the quickest developing significant economy on the planet, and is supposed to be one of the main three **Market Dimensions:**

1. India's ostensible Gross domestic product at current costs was assessed at Rs. 232.15 trillion (US\$ 3.12 trillion) in FY22. With in excess of 100 unicorns esteemed at US\$ 332.7 billion, India has the third-

monetary powers all around the world throughout the following 10-15 years, upheld by its hearty vote based system and solid organizations.

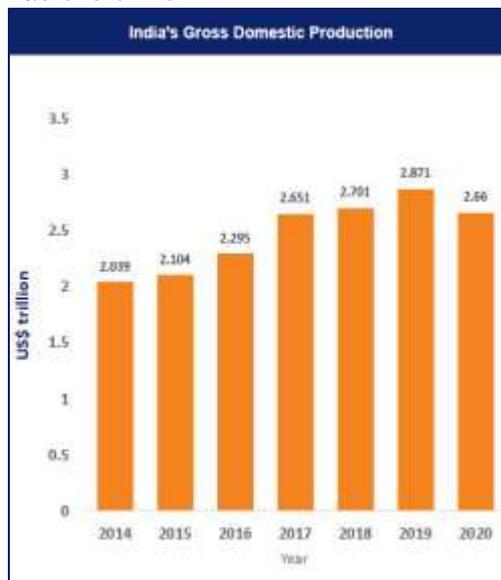
Objectives:

1. To perceive the growth of economic sector in India.
2. To analysis the market intensity of Indian economy.
3. To comprehend the recent developments and government initiatives.

Research Methodology:

The evaluation method which is applied during the appraisal study is explaining in nature. The assortment of data is finished on optional explanation and the evaluation is completely finished to meet the goals set at this point for the ongoing examination. The data which is outfitted through various internet based sources.

biggest unicorn base on the planet. The public authority is likewise zeroing in on sustainable sources to create energy, and is wanting to accomplish 40% of its energy from non-fossil sources by 2030.



2. As per the McKinsey Global Institute, India needs to help its pace of business development and make 90 million non-ranch occupations somewhere in the range of 2023 and 2030 to increment efficiency and financial development. The net work rate necessities to develop by 1.5% per annum from 2023 to 2030 to accomplish 8-8.5% Gross domestic product development between this period. India's ongoing record deficiency (computer aided design), essentially determined by an expansion in the

import/export imbalance, remained at 1.2% of Gross domestic product in 2021-22.

3. Sends out fared amazingly well during the pandemic and supported recuperation when any remaining development motors lost steam with regards to their commitment to Gross domestic product. Going ahead, the commitment of product commodities might falter as a few of India's exchange accomplices witness a monetary log jam. As per Mr. Piyush Goyal, Clergyman of Business and

Industry, Customer Undertakings, Food and Public Conveyance and Materials,

New Developments:

India is principally a homegrown interest driven economy, with utilization and speculations contributing 70% to the country's monetary movement. With the monetary situation enhancing recuperating from the Corona virus pandemic shock, a few ventures and improvements have been made across different areas of the economy. As indicated by World Bank, India should keep on focusing on bringing down imbalance while additionally sending off development arranged approaches to help the economy. Considering this, the nation saw numerous advancements in the new past, some of which are referenced underneath.

1. As of July 15, 2022, India's unfamiliar trade saves arrived at US\$ 572.71 billion.
2. Private equity-venture capital (PE-VC) area speculations remained at US\$ 34.1 billion, up 28% YoY, across 711 arrangements through January-June 2022.
3. India's product trades remained at US\$ 676.2 billion in FY22. In June 2022, India's product trades remained at US\$ 37.9 billion, recording the most noteworthy at any point sends out in June 2022.
4. PMI Administrations was at 58.9 in May 2022 contrasted with 57.9 in April 2022.
5. In June 2022, the gross Goods and Services Tax (GST) income assortment remained at Rs. 1.44 trillion (US\$ 18.1 billion).
6. As per the Department for Promotion of Industry and Internal Trade (DPIIT), FDI value inflow in India remained at US\$ 588.53 billion between April 2000-Walk 2022.
7. In May 2022, the Index of Industrial Production (IIP) remained at 137.7 driven by mining, assembling and power areas.
8. Consumer Price Index (CPI) expansion remained at 7.01% in June 2022 contrasted with 7.04% in May 2022.
9. In July 2022 (until 21 July 2022), Foreign Portfolio Investment (FPI) surges remained at Rs. 228,862 crore (US\$ 28.65 billion)
10. Wheat obtainment in Rabi 2021-22 and expected paddy buy in Kharif 2021-22 would incorporate 1208 lakh (120.8 million) metric lots of wheat and paddy

Indian commodities are supposed to arrive at US\$ 1 trillion by 2030. from 163 lakh (16.7 million) ranchers, as well as an immediate installment of MSP worth of Rs. 2.37 lakh crore (US\$ 31.74 billion) to their records.

Government Initiatives:

Throughout the long term, the Indian government has acquainted numerous drives with fortify the country's economy. The public authority has been powerful in creating approaches and projects that are not just valuable for residents to work on their monetary security yet in addition for the general development of the economy. Over the recent decade, India's fast monetary development has prompted a significant expansion popular for trades. Besides, a significant number of the public authority's leader programs, remembering Make in India, Start-up India, Digital India, the Smart City Mission and the Atal Mission for Rejuvenation and Urban Transformation, are pointed toward setting out massive open doors in India. In such manner, a portion of the drives taken by the public authority to work on the monetary state of the nation are referenced underneath:

1. In July 2022, the Union Cabinet led by the Prime Minister, Mr. Narendra Modi, endorsed the marking of the Memorandum of Understanding (MoU) among India and Maldives. This MoU will give a stage to tap the advantages of IT for court digitisation, and can be a potential development region for IT organizations and new businesses in both the nations.
2. India and Namibia went into a MoU on untamed life preservation and practical biodiversity usage on July 20, 2022, for laying out the cheetah's territory in the verifiable timberland range in India.
3. In July 2022, the Reserve Bank of India (RBI) endorsed worldwide exchange settlements Indian rupees (INR) to advance the development of worldwide exchange with accentuation on sends out from India and to help the rising revenue of the worldwide exchanging local area.
4. Mr. Rajnath Singh, Minister of Defence, sent off 75 recently evolved artificial intelligence (artificial intelligence) items and advancements during the very first "AI in Defence" (AIDef) discussion and display, coordinated by the Ministry of Defence in New Delhi on July 11, 2022.

5. In June 2022:
 - i. Prime Minister Mr. Narendra Modi established the groundwork stone of 1,406 ventures worth more than Rs. 80,000 crore (US\$ 10.01 billion) at the momentous service of the UP Financial backers Highest point in Lucknow.
 - ii. The undertakings incorporate different areas like Agribusiness and United ventures, IT and Gadgets, MSME, Assembling, Environmentally friendly power, Pharma, The travel industry, Safeguard and Aviation and Handloom and Materials.
6. Indian Institute of Spices Research (IISR) sotto 'Indian Council for Agricultural Research (ICAR) a confirm  MOU with Lysterra, LLC, a Russia-based organization, for the commercialisation of biocapsule, an exemplification innovation for bio-treatment on June 30, 2022.
7. As of April 2022, India consented to 13 Free Trade Agreements (FTAs) with its exchanging accomplices, including significant economic alliance like the India-UAE Far reaching Comprehensive Partnership Agreement (CEPA) and the India-Australia Economic Cooperation and Trade Agreement (IndAus ECTA).
8. The Union Budget of 2022-23 was introduced on February 1, 2022, by the Minister for Finance & Corporate Affairs, Ms. Nirmala Sitharaman. The spending plan had four needs PM GatiShakti, Comprehensive Turn of events, Efficiency Improvement and Venture, and Funding of Speculations. In the Union Budget 2022-23, successful capital consumption is supposed to increment by 27% at Rs. 10.68 lakh crore (US\$ 142.93 billion) to support the economy. This will be 4.1% of the all out Gross Domestic Production (Gross domestic product).
9. Under PM GatiShakti Ground breaking strategy, the National Highway Network will foster 25,000 km of new parkways organization, which will be worth Rs. 20,000 crore (US\$ 2.67 billion). In 2022-23. Expanded government consumption is supposed to draw in confidential speculations, with a creation connected impetus conspire giving superb open doors. Reliably proactive, evaluated, and estimated arrangement support is expected to help the Indian economy.
10. In February 2022, Minister for Finance and Corporate Affairs Ms. Nirmala Sitharaman said that productivity linked incentive (PLI) plans would be stretched out to 14 areas to accomplish the mission of AtmaNirbhar Bharat and make 60 lakh occupations with an extra creation limit of Rs. 30 lakh crore (US\$ 401.49 billion) in the following five years.
11. In the Union Budget of 2022-23, the public authority declared subsidizing for the production linked incentive (PLI) conspire for homegrown sun powered cells and module assembling of Rs. 24,000 crore (US\$ 3.21 billion).
12. In the Union Budget of 2022-23, the public authority reported a production linked incentive (PLI) conspire for Mass Medications which was a speculation of Rs. 2500 crore (US\$ 334.60 million).
13. Minister for Finance & Corporate Affairs Ms. Nirmala Sitharaman, under the Union Budget of 2022, reported that a plan for configuration drove fabricating in 5G would be sent off as a component of the PLI conspire.
14. In September 2021, Union Cabinet supported significant changes in the telecom area, which are supposed to help work, development, contest, and customer interests. Key changes incorporate justification of changed gross income, legitimization of bank guarantees (BGs), and support of range sharing.
15. In the Union Budget of 2022-23, the public authority has apportioned Rs. 44,720 crore (US\$ 5.98 billion) to Bharat Sanchar Nigam Limited (BSNL) for capital interests in the 4G range.
16. Minister for Finance & Corporate Affairs Ms. Nirmala Sitharaman distributed Rs. 650 crore (US\$ 86.69 million) for the Deep Ocean mission that tries to investigate immense marine living and non-living assets. Department of Space (DoS) has got Rs. 13,700 crore (US\$ 1.83 billion) in 2022-23 for a few key space missions like Gaganyaan, Chandrayaan-3, and Aditya L-1 (sun).
17. In May 2021, the government supported the production linked incentive (PLI) conspire for assembling advanced chemistry cell (ACC) batteries at an expected expense of Rs. 18,100 crore (US\$ 2.44 billion); this move is supposed to draw in homegrown and unfamiliar ventures worth Rs. 45,000 crore (US\$ 6.07 billion).

18. Minister for Finance & Corporate Affairs Ms Nirmala Sitharaman reported in the Union Budget of 2022-23 that the Reserve Bank of India (RBI) would give Computerized Rupee utilizing blockchain and different advances.
19. In the Union Budget of 2022-23, Rail route got a speculation of Rs. 2.38 lakh crore (US\$ 31.88 billion) and north of 400 new high velocity trains were reported. The possibility of "One Station, One Product" was furthermore introduced.
20. To support seriousness, Budget 2022-23 has declared transforming the 16-year-old Special Economic Zone (SEZ) act.
21. In June 2021, the RBI (Reserve Bank of India) reported that as far as possible for FPI (foreign portfolio investors) in the State Development Loans (SDLs) and government securities (G-secs) would persevere unaffected 2% and 6%, separately, in FY22.
22. In November 2020, the Government of India reported Rs. 2.65 lakh crore (US\$ 36 billion) upgrade bundle to produce open positions and give liquidity backing to different areas like the travel industry, flying, development, and lodging. Likewise, India's bureau endorsed the production-linked incentives (PLI) plan to give ~Rs. 2 trillion (US\$ 27 billion) more than five years to make occupations and lift creation in the country.
23. Various unfamiliar organizations are setting up their offices in India by virtue of different Government drives like Make in India and Digital India. Prime Minister of India Mr. Narendra Modi sent off the Make in India drive with a mean to support the nation's assembling area and increment the buying force of a typical Indian purchaser, which would additionally drive interest and prod advancement, accordingly helping financial backers. The Government of India, under its Make in India drive, is attempting to support the commitment made by the assembling area with a plan to take it to 25% of the Gross domestic product from the current 17%. In addition, the Government has likewise thought of the Computerized India drive, which centers around three center parts: the making of advanced foundation, conveying administrations carefully, and expanding computerized education.
24. On January 29, 2022, the National Asset Reconstruction Company Ltd (NARCL) will secure terrible advances worth up to Rs. 50,000 crore (US\$ 6.69 billion) around 15 records by Walk 31, 2022. India Debt Resolution Co. Ltd (IDRCL) will control the goal interaction. This will tidy up India's monetary framework and assist with filling liquidity and lift the Indian economy.
25. National Bank for Financing Infrastructure and Development (NaBFID) is a bank that will give non-response framework supporting and is supposed to help projects from the primary quarter of FY2022-23; raising Rs is normal. 4 lakh crore (US\$ 53.58 billion) in the following three years.
26. By November 1, 2021, India and the United Kingdom desire to start dealings on an international alliance. The proposed FTA between these two nations is probably going to open business open doors and produce occupations. The two sides have reestablished their obligation to help exchange a way that helps all.
27. In August 2021, Prime Minister Mr. Narendra Modi reported a drive to begin a public mission to arrive at the US\$ 400 billion product send out focus by FY22.
28. In August 2021, Prime Minister Mr. Narendra Modi sent off a computerized installment arrangement, e-RUPI, a contactless and credit only instrument for computerized installments.
29. In April 2021, Dr. Ahmed Abdul Rahman AlBanna, Minister of the UAE to India and Establishing Supporter of IFIICC, expressed that three-dimensional exchange between India, the UAE and Israel is supposed to arrive at US\$ 110 billion by 2030.
30. India is supposed to draw in speculation of around US\$ 100 billion in fostering the oil and gas foundation during 2019-23.
31. The Public authority of India is supposed to increment general well being spending to 2.5% of the Gross domestic product by 2025.

Conclusion:

In spite of proceeding with international worries, increasing financing costs in the US and India and exorbitant costs of raw petroleum and scarcely any different products, monetary movement in India is holding up better compared to expected. Power utilization, manufacturing

PMI, exports, power supply and other high-recurrence markers show that the speed of monetary movement has completely recuperated from the Corona virus pandemic shock. Financial development is expected to be energized by the viable execution of PLI plans, improvement of environmentally friendly power sources while expanding import reliance on raw petroleum and reinforcing of the banking sector. Late government drives to support income will help with containing the ascent in the ongoing record shortage and guarantee that any potential financial slippage is enough contained. Generally speaking, the initial ten days of July and June were superior to the initial two months of FY 2022-23, which is a reason for solace and, surprisingly, wary idealism in these testing times. As per a Boston Consulting Group (BCG) examination, India is supposed to be the third-biggest purchaser economy as its utilization might fourfold to US\$ 4 trillion by 2025 because of changes in buyer conduct and spending designs. By 2040, India is expected to surpass the US to turn into the second-biggest economy concerning purchasing power parity (PPP), as per a report by Cost water house Coopers.

References:

1. <https://www.ibef.org/economy/indian-economy-overview>
2. <https://www.morganstanley.com/ideas/investment-opportunities-in-india>
3. Wikipedia The free Encyclopedia “Economy of India” , Retrieved on November 13, 2022 https://en.wikipedia.org/wiki/Economy_of_India
4. Dwivedi, Priya and Jyoti Badge (2013): “Impact of FDI Inflow on Service Sector in India: An Empirical Analysis,” *International Journal of Management Research and Business Strategy*, Vol 2, No 3, pp 119–219.
5. Gabardo, Francisco Adilson, João Basilio Pereima and Pedro Einloft (2017): “The Incorporation of Structural Change into Growth Theory: A Historical Appraisal,” *Economia*, Vol 18, No 3, pp 392–410.
6. Szirmai, Adam (2012): “Industrialisation as an Engine of Growth in Developing Countries, 1950–2005,” *Structural Change and Economic Dynamics*, Vol 23, No 4, pp 406–20.



A Study on Financial Institutions and Industrial Development in Raichur District

Dr. Venkatanarayana Miriyam

Assistant professor in Commerce, Government Degree College, Sindhanur.

Corresponding Author- Dr. Venkatanarayana Miriyam

Email- vmmiriyam84@gmail.com

DOI- 10.5281/zenodo.8159017

Abstract:

Financial institutions play a key role in the economic development of any countries economy by providing services to the public and they play a critical role in deciding the financial system's efficiency and performance. They are the crucial infrastructure through which funds flows from savings to investors in different economic segments. One of the factors that contribute to economic growth is attention in industrial sector. Small, Medium and Large industries are the backbone for developing countries like India, owing to their critical position in economic growth and job creation, as well as their ability to activate local and balanced regional development. The aim of this paper is to analyse the relationship between financial institutions and industrial development in the study area during the reference period of 8 years.

Key words: Economy, Financial institutions, Industrial Development.

Introduction:

This is known fact that the economy has leverage with the remarkable contributions of secondary sector. In practice, the movement of industrial promotion has been started during plan periods but in reality it is in the last two decades (i.e. after the New Economic Reforms) in India. The Governments and various industrial promoting and supporting institutions are making considerable efforts viz. attractive schemes for financial and other assistances such as technical knowhow, personnel training, marketing efforts, etc. to facilitate the process of development of business ventures in India. Therefore, it is strongly believed that the considerable efforts of financial institutions have made positive impacts on the growth of industries in the economy.

The role of institutional financing houses has the greatest involvement in the growth of industrial sector. In India, after the independence it was felt that rapid industrial growth in the country cannot be taken place unless to out tap the industrial finance in a cheapest way and widest channels. Hence, a notable step towards the establishment of professional financial institutions both at the national level and at the state level. They

have specially established to finance long-term, medium and short-term loans. Apart from lending, these institutions are also involving in market surveys, prepare feasibility report, provision the technical advice managerial services and also establish and manage the industrial units.

The Reserve Bank of India has permitted commercial banks to extend their financial services to industrial sector alone. Therefore, in the financial system both the professional industrial financial institutions and banks are treated as the instruments of mobilizing financial/economic resources towards balanced economic development by focusing on least developed, backward and Special Economic Zones of the country with a view to sustainable development.

They also provide guarantee of deferred payment against imports of capital goods and thus bring together local and foreign entrepreneurs. Generally speaking, they are multipurpose institutions in the sense of financing projects in the various sectors of the economy.

Objectives of the study:

1. To study the credit employment by financial institutions in Raichur District.

2. To study the role of financial institutions in the industrial growth in Raichur District.

Statement of Null Hypothesis:

- H₁₀: There is no significant relationship between amount of advances by financial institutions and number of industries in Raichur District.
- H₂₀: There is no significant relationship between credits to deposits ratio

scheduled banks and industries growth rate in Raichur District.

Methodology:

For the present study, data collected from secondary sources i.e. Reports of District at a Glance of Raichur District from 2013-14 to 2020-21. Co-efficient of correlation is used for analyzing the data and the t-test is used for testing the hypothesis.

Data Analysis and Interpretation:

Table-1: Credit to Deposit Ratio of Raichur District from 2013-14 to 2020-21 (Rs. in Lakhs)

Year	Credits				Deposits				Ratio (%)
	PUSBs	RRBs	PRSBs	Total	PUSBs	RRBs	PRSBs	Total	
2013-14	275507	118200	59081	452788	271670	91946	37941	401557	112.76
2014-15	346208	112848	69946	529002	337506	116867	69939	524312	100.89
2015-16	325264	130521	70031	525816	292717	101326	41662	435705	120.68
2016-17	414930	113040	16016	543986	391370	65930	13364	470664	115.58
2017-18	421830	178830	14663	615323	389020	138750	71710	599480	102.64
2018-19	405776	189711	143806	739292	427191	161519	88232	676943	109.21
2019-20	150997	51546	32918	235461	473423	155612	113028	742063	31.73
2020-21	166097	55888	36210	258195	520765	174592	124331	819688	31.50

(Source: Raichur District at A Glance Reports various years)

Table-1 represents CDR of Raichur District for the study period. The CDR was highest in the year 2015-16 i.e. 120.68 per cent and lowest in the year 2020-21 i.e. 31.50 per cent. There were continuous fluctuations in accepting deposits and lending credits during the study period.

The GST implementation, demonetization and COVID-19 have greatly impacted on

CDR of Raichur. However, the banks are showed less performance in collecting deposits up to 2018-19 and channelized credits more than their deposits which showed liberal lending policy of the banks in the district. However, after 2018-19 the banks are very rigid to lend the money to the public.

Table-2: Number of Industries and Industrial Growth Rate in Raichur District from 2013-14 to 2020-21

Year	Number of Industries Started	Cumulative Number of Industries	Growth Rate (%)
2013-14	150	9636	1.49
2014-15	141	9777	1.46
2015-16	284	10061	2.90
2016-17	346	10407	3.44
2017-18	332	10739	3.19
2018-19	735	11474	6.84
2019-20	1367	12841	11.91
2020-21	966	13807	7.52

Table-2 represents number of industries and industrial growth rate in Raichur District for the study period. Number of industries

registered was highest in the year 2019-20 (1367) and it was lowest in the year 2014-15 (141). Industrial growth rate was highest in

the year 2019-20 (11.91%) and lowest in the year 2014-15 (1.46%).

Table-3: Correlation matrix of different variables from 2013-14 to 2020-21

Variables	Total Number of Industries	Industrial Growth Rate
Total credits	0.926	
Credits to Deposits Ratio		-0.808

Table-3 represent Correlation matrix of different variables for the study period. The correlation coefficient between total credits and total number of industries is 0.926, which indicates that there is a strong positive relationship between variables during the period under consideration and whereas in

case of the correlation coefficient between credits to deposits ratio and industrial growth rate is -0.808, which indicates that, there is a strong negative association between credits to deposits ratio and industrial growth rate the association between variables is not so strong.

Table-4: Calculated and critical values of significance of correlation test

District	Hypothesis	Calculated t-Value	Critical t-Value	Remark
Raichur	H1	0.8562	2.447	Accept H ₁₀
	H2	-1.166	-2.447	Accept H ₂₀

(Source: Calculated)

Table-4 represents calculated and critical values of correlation test at 5% level of significance, for 6 degrees of freedom. The above table states that there is no significant relationship between amount of advances by financial institutions and number of industries in Raichur district as its calculated value is less than critical value. Similarly, H2 indicates that there is no significant relationship between credits to deposits ratio of scheduled banks and industries growth rate in Raichur district.

Findings:

1. It is found that there is a continuous fluctuation in Credit to deposits ratio during the study period due to the implementation of GST, demonetization and COVID-19.
2. It is found that the industrial growth rate of Raichur district is high in 2019-20 (i.e. 11.91%).
3. It is found that there is high rate of decrease in credit extending level of FIs during 2019-20 and 2020-21 particularly in RRBs.

Suggestions:

1. Financial Institutions in Raichur district should maintain status quo in credit deposit ratio and strengthen their sanctioning and recovery mechanism and FIs should train their human resource in this area.
2. Government should take necessary policy measures to maintain consistency in industrial growth rate of backward districts.

Conclusion:

It is concluded that the role of financial institutions is not significant in the growth of industrial sector in Raichur District. Therefore, there is need to improvise the services offered by financial institutions to Industrial sector in Raichur District.

References:

1. District at a Glance reports of Raichur District from 2013-14 to 2020-21.
2. State level Bankers committee reports from 2013-14 to 2020-21.



Role of Micro, Small and Medium Enterprises (MSME's) in Indian Economy: A study

Basavaraj

Assistant professor, Department of Commerce, Government Degree College, Sindhanur,
DT: Raichur, Karnataka.

Corresponding Author- Basavaraj

Email- bstadkal@gmail.com

DOI- [10.5281/zenodo.8159021](https://doi.org/10.5281/zenodo.8159021)

Abstract:

The Micro, Small, and Medium Enterprises (MSME) sector has grown to be a vibrant area of the Indian economy and a key engine of the economic cycle. It generates the second-highest employment possibilities and significantly aids in the growth of entrepreneurship. The MSME sector significantly contributes to the growth of the Indian economy, accounting for more than 63 million enterprises, over 50 percent of exports, over 29 percent of the GDP, and providing employment for about 12 crore people. Since the global economy is expanding more slowly, it is crucial to focus on boosting the MSME sector to increase employment prospects, particularly for young people and for remove the regional imbalances. This paper aims to examine the contribution of MSMEs Sector in the nation's growth and also the areas which are required to strengthen the MSMEs sector to its continuous contribution to the development of India.

Key words: Economy, MSME, GDP and GVA.

Introduction:

The Micro, Small, and Medium Enterprises (MSMEs) industry in India has emerged as a thriving and dynamic industry for the economy. It is acknowledged as serving as a catalyst for growth and development. In comparison to major companies, MSMEs are essential in generating significant amounts of employment at low capital costs, establishing enterprises in economically depressed areas, reducing regional disparities, and ensuring a just distribution of the nation's income and wealth. a catalyst for fostering development and growth. In comparison to major companies, MSMEs are essential in generating significant amounts of employment at low capital costs, establishing industries in economically depressed areas, reducing regional disparities, and ensuring the justifiable distribution of national income.

MSMEs play a supportive role in many industries, providing more opportunities for vertical integration in rural and remote areas, and thus this sector contributes significantly to the nation's fiscal progress. Aside from the agricultural sector, MSME offers numerous opportunities for

both personal and wage employment. MSME is associated with superior rates of economic growth, constructing inclusive and tenable populations in a variety of ways by promoting low-cost non-agricultural livelihood, unbiased regional development, gender equality, ecologically continuous up growth, and, above all, providing a protection against deflation, which MSME has always demonstrated.

Objectives:

1. To understand the present status of MSME sector in India
2. To analyse the role of MSME sector in economic growth of India.

Research Methodology:

Present study is descriptive in nature. The researcher used secondary data for the present study; it collected from annual reports of MSMEs, Economic Survey Reports and reports published by CSO.

Data Analysis and interpretation:

A. Present status of MSMEs in India:

1. India has more than 7.9 million MSMEs as of March, 2022.
2. The number of MSMEs in India increased by a CAGR of 18.50% from 2018-19 to 2019-20

3. In November 2021, the Indian government launched the Special Credit Linked Capital Subsidy Scheme (SCLCSS) for the services sector. This scheme helps enterprises in the services sector to meet various technology requirements.
4. Budget allocation for MSMEs increased from Rs. 7,572 Crores in 2021 to 15,700 Crores in 2022.
5. The government announced Rs. 3 lakh crore collateral-free automatic loans for businesses.

B. MSMEs and Indian Economy:

Table-1: Contribution of MSMEs in India's Economy at Current Prices (Amount in Crores)

Year	MSME GVA	Growth (in %)	Total GVA	Share of MSMEs (In GVA %)	Total GDP	Share of MSMEs (In GDP %)
2011-12	26,22,574	-	81,06,946	32.35	87,36,329	30.00
2012-13	30,20,528	15.17	92,02,692	32.82	99,44,013	30.40
2013-14	33,89,922	12.23	1,03,63,153	32.71	1,12,33,522	30.20
2014-15	37,04,956	9.29	1,15,04,279	32.21	1,24,67,959	29.70
2015-16	40,25,595	8.65	1,25,66,646	32.03	1,37,64,037	29.20
2016-17	44,05,753	9.44	1,38,41,591	31.83	1,52,53,714	28.90
2017-18	49,57,551	11.13	1,54,92,347	32.00	1,70,95,005	29.00
2018-19	58,93,151	15.88	1,71,99,815	34.26	1,90,10,164	31.00
2019-20	61,07,012	3.63	1,84,61,343	33.08	2,03,51,013	30.01

Source:

1. Central Statistics Office (CSO)
2. MSME's Annual reports from 2011-12 to 2021-22, GOI.
3. www.mospi.gov.in.
4. Economic Survey Report 2021-22.

The growth and prospect of Indian economy is majorly depends on its priority sectors and one among is MSME which has showed positive progress both in number size and employment generation. Hence, the table-1 has lightened on growth, value creation and GDP contributions in an economy. They speak that the MSME growth is increasing in all aspects with slight fluctuations in GDP contribution from year to year.

Findings and suggestions:

Findings:

1. It is found that MSMEs contribution to total GVA and share of MSMEs in total GVA are increasing during the study period.
2. It is found that MSMEs contribution to Indian GDP is more in 2018-19 i.e. 31.00 percent and low in 2016-17 i.e. 28.90 percent during the study period. It indicates that, there is a fluctuation in MSMEs contribution to Indian Economy.

Suggestions:

1. A system of entrepreneurial education should be implemented at the college level.
2. Government agencies and educational institutions must take the necessary

steps to educate the public about the various programmes available to establish MSMEs.

3. Create more awareness about the new schemes launched by the government.

Conclusion:

According to the analysis, the Micro, Small, and Medium Enterprise (MSME) sector has emerged as a very important segment that contributes significantly to job creation, innovation, exports, and inclusive growth in the economy. The reason for this is that the MSME sector has the ability to produce cost-effective products, and the government is also providing full support to this sector. Share of MSME's to national GDP is currently around 30 percent and is expected to reach 50 percent by 2024. As with other significant industrial sectors, the MSME sector may be stated to require greater attention, which would undoubtedly aid India in becoming the most economically powerful nation in the globe.

References:

1. Economic Survey Reports from 2015-16 to 2021-22.
2. MSME's Annual reports from 2011-12 to 2021-22, GOI.
3. www.mospi.gov.in.
4. www.rbi.org.in.
5. www.ibef.org.



“A Study on Significance and Prevalence of English in Indian Literature”

Vanaja. K. S.

Assistant Professor of English

Government First Grade College, Kunigal-572130. Tumkur-District, Karnataka

Corresponding Author- Vanaja. K. S.

Email- vanu.mohit@gmail.com

DOI- 10.5281/zenodo.8159025

Abstract:

For all of India, English is the preferred language of communication. It is signified as the Multi-most widely used language of the ongoing time frame. From one side of the planet to the other, it is considered a subsequent language. In India, English is utilized during the time spent in correspondence with the rest of the world. Indeed, even inside the state, individuals are involving English as a subsequent language. It's behaving like a connection language. The English Language impacts the improvement of Data Innovation, Science, Schooling, Media and Diversion, Mass correspondence, and in Indian Writing. English is the world's most significant language, particularly in the correspondence and training field. English is utilized from one side of the planet to the other. The current composing is an endeavor to feature the significance of English in India and in Indian Writing.

Keywords: Correspondence, Training, Language, Development, Indian writing.

Introduction:

English assumes a different part in everyday life. It is a connection language and is utilized in different areas. The English language is natural and perceived by individuals from one side of the planet to the other. It is surveyed that "the quantity of local English speakers is 300 million to 450 million." (Stevenson) Assuming the work searchers and the understudies have great relational abilities, they would sparkle in on board. English information empowers the engaged investigation of writing and reasoning. In India English is the most remarkable normal conveying language. Knowing English expansion in India turns into the reason for finding a new line of work in a multilingual organization.

India is a country renowned for its diversity. The vast majority of the State public communicates in various dialects separated from Hindi. The individual who came from North India would speak the English Language. So English is alluded to as a connection Language. It is established as the soil of India. Individuals in India can't convey without English. It was the Normal Second Language for the better advancement

of the country. There is no big surprise to say that, it's an image of world-class individuals.

Objectives:

1. To perceive the properties of English literature.
2. To study the significance of English literature.

Research Methodology:

The perpetual article collected data using an exemplary manner. From a variety of scattered, dispersed assets, journals, and publications, related data has been gathered. The evaluation of data focuses more on special situations than on quantitative analysis.

Confabulation:

In the cutting-edge society, individuals didn't have familiarity with the English language are estimated as unskilled ones. The English language is rich in humanistic, rational, and specialized writing, as noted by the Radhakrishnan College Education Commission. If we were to give up English because of sentimental pressures, we would disconnect from the dynamic flow of knowledge that is actually evolving. Unfit to approach this information our norms of grant would quickly weaken and our cooperation on

the planet's developments of thought would become irrelevant for living countries should move with the times and should answer rapidly to the difficulties of their environmental factors". The Kothari Commission has expressed that English assumes an essential part in Training extraordinarily in advanced education.

As per the Commission, "The ramifications of this (English as a library language) are twofold: all educators in advanced education ought to be basically bilingual as in they ought to have the option to show in the provincial language and in English and all understudies (Especially postgraduates) ought to have the option to follow talks and use perusing materials in the local language as well as in English." Advanced education, assists with arriving at the understudies' objective. A large portion of the books and different sources are accessible in the English Language.

In a Work area, English assumes the most critical part. Worldwide organizations enroll individuals with amazing correspondence expertise. They request their bosses ought to be capable of correspondence, especially in English. The greater part of the Media and Amusement channels involve the English language for their telecom reason. Entire World individuals are associated through English Language utilizing different areas. Without English Language, Deal, Media, and Diversion, Data Innovation doesn't work as expected. It places a significant job not even every one of the areas and furthermore place a significant effect on Indian Composition and Indian Writing. M. K. Naik a notable pundit book he composed, Writing composed initially in English by writers Indian by birth parentage or identity. (Naik) English has assumed an exceptionally critical part of the Indian Renaissance. The vast majority of the Indian masterminds were affected by English culture and Writing. English Writing contains information, opportunity, and power.

The seed of Indian Writing in English spreads all around India during the English Time frame. Presently the seed has developed as a tree and it gives natural products which contrasted with those crafted by Indian Creators. The organic products are tasted not just by Indians and furthermore it is bitten and tasted yet everywhere. It happened simply by the minding of the Nursery workers like Tagore, R. K Narayan,

Raja Rao, and Sri Aurobindo. The 20th century saw a continuous development of the novel from English in India.

Conclusion:

Nobody can reject that, English is the Multi most widely used language on the planet. In everyday life utilizing English is continually been expanding everywhere. The greater part of the nation has English as their native language and furthermore their authority language. In the current situation correspondence in English is a must. The English Language is the level structure for passing on considerations, gathering data, and gaining information from everywhere in the world, which fosters the country in different ways. The individual who comprehends English, understanding political, social, social, and all recent concerns is simple. Since the English Language is more straightforward than other Languages. To know the part about our Indian Journalists in the English Language, their works are as yet motivating a ton of Indians to take up their field of imagination and yearn in their life. Indian Journalists assumes a significant part in India, they makes English both a communicated and a composed Language in India.

References:

1. Mrs.M.Reni, Dr C. Deepa, (2022). "The Importance and Impact of English in India and in Indian Literature", International Journal Of English and Studies, Volume-4, Issue-3, ISSN: 2581-8333; Impact Factor: 5.421.
2. Begum, Abida. "Importance of English Language in India: Its Role in Present National and International" International Journal of Interdisciplinary and Multidisciplinary Studies. Vol 1(5)
3. Naik, M K. & "A History of Indian Literature" & Naik, M K, New Delhi: SahityaAkademi, 1991
4. Samanth Reddy. "Lecturer in English, IMPORTANCE OF ENGLISH IN TODAY'S WORLD International Journal of Academic Research. Vol.3 (2) 2016 pp
5. Venugopal, C. "Asif Currimbhoy's The Doldrummers: A Glimpse into the Bombay Shacks." Aspects of Indian Writing in English, Ed. M.K. Naik. Delhi: The Macmillan Co. of India, 1979.



Quality Services in Digital Banking

Dr. Hanumanthappa

Assistant Professor, Department of Economics
Government Arts College, Chitradurga. Dist- Chitradurga

Corresponding Author- Dr. Hanumanthappa

Email- rbhanumanthappa@gmail.com

DOI- 10.5281/zenodo.8159034

Abstract

Digital banking is also called as internet banking and online banking and it allows patrons of financial institutions to manner precautionary transactions on a secured websites worked by the institutions. This can be a retail bank, cybernetic bank, credit union or construction civilization. The purpose of the study was to know the awareness level of the customer about digital banking services, customer satisfaction toward services and major problem faced by the customers while transacting with the digital banking and also to assess the impact of service quality on customer satisfaction in digital banking services. The research paper is based on Descriptive research, but it can't be used to create causal relationship, where one variable affects another. The information is collected through primary and secondary sources for the project with the help of a questionnaire and articles on digital banking services taken from journals, magazines published from time to time, through internet. Convenient and Judgment sampling technique was used for the study. 96 respondents were considered for the study. It can be concluded that the key factors which the banks needs towards creating awareness program, problem solving of the customers and increasing the level of confidence by providing security for their transactions and getting the feedback monthly, quarterly, or yearly so that the banks will get to know what to improve further to make the customer satisfied and keep them touch with the services newly offered by the banks. It includes increased customer satisfaction, customer retention, positive word mouth, enlarged market share, increased profitability and improved performance.

Keywords: Digital Banks, Online Services, Customer Satisfaction.

Introduction

Digital banking is the digitalization of all the traditional banking activities and programs that historically were only available to customers when physically inside of a bank branch. This includes activities like: Money Deposits, Withdrawals, and Transfers.

The internet banking is a parasol period for the procedure by which a supporter may perform banking transactions by electronic means without go to a brick-and-mortar institute. The next relationship to all refer to one to one form or another of online banking or personal computer (PC) banking, internet banking, cybernetic banking, internet banking, home banking, remote electrical banking, and phone bank etc. and personal computer (PC) banking, internet or online banking is the most often used images. It must be noted however, that the terms

used to tag the many kinds of internet banking are often used inter alia.

Online banking is an energy that is not new to their customers and Banks having been only if their facilities to customers automatically for all the time through software program in banks. These software programs permissible the user's PC to regulator up the bank directly. In the earlier however and banks have remained very disinclined to offer their customers with banking through the internet due to security anxieties.

Now a day's banks appearance to be jumping on the movement of internet banking. Why is there an unexpected increase of bank benefits in the internet? The main first reason is since of the improved security and encryption approaches developed on the internet and the second reason is that banks prepared not need to be

misplace a PMS [potential market share] to banks that were debauched to offer their facilities on the online. Many of the banks are contributing online banking facility and built on the overhead statistics in addition the analysts, digital banking the businesses absorbed on growing and improving their online banking services. By means of a part of this, the banks in progress to collaborate with purposes through online.

A customer having individual internet access must record with the institution for the service and setup some password (under several names) for customer confirmation. The password for online banking is generally not the same as for (phone banking). Financial organization now regularly assign customers numbers (also under same names), whether or not regulars intend to access their online banking capacity. Customer's figures are normally not the same as account numbers, since numbers of accounts can be related to the one client number. The customer will link to the customer number any of those accounts which the customer panels. Which may be cheque, savings, loan, credit card and additional accounts? Customer's numbers will also not be the similar as any debit or credit card supplied by the monetary institution to the customer.

To admission online banking, the customer would go to the financial organization's website, and enter the internet banking facility using the customer number and PIN. Some financial institutions have set

Data Analysis and Interpretation

Gender Classification

Table: 1 - Gender Classification of the Respondents

Responses	Frequency	Percentage
Male	44	44.00
Female	52	52.00
Prefer Not To Say	4	4.00
Total	100	100.00

The above shows the frequency of males, females and prefers not to say of the total samples taken for the study. In the total sample 43% are male respondents, 52% are females and 4% are prefer not to say

up extra security steps for entrée, but there is no constancy to the approach accepted. Internet banking is as the mechanical transfer of new and traditional banking products and services straight to customers through electronic and cooperating communication channels. It is including the systems that agreement financial institution customers and persons or businesses. To admittance accounts, obtain info on monetary products and services through a general public or private website including the internet, customer's starter online banking facility using a smart electronic device.

Statement of the Problem

The success of digital banking not only depends on the technology but also on the large extent the attitude, commitment and involvement of the operating at all the levels and how far the customers get the benefit from digital banking services. It is crucial for the banks that offer Internet banking services periodically and consistently measure the satisfaction of their customers. The purpose of this study is to examine the customer satisfaction with various service quality dimensions.

Objectives of the Study

1. To find out the major issues faced by the users in digital banking services.
2. To evaluate the impact of service quality in digital banking services.
3. To ascertain the customer satisfaction level towards the digital banking services.

respondents. So the female respondents are more. It is clear that more than half of the respondents are females and prefer not to say respondents are also involved in the study.

Age of the Respondents

Table: 2 - Age of the Respondents

Age	Frequency	Percentage
18 TO 25	60	62.50
25 TO 35	21	21.88
35 TO 50	15	15.63
Above 50	0	0.00
Total	96	100.00

The above shows that 62.50% of the respondents out of 100 are aged between 18-25, 21.88% of the respondents are aged between 25-30 and 15.63% of the respondents are between 35-50 and no one are using digital banking services more than 50 and

above. It is clear, that new customers of the bank and the youths are using more the digital banking services and above 50 age people are not using the services of digital banking.

Monthly Income of the Respondents

Table: 3 - Monthly Income Earning by the Respondents

Income Category	Frequency	Percentage
Upto 10000	48	50.00
10000 to 30000	23	23.96
30000 to 50000	14	14.58
Above 50000	11	11.46
Total	96	100.00

From the above table it is analyzed that 50% i.e., 48 respondents are earning up to 10000 and 23.96% i.e., 23 respondents are earning more than 10000 and up to 30000, and more than 30000 earning respondents

are very less. From the above graph it is interpreted that the users of the digital banking service are earning less than 10000 and very few respondents are respondents are earning above 30000.

Duration of Account Holding

Table: 4 - Duration of Having their Accounts by the Respondents

Duration	Frequency	Percentage
1 to 3 years	48	50.00
3 to 5 years	23	23.96
5 to 10 years	14	14.58
More than 10 Years	11	11.46
Total	96	100.00

From the above Table, it is analyzed that half of the percent 1-3 years having their account in the bank. The above graph shows that the respondents are have their account

below 5 years so they opened their accounts in the recent years and less respondents are holding accounts above 5 years.

Awareness Level of Respondents

Table: 5 - Awareness Level of the Respondents

Responses	Frequency	Percentage
Yes	27	28.13
No	69	71.88
Total	96	100.00

The above shows the awareness level of the respondents about digital banking services. Among them 71.88% of the respondents are aware about the digital banking while opening the account with the bank. And 28.13% of the respondents are not

aware about it. From the above graph it is interpreted that more than 70% of the respondents are aware about the services and they are making use of the digital services and less than 30% of the respondents are not aware about the digital services.

Using of Digital Banking Services

Table: 6 - Using of Digital Banking Services

Responses	Frequency	Percentage
Yes	87	90.63
No	9	9.38
Total	96	100.00

The above graph shows that more than 90.63 percentages are using the digital banking and the respondent of no is 9.38 percentages. From the above it can be

interpreted that more than 90% are using the digital banking services. This shows the good opinion on digital banking, only 10% are not using digital banking services.

Reasons for Not Using Digital Banking Services

Table: 7 - Reasons for Not Using Digital Banking Services

Reasons	Frequency	Percentage
Manual Banking is more Convenient	23	23.96
Not Aware	20	20.83
Lack of Confidence	34	35.42
Finding the Process is too Difficult	19	19.79
Total	96	100.00

From the above Table, it can be seen that the reason for not using Digital banking services. Many of the respondents not using because of lack of confidence (34), and 23 were not using because of manual banking is more convenient for them, 20 were not aware about it and 19 respondents are finding the process is too difficult. The graph shows the

reason for not using digital banking services by the respondents. Here analysis shows that majority of the respondents are not using because of lack of confidence i.e., 35% of the sample, 24% are feeling manual banking is more convenient for them and 21% are not aware about it and remaining were finding the process too difficult.

Reasons for Using Digital Banking

Table: 8 - Reasons for Using Digital Banking

Reasons	Frequency	Percentage
Better information	18	18.75
Limited time consumption	13	13.54
24*7 availability of services	49	51.04
Simplified process	16	16.67
Total	96	100.00

The above Table shows the various reasons for using digital banking. Nearly 49 respondents are using because of 24*7 availability of services and 18 respondents are using because of better information, 16 respondents are using because of and lastly 13 respondents are using for saving their

time. The above graph shows the reason for using digital banking services many of the respondents are using this because it is available in 24*7 and other respondents are using it to get better information and simplified process and limited time consumption.

Recommenders to Use Digital Banking

Table: 9 - Recommenders to Use Digital Banking Services to the Respondents

Responses	Frequency	Percentage
Self Awareness	36	37.50
Family	19	19.79
Friends	32	33.33
Job Purpose	9	9.38
Total	96	100.00

From the above Table it shows that majority of the respondents are self-aware that is 36, and some of the respondents are influenced by their friends i.e., 32, and 19 respondents are influenced by their family and very less respondents are using for job

purpose. The above graph shows that the majority of the respondents are self-aware of using digital banking services i.e., 50% and half of the respondents are influenced by friends, family and very less is using because of job purpose.

Motivational Factor for Using Digital Banking

Table: 10 - Motivational Factor for Using Digital Banking Services

Responses	Frequency	Percentage
Rewards	26	27.08
Simpler/Clearer	26	27.08
Security	25	26.04
Free Transactions	19	19.79
Total	96	100.00

The above table shows that many of the respondents are motivated because of reward, simpler/clearer, and security purpose i.e., (26,26,25) and less number of

respondents are motivated because of free transactions i.e., 19 out of 96. From the above graph interpreted that 80% of the respondents are motivated by security,

simpler and rewards and 20% of the transactions.
respondents are motivated by free

Frequency of Using Digital Banking

Table: 11 - Frequency of Using Digital Banking Services

Responses	Frequency	Percentage
Regular	28	29.17
Moderate	41	42.71
Not Much	27	28.13
Total	96	100.00

From the above, it shows that 42.71% of the respondents are using moderate, 29.17% of the respondents using regularly and 28.13% are not using much. From the above graph it

is interpreted that majority of the respondents are moderately using digital banking services and remaining are using regularly and not much.

Purpose of Using Digital Banking Services

Table: 12 - Purpose of Using Digital Banking Services by the Respondents

Responses	Frequency	Percentage
Online Payroll	0	0.00
Online Booking	19	19.79
Online Bill Payment	17	17.71
Money Transfer	43	44.79
Online Purchase	17	17.71
Other Uses	0	0.00
Total	96	100.00

From the above it is analyzed that 43 respondents are using digital banking services for the purpose of money transfer; 19 respondents are using for the purpose of online booking and 17 respondents are using for making bill payments and online purchase. No respondents are using for online payroll out of 96 respondents. From

the above graph it is interpreted that majority of the respondents are using digital banking services only for money transfer and relatively a smaller number of respondents are using it for making online booking, online bill payment and online purchase. And no one are using for online payroll purpose.

Automated Services

Table: 13 - Automated Services used by the Respondents

Responses	Frequency	Percentage
ATM/Debit Cards	51	53.13
Credit Cards	14	14.58
Internet Banking	31	32.29
NEFT/RTGS/ECS	0	0.00
Total	96	100.00

The above shows that 53.13% of the respondents out of 96 are using ATM/Debit cards and 32.29% are using internet banking and 14.58% of the respondents are using credit cards. From the above graph it is found

that nearly half of the respondents are using ATM/ Debit cards as automated service and remaining half of the respondents are using internet banking, credit cards and no one are using NEFT/RTGS/ECS.

Mode of Payment Preferred

Table: 14 - Mode of Payment Preferred by the Respondents

Responses	Frequency	Percentage
PAYTM	24	25.00
Google Pay	29	30.21
BHIM	10	10.42
Phone Pay	26	27.08
Other	7	7.29
Total	96	100.00

The above shows that Google pay users are more that is 30.21% of the respondents out of 96, phone pay users are 27.08% , Pay TM users are 25% and BHIM

users are 10.42% and very least respondents are using other payment method i.e., 7.29%. It is interpreted that Google pay users are more than other payments like Pay TM,

phone pay and other payment mode are using very few respondents out of 96 respondents.

Satisfaction Level

Table: 15 - Satisfaction Level of the Respondents from the Digital Banking Services

Responses	Frequency	Percentage
Highly Satisfied	16	16.67
Satisfied	53	55.21
Neutral	18	18.75
Dissatisfied	9	9.38
Highly Dissatisfied	0	0.00
Total	96	100.00

This clearly shows that 55.21% of the respondents are satisfied of using digital banking services, 18.75% of the respondents are neutral and 16 respondents are highly satisfied and only few are dissatisfied from the digital banking services. Therefore, it is

interpreted that more than half of the respondents are satisfied by the digital banking services and all the respondents are satisfied highly and neutral and only very few are dissatisfied.

Time Consumption in Digital Banking

Table: 16 - Time Consumption in Digital Banking Services

Responses	Frequency	Percentage
Yes	36	37.50
No	60	62.50
Total	96	100.00

The above Table shows that 62.50% of the respondents are saying that it is not time consuming and 37.50% of the respondents are feeling the digital banking service is time consuming. It can be interpreted that the digital banking service is not a time consuming as more than half of the respondents are feeling it is not time consuming and less than half are feeling it is time consuming.

banking, lack of awareness and process difficulty.

Summary of Findings

1. In digital banking services 43% of males are using it more than the males 51.50% female are using and also even prefer not to say people also using digital banking services.
2. Most of the users are qualified with post graduate 60% and graduation 24% so that it is found that only educates are most using it and majority of the users are students.
3. The 47.24% public sector banks are found that technologically advanced compared to private sector.
4. Most of the respondents are aware and using the digital banking services while opening the account very less respondents are not aware about the services and they are aware by themselves and some of their got to know from family and friends about the services of digital banking.
5. The non-users of digital banking services are not using because of lack of confidence, convenience of manual

6. The users of digital banking services using anytime availability, less time consumption and better information.
7. The users of the digital banking services are motivated to use because of rewards, security purpose, free transaction and simpler .and they are using in moderate not regularly more.
8. The most of the respondents are using for the purpose of money transfer, online booking and online bill payment purpose and by using automated services that is ATM and internet banking and making payment majority by Google pay and pay tm.
9. All the respondents are satisfied with the services of digital banking no one are dissatisfied and the it is not time consuming and the service charges, service quality is also very good.
10. The difficulties faced by the users are impersonality of services, assistance and security problem and the users are recommending others to use the digital banking services to others.

Conclusion

Digital banking services are presently very much important for the customers and the banker. With the help of the services the banks can get more customers for the bank and the transaction level of the customers also increases because of less time consumption, security and 24*7 availability

of services. It is concluded that time consumption for the transaction, confidence of the customer and more services offered by the banks regards to automated services, motivational services and simpler process the customers are moving forward to use the digital banking services. The banks should also provide awareness program or should inform regularly about the services offering by the banks so that the non users of the digital banking services also get to know and they will also start to use the digital services. Because of security, less confidence, service charges and due to some threats the customers are not forwarding them to use the services. If bank solves these problems definitely the customers will move a step towards using the digital services. The study brings about the key factors which requires the banks attention need to be given towards s creating awareness program, problem solving of the customers and increasing the level of confidence by providing security for their transactions and getting the feedback monthly, quarterly, or yearly so that the banks will get to know what to improve further to make the customer satisfied and keep them touch with the services newly offered by the banks. It includes increased customer satisfaction, customer retention, positive word mouth, enlarged market share, increased profitability and improved performance.

References

1. Amin, Muslim. 2016. Internet Banking Service Quality and Its Implication on E-Customer Satisfaction and e-Customer Loyalty. *International Journal of Bank Marketing* 34: 280–306. [Google Scholar] [CrossRef]
2. Awan, Usama, Andrzej Kraslawski, and Janne Huiskonen. 2020. Progress from Blue to the Green World: Multilevel Governance for Pollution Prevention Planning and Sustainability. In *Handbook of Environmental Materials Management*. Edited by Chaudhery Mustansar Hussain. Cham: Springer, pp. 1–22. [Google Scholar] [CrossRef]
3. Awasthi, Anjali, Satyaveer S. Chauhan, Hichem Omrani, and Ariyo Panahi. 2011. A Hybrid Approach Based on SERVQUAL and Fuzzy TOPSIS for Evaluating Transportation Service Quality. *Computers and Industrial Engineering* 61: 637–46. [Google Scholar] [CrossRef]
4. Bauer, Hans H., Maik Hammerschmidt, and Tomas Falk. 2005. Measuring the Quality of E-banking Portals. *International Journal of Bank Marketing* 23: 153–75. [Google Scholar] [CrossRef]
5. Bollen, Kenneth A., and Kwok-fai Ting. 2000. A Tetrad Test for Causal Indicators. *Psychological Methods* 5: 3–22. [Google Scholar] [CrossRef]
6. Braun, Virginia, and Victoria Clarke. 2006. Using Thematic Analysis in Psychology. *Qualitative Research in Psychology* 3: 77–
7. Basha, Jeelan, Haralayya et al. Performance Analysis of Financial Ratios - Indian Public Non-Life Insurance Sector (April 30, 2021). Available at SSRN: <https://ssrn.com/abstract=3837465>
8. Haralayya, Bhadrappa. Study on Performance of Foreign Banks in India (April 2, 2016). Available at SSRN: <https://ssrn.com/abstract=3844403> or <http://dx.doi.org/10.2139/ssrn.3844403>
9. Haralayya, Bhadrappa. E-Finance and the Financial Services Industry (March 28, 2014). Available at SSRN: <https://ssrn.com/abstract=3844405> or <http://dx.doi.org/10.2139/ssrn.3844405>
10. Haralayya, Bhadrappa, Saini et al. An Overview on Productive Efficiency of Banks & Financial Institution. *International Journal of Research* 2018; 5(12). Available at SSRN: <https://ssrn.com/abstract=3837503> 5.
11. Haralayya, Bhadrappa. Review on the Productive Efficiency of Banks in Developing Country. *Journal for Studies in Management and Planning* 2018; 4(5). Available at SSRN: <https://ssrn.com/abstract=3837496>
12. Haralayya, Bhadrappa. The Productive Efficiency of Banks in Developing Country with Special Reference to Banks & Financial Institution (April 30, 2019). Available at SSRN: <https://ssrn.com/abstract=3844432> or <http://dx.doi.org/10.2139/ssrn.3844432>



Poverty and Inequality in India: Causes and Effects

Prabhuling. Sapali

Assistant Professor, Department of Economics
Government First Grade College, Kembhavi. Karnataka.

Corresponding Author- Prabhuling. Sapali

Email- prabhuling.sapali@gmail.com

DOI- [10.5281/zenodo.8159048](https://doi.org/10.5281/zenodo.8159048)

Abstract: The study is conducted with the objective of understanding the causes and effects of poverty and inequalities in India and it is found that Unemployment, Education, Skills and capabilities, Family size and Gender are the causes for poverty in India and poor Purchasing power, Child labor, lower Education level, Malnutrition and High crime rate are the effects of poverty. It is also found that, Labor market, Gender, Education, Inheritance, Skills and capabilities and Job opportunities are the causes for inequality and it has the effects like Class-conflict, Exploitation of poor people, Political domination, Creation of monopolies, Suppression of talent, Undemocratic activities. It is concluded that these two challenges needs to be addresses in a better way for good social setup and better economic growth.

Key words: Poverty, Inequality, Causes and Effects of Poverty and Causes and Effects of Inequality.

Introduction

Poverty and inequality are the two important factors affecting the economic development of any country. Poverty is the state where a citizen's income is not sufficient to meet the basic needs such as food clothing and shelter. The major reasons for the poverty in India are unemployment, population, skills and capability of citizens, education level and others. Because of these reasons India till today have not overcome from poverty. Poverty in any country leads to inequality. Inequality can be viewed in many perspectives but generally it is viewed as income inequality. Income inequality can be referred as the extent to which income is equally distributed to among the population of the country. This inequality will not be there in the any economy if the citizens get equal opportunity to earn income, equal opportunity to obtain skills and capabilities and so on. Poverty and inequality of income both are interrelated and both are the indicators of economic state of the country.

Objectives of the Study

1. To study the causes and effects of poverty in India.
2. To study the causes and effects of inequality in India.

3. Poverty in India

3.1: Causes of poverty in India

In India poverty is the big issue both pre and post independence even after taking many corrective actions to eradicate poverty. The major reasons for poverty in India are:

1. **Unemployment:** Unemployment is the major cause for poverty in India. Majority of Indian population do not get sufficient work so that they can earn sufficient amount of money to meet their basic needs of life.
2. **Education:** Education level in India is still less compared to other developed countries as poverty for Indian population is unsolved issue. Indian population education level and the quality of education is not sufficient meet the industrial expectations as majority of its populations income is not sufficient to meet its basic needs like food, clothing and shelter.
3. **Skills and capabilities:** Skills and capabilities of every individual are different and unique. To acquire skills, one has to undergo certain level of education and training for which income of individuals should be sufficient get these but the population with less income cannot acquire these skills and capabilities. Without skills and

capabilities individuals fails to get jobs and earn good amount of income to meet their basic needs.

4. **Family size:** Generally, Indian families are bigger compared to other countries and these bigger families have limited working members which results higher expenditure and lower savings as a result of which these bigger families will never overcome from poverty.
5. **Gender:** Generally, females of Indian families not prefer to work because different social and family issues. As a result of which that family loses the valuable monetary contribution from its family even though it enhances the economic status of the family.

3.2: Effects of poverty

Poverty in India has the following effects on economy and society at large and the effects are:

1. **Purchasing power:** The purchasing power of the population will very much lower in the economy if the majority of its population is exposed to poverty and it will be very much high if a countries majority population is not exposed to poverty.
2. **Child labor:** Poverty in any country will increase child labor in the country. Economically poor families send their children to work as they are short of money to meet their family basic needs.
3. **Education level:** As the population is facing money shortage to meet their basic needs they will be more focused on earning more money to meet their basic needs because of education level among the population will be lower.
4. **Malnutrition:** Malnutrition is another effect of poverty on population. Families with lower income are unable to spend money on nutritious food items to maintain good health of their family members as a result of which families may suffer from malnutrition problem.
5. **High crime rate:** Population in the country may motivate to participate in illegal and criminal activities to get more money in short period of time to overcome from poverty. As a result of which crime rate in the society will be high.

Inequality in India

4.1: Causes for Inequality

In India, inequality in distribution of income was there both pre and post independence even after taking many suitable measures to

fill the gap in distribution of income among the population. The major reasons for inequality in India are:

1. **Labor market:** Inequality may be caused by the labor market as they labors are getting only less important work to perform or work that don't require special skills and capabilities which will never motivate a labor to more skills and knowledge so that he can perform jobs with good monetary reward. As a result of which inequalities will increase.
2. **Gender:** Generally, females workers are more exposed to the risk of getting less remuneration as they are paid less when compared with the male workers. As a result of which inequalities will increase.
3. **Education:** Generally, poor people are cannot spend more on getting themselves educated as they have shortage of money to meet their basic needs. As result of which education level of poor population will be less and that will not allow them to get good jobs. As a result of which inequalities will increase.
4. **Inheritance:** Some people may be born in rich families and they have access to all those things which make them to maintain the same state or increase the present economic state. But the people born in poor families will have less access to basic needs of life will not get sufficient chances to overcome from that situation.
5. **Skills and capabilities:** Generally, the persons with good skills and capabilities will get good job with good remuneration to acquire good skills and capabilities that person should be able to pay greater cost which is not possible all, as a result of which inequalities will increase in the country.
6. **Job opportunities:** A person will be lucky if he gets a good job opportunity. The sufficient amount job opportunities will reduce the inequalities if the people don't get sufficient amount job opportunities than it will to increase in inequalities.

4.2: Effects of Inequality.

Inequality in India has the following effects on economy and society at large and the effects are:

1. **Class-conflict:** Inequalities may create two different classes in the society namely class of people with all basic needs of life and class of people without all basic needs of life. These two classes

in the society may be the reason for many conflicts in the society.

2. **Exploitation:** Inequalities in the society may lead to exploitation of poor people by the rich as the poor people are very much in needs of money to meet the basic needs of life.
3. **Political domination:** The rich people in the society may dominate the political system as they are very much interested in doing so. The rich people will promote only their interest as a result of there will be injustice, corruption and other social will be their in the society.
4. **Creation of monopolies:** The rich people with good amount of capital may invest and start new venture and earn more returns to get richer. Whereas persons with less amount of capital will not invest new venture. As a result of which the people with huge amount of capital will become the monopolies in the market.
5. **Suppuration of talent:** The larger inequalities in the country will lead to suppuration of talent. It is easy to present the talent of a rich person but it's

very difficult to present and get recognition for a poor person talent. Poor person's talent will not be used in the best possible way as the person monetary limitation.

6. **Undemocratic:** The greater inequalities in the country will never give you a good democratic administration. Democratic administration is possible only with the grater equalities in distribution of wealth and income.

Conclusion: Poverty and Inequality are the two major challenges that India is facing both pre and post independence period. The government has taken suitable course of actions to overcome from these challenges but still these challenges are need to be addressed in a better way for better economic growth and better social setup.

Bibliography:

1. <https://www.economicdiscussion.net>
2. <https://www.insightsonindia.com>
3. <https://www.eapn.eu>
4. <https://borgenproject.org>
5. <https://fairgaze.com>
6. <https://www.insightsonindia.com>



Agriculture Labor in India and Their Problems

Dr. Sreenivasa Reddy. B

Assistant Professor, Department of Economics
SSA Government First Grade College(Autonomous)Ballari, Karnataka.

Corresponding Author- Dr. Sreenivasa Reddy. B

Email- reddybudlera@gmail.com

DOI- 10.5281/zenodo.8159056

Abstract: The paper was studied with the objective to know the agriculture labor working in India and in Karnataka and to know the problems of agriculture labor. And it is found that, out of Per 1000 Rural and urban people working as Agriculture labor in Karnataka are comparatively more than in India. And it is found that, Wage and income, Employment, Indebtedness, Wage discrimination and the reasons agriculture workers problem.

Key words: Agricultural Labor, Rural Agricultural Labor, Urban Agricultural Labor and Problems of Agricultural Labor.

Introduction:

Agriculture labor is any person who is engaged in agriculture and its allied works for whole time or part time. The agriculture labors are not exposed to cultivation risk and lease contract risk but at the same time they are rewarded with the wages as returns to their work. Agriculture labor is also defined as ‘any person who is earning his / her whole income by performing his work in the field of agriculture and its related activities. Majority of Indians work as agriculture labor to meet their basic need of life. Agriculture labors are neglected in India both in rural and urban area. Generally, agriculture labors work irregularly and they don’t get the

sufficient money for their work. Since the agriculture labor are not skilled to perform the work so they get less wages for their work

Objectives of the study:

The objectives of the study are:

1. To study the agriculture labor working in India and In Karnatak.
2. To know the problems of agriculture labor.

Agriculture labor in India and in Karnataka:

Agriculture labors from both rural and urban areas are participating agricultural activities is as follows.

Table: 01: Agriculture participation by the agriculture labors in Karnataka and in India.

Year	Particulars	India (per 1000 people)	Karnatak (per 1000 people)
1999 – 2000	Rural	354	378
	Urban	423	491
2004-2005	Rural	384	397
	Urban	446	546
2009-2010	Rural	414	499
	Urban	362	393
2011-2012	Rural	406	545
	Urban	367	388

(Source: RBI annual reports)

In India, Per 1000 rural people 354 people were working as agriculture labors in 1999-

2000 and 406 in the year 2011-12 and Per 1000 urban people 423 people were working

as agriculture labors in 1999-2000 and 367 in the year 2011-12.

In Karnataka, Per 1000 rural people 378 people were working as agriculture labors in 1999-2000 and 545 in the year 2011-12 and Per 1000 urban people 491 people were working as agriculture labors in 1999-2000 and 388 in the year 2011-12.

Per 1000 Rural and urban people working as Agriculture labor in Karnataka is comparatively more than in India in 1999-2000, 2004-2005, 2009-10 and in 2011-2012 and agricultural labor participation has decreased in urban area.

Problems of agriculture labor in India.

The agriculture labor in India faces many problems in their everyday work. Some of them are:

1. **Wage and income:** Wage rate of agriculture labor is low and income of agricultural labor is also low but in recent days the wage rate have increased at the same time the prices of basic goods and services have also increased which made real wage rate to remain unchanged.
2. **Employment:** The agriculture labor will not get work for the whole year and they remain unemployed for some days as the agriculture work is seasonal in nature.
3. **Indebtedness:** The agricultural labors take loan from non-institutional sources like Sahukars, Money Lenders etc. who charge greater rate of interest on loans as a result he will never come out of such loans.
4. **Wage discrimination:** Wage discrimination is more common in rural environment. Generally wages are discrimination is done on the bases link gender, color, income and so on. Generally, male population is already ready to receive pay of the customer.
5. **Child labor:** In agriculture it a big issue. As the people working as labors have decreased as a result of which child labors are used and they are over utilized. in their work.
6. **Migrant labor:** People are migrating from one place to other place as a result of they are not getting sufficient works in villages. At the same time due to green revolution many jobs have been created in different fields. So agricultural people migrate from one place to other place.
7. **Housing problem:** Majority of the agricultural labors do not have their own houses as a result of which they may

agree to do the jobs for those, who have sufficient land and income. Agriculture labors will not get any return from landowners as they are not paying any rent to their houses.

8. **Mechanization:** At present due to modernization in all economic activities Machines have greater demand to perform the job. But the modernization have created more unemployment in agriculture sector by advanced machines useful for agriculture sector.
9. **Scope of jobs:** The availability of jobs are less in the villages than the number of worker who wish to work in the village.
10. **Social status:** Social status of agricultural labors is very low are the majority of the workers belongs to poor families and they are miss utilized in the different types of job.

Conclusion:

It is concluded that, Per 1000 Rural and urban people working as Agriculture labor in Karnataka is comparatively more than in India in 1999-2000, 2004-2005, 2009-10 and in 2011-2012 and agricultural labor participation has decreased in urban area and they are facing many problems such as Wage and income, Employment, Indebtedness, Wage discrimination, Child labor, Migrant labor, Housing problem, Mechanization Scope of jobs: Social status. And it is also concluded that there is need to take some policy decisions to overcome from the problems.

Bibliography:

Websites:

1. <https://www.allexamnotes.com>
2. <https://www.jagranjosh.com>
3. <https://data.worldbank.org>
4. <https://www.researchgate.net>
5. <http://www.shanlaxjournals.in>
6. <http://www.shanlaxjournals.in>
7. <https://pib.gov.in>



“An Empirical Study on Social Entrepreneurship”

Dr. Ravi. S.P

Principal & Assistant Professor of Commerce, SC/ST Residential Government First Grade College, Malladihalli, Holalkere- Taluk, Chitradurga-District, Karnataka

Corresponding Author- Dr. Ravi. S.P

Email- ravisp2009@gmail.com

DOI- [10.5281/zenodo.8159069](https://doi.org/10.5281/zenodo.8159069)

Abstract:

Social entrepreneurship has turned into the buzz word in India and all over the planet. Individuals have seen this as idea of charity a piece charming in nature. It has the best combination of social assistance and business; this mix makes it most alluring thus extraordinary in nature. Normally business is connected with monetary exercises and being savagely benefit making and disregarding friendly advantages or cultural prosperity. In the current time of weighty industrialization also, monetary development, cultural increases have reclaimed seat or indeed, even out of the sight from one side of the planet to the other, including India, with the idea of social business ascending in India and all over the planet has helped in serving the general public in more significant way than any time in recent memory alongside living the soul of business venture with its fullest. Social entrepreneurship isn't a more current idea yet the situating of the thought has rose higher than at any other time lately. As legislature of India has made CSR a more sensible obligation than a simple convention, corporate are currently searching for their grater jobs in aiding the general public as it were that is both financially and socially advantageous. As the importance of social business itself makes sense of that its fine mix of business venture and cultural increases. In later times, the idea has taken new characters and shapes, and has been acknowledged among more extensive regions. This paper is a point by point concentrate on assortment of themes connected with social entrepreneurship, including the calculated system, cycle and difficulties looked by social entrepreneurship in India. The paper likewise centers around jobs and obligations of social entrepreneurship in India society.

Keywords: Social Entrepreneurship, Social Entrepreneurs, Economic Entrepreneurs, Social Needs.

Introduction:

Social entrepreneurship is the center power of monetary development; the financial improvement which one encounters is simply due the winning power of Social entrepreneurship. The shared characteristic between every one of the created countries from one side of the planet to the other is the presence of business. Financial advancement is completely founded on the development of business and that's just the beginning the Social entrepreneurship is developed, framework as well as all the marks of advancement has additionally developed. In exceptionally short length of time, administration of different expresses by and large around the world, have perceived and underlined the significance of Social entrepreneurship. Subsequently state run

administrations have begun working on the essential basis/framework expected for the deliberate improvement of business in their separate nations. India additionally grasped the significance of business and worked a great deal in the by and large advancement of Social entrepreneurship.

The exceptionally fundamental component of by and large improvement including social, can be added to business' definite development. The Social entrepreneurship has numerous different kinds as well; it is separated on various attributes and models, one of the rules being Social. This kind of business is very extraordinary in nature and has various mixes of parts. The superb goal of social entrepreneurship stands not the same as the typical goals of business venture; here social

advantages are clubbed with financial advantages. The vast majority of the times, social entrepreneurship is utilized in equivalent with social help/work in social work, NGOs or social specialists just spotlight on work which is being accomplished for poor people or denied segment; it isn't really for benefits, yet for administration. Running against the norm, social entrepreneurship recalls benefits for social help together and puts non individual advantages in center. The Indian diasporas in fact required something like this where the general public gets greatest of advantages from pioneering qualities.

Social entrepreneurship is an extremely useful peculiarity as it addresses the lower part of the pyramid of market by offering items and administrations, which are both inventive and modest. Making the merchandise accessible to denied segment of the market also, acquiring benefits from them. The purchasers of social undertakings are exceptionally low pay individuals, who have least pay yet most extreme requests, social business visionaries gadget such an item or administrations which can address both the criteria of this market section which is for the most part alluded to as lower part of the pyramid market. Social business is simply one more sort of business with specific qualities, including creating gains, selling, and advancement. In any case, contrast is, it is not completely depended or pushes upon the benefit making, maybe it centers around friendly changes and social additions over individual additions. A few social entrepreneurs which are laid out in India are changing the actual essence of society by adjusting the social irregularity. Legislature of India additionally energizes such drives by persuading them also, granting them an opportunity to time alongside some private establishments doing the same. There are a few instances of social business venture which clears that contacts the very essential of the general public. The most conspicuous model incorporate miniature supporting, instructive organizations, clinical establishments and so on. The superb goal of social business is to get changes the general public rather than bringing in cash for themselves. Yet, they are still monetarily clubbing their exercises.

Objectives:

1. To study social entrepreneurship with its basic framework.

2. To underline the roles and responsibilities of social entrepreneurs in India society.
3. To list out the challenges faced by social entrepreneurship in India.

Research Methodology:

The exploration strategy which is applied during the examination study is elucidating in nature. The information assortment of information is finished on optional premise and the examination is completely finished to meet the targets set already for the current exploration. The information and data which is outfitted in the review is taken from the different auxiliary sources. Different reports and studies, books on social entrepreneurship have been refereed in the current examination. Research papers on related points have been taken for the sources of information. Web assets connected with the point have been utilized for the data. Websites and distributed material of social enterprises working all over India and all around the world. The wide range of various distributed material on social entrepreneurship or entrepreneurship has been alluded during the exploration.

Social Entrepreneurship-

Social entrepreneurship is one of the significant feeder of business venture, it is something other than altruism and massively affects social changes/ upliftment in non-industrial countries. Government has begun empowering social entrepreneurship to extraordinary degree so the social disparities can be dealt with and an ideal society can be accomplished too. Social entrepreneurship is implied by extraordinary kind of drives, which is both social work and monetary in nature. Wikipedia characterizes social entrepreneurship as "Social entrepreneurship is crafted by a social business person. A social business person is somebody who perceives a social issue and uses pioneering standards to sort out, make, and deal with a dare to roll out friendly improvement. While a business visionary regularly gauges execution in benefit and return, a social business person surveys progress with regards to the effect she/he has on society." This meaning of social business is obviously advances the essential parts of social business venture; they are-

1. It is embraced by unique gathering refereed as social entrepreneurs.

2. It is circumstance where social issue is distinguished and tackled utilizing pioneering standards.
3. The fundamental reason remains at bringing social changes, instead of creating individual gains.
4. Social entrepreneurship is effective with regards to not the large benefits, but rather the unquantifiable social effects.
5. The endeavor laid out by Social entrepreneurs is called as social enterprise and prime spotlight is on friendly developments for winning social issues.

"Social entrepreneurship is the method involved with perceiving and ingeniously seeking after amazing chances to make social incentive for society. Social entrepreneurs are imaginative, persuaded for settling social issues, creative, and results situated. They set up an outlook after best reasoning in both the business and non-benefit universes to foster techniques that expand their social effect by tending to social disparities and social issues. These social entrepreneurs exist in a wide range of associations: enormous and little; new and old; strict and common; non-benefit, for-benefit, and cross breed. Such associations contain the 'social area'".

Traits of Social Entrepreneurship

The fundamental characteristics of social entrepreneurship is in seeing the social issue and addressing it by neighborhood mastery. Following are the characteristics of social business venture, which are normally existing in friendly business venture-

1. Social entrepreneurship has risk taking limit like some other part of business venture, it faces challenges and vulnerabilities in setting up a social business people.
2. Social entrepreneurship has vision and premonitions also, it sees the issues and finds the arrangement like no one can envision about.
3. Social entrepreneurship gives initiative and heading to individuals who are working in social undertaking for accomplishing a shared objective.
4. The greatest and likely the novel component of business is imagination, which exists in friendly business too. Social entrepreneurship searches for savvy fixes for social issues.
5. Making social qualities is one of the most significant and unmistakable characteristic

of social entrepreneurship. This characteristic likewise keeps it separated from financial business. Dissimilar to monetary business, social business centers around making social worth alongside financial worth. Social worth alluded to social advantages which are apparent also.

6. Social entrepreneurship continues to give social advancements; social developments are the novel arrangement for prevailing social disparity or social issue. One of the main qualities of social entrepreneurship is social development, which is accessible in social entrepreneurship as it were.

7. Social entrepreneurship is principally centered around non-individual acquires now and then alluded as friendly additions. This is the attribute which characterizes social business, as monetary business just spotlights on private gains and benefits by taking advantage of an open doors on the lookout, in contrast to social entrepreneurship.

8. Social entrepreneurship should not be mistaken for social work by any means, as it has benefit intentions as well. In any case, the benefit comes auxiliary as opposed to essential like monetary business venture.

Aside from these qualities/attributes of social entrepreneurship, there are a few different characteristics which put it aside from rest of the parts of business venture. In obvious faculties, social entrepreneurship empowers the social orders and individuals for responding to the call to elevate the expectations for everyday comforts of theirs. Social business isn't absolutely friendly work; social entrepreneurship acquires benefits by their instruments/items proposed to social orders.

Role and Obligations of Social Entrepreneurs Towards India Society

The obligation of any entrepreneur is exceptionally and noticeable in nature, however with regards to social entrepreneurship or social entrepreneurs, they are unavoidable for social upliftment. The role and obligations of social entrepreneurs are given as under concerning India society-

1. Social entrepreneur have the ability to impact the general public by their novel item/administration focused on the social upliftment. Their job starts with distinguishing the social issue which concerns everyone as opposed to specific organization of individuals in the public

arena. So recognizing a suitable social issues/issue is vital.

2. Social entrepreneurs in India deal with specific issues related with mentality of individuals who would rather not impact their approach to getting things done. The greatest job of social business people is chasing after them to roll out major improvements, which will reflect in by and large society.

3. Social entrepreneurship relies on friendly developments; the test is to make such advancements which can determine the social issue totally by utilizing least assets.

4. Social entrepreneurs play the part to reach at the remotest corner of country for focusing on the social segments, which are denied to fundamental offices. The obligation of social entrepreneur is to emphatically contact such individuals and serve them.

5. Social entrepreneurs should give work also their interesting methodology. Giving work to neighborhood individuals having least abilities and capabilities is greatest obligation of social business people.

6. One of the significant jobs which social entrepreneurs need to play in India society is to roll out apparent improvements in social orders with social adjusting approach.

7. Social entrepreneurs need to make the general public's imbalances disappear utilizing positive techniques. This should be possible by doing appropriate and sufficient examination of the part of the general public where the item/administrations must be presented.

Challenges Looked by Social Entrepreneurship In India

A portion of the conspicuous difficulties looked by social entrepreneurship in India are given beneath:

1. Disarray with social entrepreneurship - social entrepreneurship is for the most part in India is mistaken for social work, thus it is unable to leave an imprint as a singular element in India. This is beginning of challenge for social business.

2. The issue of imagination - The following issue which is looked by social entrepreneurship is absence of innovativeness with respect to thinking extraordinary thoughts for advancement of society and acquiring benefits also. This combination is exceptionally difficult to think and executed especially in India.

3. Orchestrating finance - One of the difficulties for business in India remains

absence of monetary sources. The social business people offering an interesting item and set of administrations make it much harder to get monetary guide from the laid out monetary foundations. This is exceptionally desperate and a significant justification for the a work in progress of social entrepreneurship in India.

4. Deficiency of skilled/committed labor force - This is an extremely exceptional test looked by friendly business solely. For the most part individuals land into positions to get an attractive compensation and advantages, yet with social entrepreneurship this turns into a piece hard. Since the excellent goal of social entrepreneurship is to get social additions/benefits as opposed to individual increases/benefits. Under these condition it is extremely difficult to get individuals to work for the firm.

5. Setting and conveying esteem unbiasedly - The significant test of social entrepreneurship is to setting and imparting values plainly. Normally what happens is, worth might contrast from one society to another in view of their select necessities. Be that as it may, social entrepreneurs need to set normal qualities, which can be conveyed without any problem.

6. Raising the people - The most unmistakable and apparent test before the social business is to lift individuals from their ongoing spot of waiting patiently, creating positive and significant open doors. In this cycle every individual should be taken special care of their singular necessity as opposed to as a general public overall. This represents an alternate kind of challenge for social entrepreneurs.

7. Absence of a moral system - Since social entrepreneurs are exceptionally worried about the cultural changes and upliftment of individuals, in some cases they take on a less moral approach to directing their business. This challenge is seldom apparent yet exists in a few outrageous cases in India. Since society to society the moral boundary shifts.

8. The business supposition - Social entrepreneurship doesn't accept business suitability or suspicion as their need. This is one of the greatest difficulties with regards to business presumption of realities and thoughts. Since socially things might be acknowledged yet monetarily/financially they may not. This makes a predicament for social entrepreneurship in India. Business non reasonability additionally makes firms less

persuaded for the getting in to social helping projects.

9. Absence of proof - Dissimilar to monetary business, social business has less confirmations of changes they have spearheaded in the public eye. Such changes are extremely difficult to monitor, as individuals move starting with one spot then onto the next as often as possible because of multiple factors.

10. Absence of Arranging and suitable design - This is the test which is tormenting the business venture for a long time nevertheless does somewhat. Absence of arranging is exceptionally essential and it is typically the reason for disappointment of social enterprises. The appropriate and ampleness of framework including the preparation, money, conference, and examination are not set up for social entrepreneurship in India.

Conclusion:

Social entrepreneurship can change the substance of society in India, there have been numerous such models and activities which run under the pennant of social business and ended up being life changing for individuals of that area. In India particularly friendly business has better possibilities as the social issues are at going full bore here. Social entrepreneurship is a one of a kind blend of innovative characteristics and magnanimity. In friendly business venture items and administrations are intended to have most extreme social effect alongside creating impressive gains for the firm. Here the functioning area of firm is regularly the region/district which are for the most part overlooked by huge firm of monetary business venture. In a manner the item and administration contributions of social business is very exceptional and cooks the cultural necessity better than monetary prerequisites.

References:

1. Tripda Rawal, "A study of Social Entrepreneurship in India", International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056 Volume: 05 Issue: 01 | Jan-2018.
2. Singh,Pratap. Dr, "Social Entrepreneurship: A Growing Trend in Indian Economy", International Journal of Innovations in Engineering and Technology (IJIET), Vol. 1 Issue 3.ISSN: 2319 – 1058, 2012.
3. https://en.wikipedia.org/wiki/Bunker_Roy



“A Study of Risk Management in Banks”

Bharati M Bhusare¹, Dr. Waghamare Shivaji²

¹Asst. Professor of Commerce, GFGC, Mahagaon Cross and P.hD Research Scholar, P.G.Dept. of Studies in Commerce, Gulbarga University, Kalaburagi.

²Professor, P.G. Dept. of Studies in Commerce, Gulbarga University, Kalaburagi.

Corresponding Author- Bharati M Bhusare

Email– bharatimbhusare@gmail.com

DOI- 10.5281/zenodo.8159077

Abstract:

Banking sectors plays a crucial role in the management of the economy of a country. Risk refers to ‘a condition where there is a possibility of undesirable occurrence of a particular result which is known or best quantifiable and therefore insurable’. A risk can be defined as an unplanned event with financial consequences resulting in lesser reduced earnings. Whereas Risk Management is the application of proactive strategy to plan, lead, organize, and control the wide variety of risks that are rushed into the fabric of an organization’s daily and long-term functioning. Like it or not, risk has a say in the achievement of our goals and in the overall success of an organization. Present paper is to make an attempt to identify the risks faced by the banking industry and the process of risk management in banks. The banks should take risk more consciously, anticipates adverse changes and hedges accordingly, it becomes a source of competitive advantage, and efficient management of the banking industry.

Keywords: Risk, Risk Management, Banking Sector.

Introduction:

Risks have always been an essential element of banking. But in today's complex financial services environment, the types and potential severity of risks to which all institutions are exposed no matter their size, place or business strategy have multiplied many times over. With progressive deregulation, cross border dealings, globalization, introduction of wide range of products and services, improvement in technology and communications significant changes have occurred in the operating environment as well as in the balance sheet of the banks. Risks faced by banks have now increased manifold posing significant challenges to banks. To respond to these changes there have been various initiative to induce better operating standards in the banks, greater transparency and sensitivity towards risk management. The banking activities includes all advances, deposits and borrowings, which usually arise from commercial and retail banking operations.

Review of Literature:

1. **Kumar & Agarwal (2015)** collected primary data to examine the adequacy of

prevailing risk management policy and aptness of bank – related factors to construct integrated risk management.

2. **Narayana & Mahadeva (2016)** attempted to recognize the risks exposed banks and studied the different aspects and techniques of managing risk. The study unveiled that the continuity of banks depends on the capability of regulators to anticipate and develop strategies to overcome crises. Consequently, it was concluded that risk management should be based on bank specific factors comprising bank size and balance sheet components. Lastly, risk-adjusted rate of return on capital and internal rating system were regarded as key techniques used for minimizing risk.
3. **May 2020 | IRE journals | volume 3 issue 11 | ISSN: 2456-8880** Iconic research and engineering journals “a study on risk management in banking sector in india” **Richa Pathak-**

The aim of the article is to understand the concept and types of risk and risk management practices in India. Lastly

the article will also address the challenges faced by banking sector in the midst of financial crisis.

Objectives of the study:

1. To highlight the process of risk management.
2. To know some major types of risks faced by the banks.
3. To through light on the management of various risks.
4. To draw conclusions and offer suggestions.

The process of risk management consists of several steps as follows:

1. Identification of risk in a given line of business or activity
2. Planning and mapping the process in terms of the scope of risk management, the identity and objectives of stakeholders and the basis upon which risks will be evaluated, constraints.
3. Defining a framework for the risk management activity
4. Making an analysis of risks involved in the process
5. Mitigation or solution of risks using available technological, human and organizational resources.

Factors influencing risk management in banks:

The risk management in bank's depends upon the two process: namely measurement of risk and its management. The main source of risk emerged from the banks compulsion of liquidity management. It is the process of generating funds to meet contractual or relationship obligations at reasonable prices at all time. New loan demand, existing loan commitments and deposits withdrawals are the basic contractual or relationship obligations that bank must meet.

Major types of Risks in Banking sector:

Credit Risk:

Credit risks involve borrower risk, industry risk and portfolio risk. As it checks the credit worthiness of the industry, borrower etc. It is also known as default risk which checks the inability of an industry, counter-party or a customer who are unable to meet the commitments of making settlement of financial transactions. Internal and external factors both influences credit risk of bank portfolio. Internal factors consist of lack of appraisal of borrower's financial status, inadequate risk pricing, lending limits are not defined properly,

absence of post sanctions surveillance, proper loan agreements or policies are not defined etc. Whereas external factor comprises of trade restrictions, fluctuation in exchange rates and interest rates, fluctuations in commodities or equity prices, tax structure, government policies, political system etc.

Management of credit risk:

Top management consent or attention should be received in order to manage the credit risk. Credit Risk Management Process include: In a loan policy of banks, risk management process should be articulated. Through credit rating or scoring the degree of risk can be measured. It can be quantified through estimating expected and unexpected financial losses and even risk pricing can be done on scientific basic. Credit Policy Committee should be formed in each bank that can look after the credit policies, procedures and agreements and thus can analyze, evaluate and manage the credit risk of a bank on a wide basis. Credit Risk Management consists of many management techniques which helps the bank to curb the adverse effect of credit risk. Techniques includes: credit approving authority, risk rating, prudential limits, loan review mechanism, risk pricing, portfolio management etc.

Liquidity Risk:

Liquidity risk refers the multiple dimensions such as (a) inability to raise fund at normal cost (b) market liquidity risk and (c) asset liquidity risk. Funding risk depends on how risky the market perceives the issuer and its funding policy. The cost of the funds depends on the bank's credit standing. The addition, the rating drives the ability to do business with other banks/financial institutions and to attract investors. The liquidity of the market relates to liquidity crunches because of lack of volume. Thus in such a scenario, the prices become highly volatile, sometimes embedding high discounts from par, when counter parties are unwilling to trade. Market liquidity risk materialise as an impaired ability to raise money at a reasonable cost. Asset liquidity risk result from the lack of liquidity related to the nature of assets rather than to the market liquidity. In fluctuating market liquidity, holding a pool of liquid assets, act as a cushions, to need short-term obligation. The liquidity risk of banks arises from funding of long-term assets by short-term liabilities, thereby making the liabilities

subject to rollover or refinancing risk. Funding liquidity risk is defined as the inability to obtain funds to meet cash flow obligation. For banks, funding liquidity risk is crucial.

Management of Liquidity risk:

When a bank gets into trouble, massive withdrawals of funds by depositors and closing of credit lines by institutions, results into brutal liquidity crisis, ending up in bankruptcy of bank. These are challenges to liquidity risk management. The practices rely on empirical and continuous observations of market liquidity. Liquidity risk models appear too theoretical to permit instrumental applications. In fluctuating market liquidity, holding a pool of liquid assets, act as a cushions, to need short-term obligation.

Operational Risk:

For a better risk management practice, it has become essential to manage the operational risk. This risk arise due to human failures of omission or commission, inadequate or non-adherence to internal processes. Operational risk arise due to the modernization of banking sector and financial markets which gave rise to structural changes, increase in volume of transactions and complex support systems. Operational risk cannot be categorized as market risk or credit risk as this risk can be described as risk related to settlement of payments, interruption in business activities, legal and administrative risk. As operational risk involves risk related to business interruption or problem so this could trigger the market or credit risks. Therefore, operational risk has some sort of linkages with credit or market risks.

Management of operational risk:

There is no uniform approach in measuring the operational risk of banks. Till date simple and experimental methods are used but foreign banks have introduced some advance techniques to manage the operational risk. For measuring operational risk, it requires estimation of the probability of operational loss and also potential size of the loss. Banks can make use of analytical and judgmental techniques to measure operational risk level. Risk of operations can be: audit ratings, data on quality, historical loss experience, data on turnover or volume etc. Some international banks has developed rating matrix which is similar to bond credit rating. Operational risk should be assessed

& reviewed at regular intervals. For quantifying operational risk, Indian banks have not evolved any scientific methods and are using simple benchmark system which measures business activity.

Conclusion and Suggestions:

Practice of Risk Management in Banks is newer in Indian banks but due to the growing competition, increased volatility and fluctuations of markets the risk management model has gained importance. Due to the practice of risk management, it has resulted in the increased efficiency in governing Indian banks and has also increased the practice of corporate governance. The essential feature of risk management model is to minimize or reduce the risks of the products and services which are offered by the banks therefore, in order to mitigate the internal & external risks there is a need of efficient risk management framework.

Indian banks have to prepare risk management models or framework due to the increasing global competition by foreign banks, introduction of innovative financial products and instruments and increasing deregulation's. Banking sector of India has made a great advancements in terms of technology, quality etc. and have started to diversify and expand its horizons at a rapid rate. However, due to the increasing globalization and liberalization and also increasing advancements leads these banks to encounter some risks. Since in banks risks plays a major role in the earnings, therefore higher the risk, higher will be the returns. Hence it is essential to maintain equality between risk and return.

The objective of risk management is not to prohibit or prevent risk taking activity, but to ensure that the risks are consciously taken with full knowledge, clear purpose and understanding so that it can be measured and mitigated. Functions of risk management should actually be bank specific dictated by the size and quality of balance sheet, complexity of functions, technical/professional manpower and the status of MIS in place in that bank. Risk Management Committee, Credit Policy Committee, Asset Liability Committee, etc are such committees that handle the risk management aspects.

References:

1. Radovan Chalupka, Petr Teplý(2008) "Operational Risk Management and Implications for Bank's Economic Capital

- A Case Study”, Institute of Economic Studies.
2. Dr. Krishn A. Goyal, Prof. Sunita Agrawal (2010), “RISK MANAGEMENT IN INDIAN BANKS: SOME EMERGING ISSUES” IJER, pp 102-109.
 3. Ennouri(2013) W,RISKS MANAGEMENT: NEW LITERATURE REVIEW,POLISH JOURNAL OF MANAGEMENT STUDIES,Vol.8,pp288-297. [
 4. Manish Kumar, Ghanshyam Chand Yadav(2013),”LIQUIDITY RISK MANAGEMENT IN BANK: A CONCEPTUAL FRAMEWORK”,AIMA Journal of Management & Research, Volume 7, Issue 2/4.
 5. Godfrey Marozva(2015),”Liquidity And Bank Performance”,International Business & Economics Research Journal, Volume 14, Number 3, pp453-461.
 6. V N Prakash Sharma(2016),Interest Rate Risk Management: A Comparative Study of Bank of Baroda and ICICI Bank, IOSR Journal of Economics and Finance, Volume 7, Issue 1,PP 01- 04
 7. <https://economictimes.indiatimes.com/markets/stocks/news/5-reasons-why-indian-banks-need-toup-the-ante-for-basel-ii-compliance/articleshow/62485231.cms?from=mdr>
 8. [8]https://www.cafral.org.in/sfControl/content/DocumentFile/1111201345125PM_basel_III_cafral_seminar_ajay_chaudhary.pdf



“An Empirical Study on Social Entrepreneurship”

Dr. Ravi. S.P

Principal & Assistant Professor of Commerce, SC/ST Residential Government First Grade College, Malladihalli, Holalkere- Taluk, Chitradurga-District, Karnataka

Corresponding Author- Dr. Ravi. S.P

Email- ravisp2009@gmail.com

DOI- 10.5281/zenodo.8159069

Abstract:

Social entrepreneurship has turned into the buzz word in India and all over the planet. Individuals have seen this as idea of charity a piece charming in nature. It has the best combination of social assistance and business; this mix makes it most alluring thus extraordinary in nature. Normally business is connected with monetary exercises and being savagely benefit making and disregarding friendly advantages or cultural prosperity. In the current time of weighty industrialization also, monetary development, cultural increases have reclaimed seat or indeed, even out of the sight from one side of the planet to the other, including India, with the idea of social business ascending in India and all over the planet has helped in serving the general public in more significant way than any time in recent memory alongside living the soul of business venture with its fullest. Social entrepreneurship isn't a more current idea yet the situating of the thought has rose higher than at any other time lately. As legislature of India has made CSR a more sensible obligation than a simple convention, corporate are currently searching for their grater jobs in aiding the general public as it were that is both financially and socially advantageous. As the importance of social business itself makes sense of that its fine mix of business venture and cultural increases. In later times, the idea has taken new characters and shapes, and has been acknowledged among more extensive regions. This paper is a point by point concentrate on assortment of themes connected with social entrepreneurship, including the calculated system, cycle and difficulties looked by social entrepreneurship in India. The paper likewise centers around jobs and obligations of social entrepreneurship in India society.

Keywords: Social Entrepreneurship, Social Entrepreneurs, Economic Entrepreneurs, Social Needs.

Introduction:

Social entrepreneurship is the center power of monetary development; the financial improvement which one encounters is simply due the winning power of Social entrepreneurship. The shared characteristic between every one of the created countries from one side of the planet to the other is the presence of business. Financial advancement is completely founded on the development of business and that's just the beginning the Social entrepreneurship is developed, framework as well as all the marks of advancement has additionally developed. In exceptionally short length of time, administration of different expresses by and large around the world, have perceived and underlined the significance of Social entrepreneurship. Subsequently state run

administrations have begun working on the essential basis/framework expected for the deliberate improvement of business in their separate nations. India additionally grasped the significance of business and worked a great deal in the by and large advancement of Social entrepreneurship.

The exceptionally fundamental component of by and large improvement including social, can be added to business' definite development. The Social entrepreneurship has numerous different kinds as well; it is separated on various attributes and models, one of the rules being Social. This kind of business is very extraordinary in nature and has various mixes of parts. The superb goal of social entrepreneurship stands not the same as the typical goals of business venture; here social

advantages are clubbed with financial advantages. The vast majority of the times, social entrepreneurship is utilized in equivalent with social help/work in social work, NGOs or social specialists just spotlight on work which is being accomplished for poor people or denied segment; it isn't really for benefits, yet for administration. Running against the norm, social entrepreneurship recalls benefits for social help together and puts non individual advantages in center. The Indian diasporas in fact required something like this where the general public gets greatest of advantages from pioneering qualities.

Social entrepreneurship is an extremely useful peculiarity as it addresses the lower part of the pyramid of market by offering items and administrations, which are both inventive and modest. Making the merchandise accessible to denied segment of the market also, acquiring benefits from them. The purchasers of social undertakings are exceptionally low pay individuals, who have least pay yet most extreme requests, social business visionaries gadget such an item or administrations which can address both the criteria of this market section which is for the most part alluded to as lower part of the pyramid market. Social business is simply one more sort of business with specific qualities, including creating gains, selling, and advancement. In any case, contrast is, it is not completely depended or pushes upon the benefit making, maybe it centers around friendly changes and social additions over individual additions. A few social entrepreneurs which are laid out in India are changing the actual essence of society by adjusting the social irregularity. Legislature of India additionally energizes such drives by persuading them also, granting them an opportunity to time alongside some private establishments doing the same. There are a few instances of social business venture which clears that contacts the very essential of the general public. The most conspicuous model incorporate miniature supporting, instructive organizations, clinical establishments and so on. The superb goal of social business is to get changes the general public rather than bringing in cash for themselves. Yet, they are still monetarily clubbing their exercises.

Objectives:

1. To study social entrepreneurship with its basic framework.

2. To underline the roles and responsibilities of social entrepreneurs in India society.
3. To list out the challenges faced by social entrepreneurship in India.

Research Methodology:

The exploration strategy which is applied during the examination study is elucidating in nature. The information assortment of information is finished on optional premise and the examination is completely finished to meet the targets set already for the current exploration. The information and data which is outfitted in the review is taken from the different auxiliary sources. Different reports and studies, books on social entrepreneurship have been refereed in the current examination. Research papers on related points have been taken for the sources of information. Web assets connected with the point have been utilized for the data. Websites and distributed material of social enterprises working all over India and all around the world. The wide range of various distributed material on social entrepreneurship or entrepreneurship has been alluded during the exploration.

Social Entrepreneurship-

Social entrepreneurship is one of the significant feeder of business venture, it is something other than altruism and massively affects social changes/ upliftment in non-industrial countries. Government has begun empowering social entrepreneurship to extraordinary degree so the social disparities can be dealt with and an ideal society can be accomplished too. Social entrepreneurship is implied by extraordinary kind of drives, which is both social work and monetary in nature. Wikipedia characterizes social entrepreneurship as "Social entrepreneurship is crafted by a social business person. A social business person is somebody who perceives a social issue and uses pioneering standards to sort out, make, and deal with a dare to roll out friendly improvement. While a business visionary regularly gauges execution in benefit and return, a social business person surveys progress with regards to the effect she/he has on society." This meaning of social business is obviously advances the essential parts of social business venture; they are-

1. It is embraced by unique gathering refereed as social entrepreneurs.

2. It is circumstance where social issue is distinguished and tackled utilizing pioneering standards.
3. The fundamental reason remains at bringing social changes, instead of creating individual gains.
4. Social entrepreneurship is effective with regards to not the large benefits, but rather the unquantifiable social effects.
5. The endeavor laid out by Social entrepreneurs is called as social enterprise and prime spotlight is on friendly developments for winning social issues.

"Social entrepreneurship is the method involved with perceiving and ingeniously seeking after amazing chances to make social incentive for society. Social entrepreneurs are imaginative, persuaded for settling social issues, creative, and results situated. They set up an outlook after best reasoning in both the business and non-benefit universes to foster techniques that expand their social effect by tending to social disparities and social issues. These social entrepreneurs exist in a wide range of associations: enormous and little; new and old; strict and common; non-benefit, for-benefit, and cross breed. Such associations contain the 'social area'".

Traits of Social Entrepreneurship

The fundamental characteristics of social entrepreneurship is in seeing the social issue and addressing it by neighborhood mastery. Following are the characteristics of social business venture, which are normally existing in friendly business venture-

1. Social entrepreneurship has risk taking limit like some other part of business venture, it faces challenges and vulnerabilities in setting up a social business people.
2. Social entrepreneurship has vision and premonitions also, it sees the issues and finds the arrangement like no one can envision about.
3. Social entrepreneurship gives initiative and heading to individuals who are working in social undertaking for accomplishing a shared objective.
4. The greatest and likely the novel component of business is imagination, which exists in friendly business too. Social entrepreneurship searches for savvy fixes for social issues.
5. Making social qualities is one of the most significant and unmistakable characteristic

of social entrepreneurship. This characteristic likewise keeps it separated from financial business. Dissimilar to monetary business, social business centers around making social worth alongside financial worth. Social worth alluded to social advantages which are apparent also.

6. Social entrepreneurship continues to give social advancements; social developments are the novel arrangement for prevailing social disparity or social issue. One of the main qualities of social entrepreneurship is social development, which is accessible in social entrepreneurship as it were.

7. Social entrepreneurship is principally centered around non-individual acquires now and then alluded as friendly additions. This is the attribute which characterizes social business, as monetary business just spotlights on private gains and benefits by taking advantage of an open doors on the lookout, in contrast to social entrepreneurship.

8. Social entrepreneurship should not be mistaken for social work by any means, as it has benefit intentions as well. In any case, the benefit comes auxiliary as opposed to essential like monetary business venture.

Aside from these qualities/attributes of social entrepreneurship, there are a few different characteristics which put it aside from rest of the parts of business venture. In obvious faculties, social entrepreneurship empowers the social orders and individuals for responding to the call to elevate the expectations for everyday comforts of theirs. Social business isn't absolutely friendly work; social entrepreneurship acquires benefits by their instruments/items proposed to social orders.

Role and Obligations of Social Entrepreneurs Towards India Society

The obligation of any entrepreneur is exceptionally and noticeable in nature, however with regards to social entrepreneurship or social entrepreneurs, they are unavoidable for social upliftment. The role and obligations of social entrepreneurs are given as under concerning India society-

1. Social entrepreneur have the ability to impact the general public by their novel item/administration focused on the social upliftment. Their job starts with distinguishing the social issue which concerns everyone as opposed to specific organization of individuals in the public

arena. So recognizing a suitable social issues/issue is vital.

2. Social entrepreneurs in India deal with specific issues related with mentality of individuals who would rather not impact their approach to getting things done. The greatest job of social business people is chasing after them to roll out major improvements, which will reflect in by and large society.

3. Social entrepreneurship relies on friendly developments; the test is to make such advancements which can determine the social issue totally by utilizing least assets.

4. Social entrepreneurs play the part to reach at the remotest corner of country for focusing on the social segments, which are denied to fundamental offices. The obligation of social entrepreneur is to emphatically contact such individuals and serve them.

5. Social entrepreneurs should give work also their interesting methodology. Giving work to neighborhood individuals having least abilities and capabilities is greatest obligation of social business people.

6. One of the significant jobs which social entrepreneurs need to play in India society is to roll out apparent improvements in social orders with social adjusting approach.

7. Social entrepreneurs need to make the general public's imbalances disappear utilizing positive techniques. This should be possible by doing appropriate and sufficient examination of the part of the general public where the item/administrations must be presented.

Challenges Looked by Social Entrepreneurship In India

A portion of the conspicuous difficulties looked by social entrepreneurship in India are given beneath:

1. Disarray with social entrepreneurship - social entrepreneurship is for the most part in India is mistaken for social work, thus it is unable to leave an imprint as a singular element in India. This is beginning of challenge for social business.

2. The issue of imagination - The following issue which is looked by social entrepreneurship is absence of innovativeness with respect to thinking extraordinary thoughts for advancement of society and acquiring benefits also. This combination is exceptionally difficult to think and executed especially in India.

3. Orchestrating finance - One of the difficulties for business in India remains

absence of monetary sources. The social business people offering an interesting item and set of administrations make it much harder to get monetary guide from the laid out monetary foundations. This is exceptionally desperate and a significant justification for the a work in progress of social entrepreneurship in India.

4. Deficiency of skilled/committed labor force - This is an extremely exceptional test looked by friendly business solely. For the most part individuals land into positions to get an attractive compensation and advantages, yet with social entrepreneurship this turns into a piece hard. Since the excellent goal of social entrepreneurship is to get social additions/benefits as opposed to individual increases/benefits. Under these condition it is extremely difficult to get individuals to work for the firm.

5. Setting and conveying esteem unbiasedly - The significant test of social entrepreneurship is to setting and imparting values plainly. Normally what happens is, worth might contrast from one society to another in view of their select necessities. Be that as it may, social entrepreneurs need to set normal qualities, which can be conveyed without any problem.

6. Raising the people - The most unmistakable and apparent test before the social business is to lift individuals from their ongoing spot of waiting patiently, creating positive and significant open doors. In this cycle every individual should be taken special care of their singular necessity as opposed to as a general public overall. This represents an alternate kind of challenge for social entrepreneurs.

7. Absence of a moral system - Since social entrepreneurs are exceptionally worried about the cultural changes and upliftment of individuals, in some cases they take on a less moral approach to directing their business. This challenge is seldom apparent yet exists in a few outrageous cases in India. Since society to society the moral boundary shifts.

8. The business supposition - Social entrepreneurship doesn't accept business suitability or suspicion as their need. This is one of the greatest difficulties with regards to business presumption of realities and thoughts. Since socially things might be acknowledged yet monetarily/financially they may not. This makes a predicament for social entrepreneurship in India. Business non reasonability additionally makes firms less

persuaded for the getting in to social helping projects.

9. Absence of proof - Dissimilar to monetary business, social business has less confirmations of changes they have spearheaded in the public eye. Such changes are extremely difficult to monitor, as individuals move starting with one spot then onto the next as often as possible because of multiple factors.

10. Absence of Arranging and suitable design - This is the test which is tormenting the business venture for a long time nevertheless does somewhat. Absence of arranging is exceptionally essential and it is typically the reason for disappointment of social enterprises. The appropriate and ampleness of framework including the preparation, money, conference, and examination are not set up for social entrepreneurship in India.

Conclusion:

Social entrepreneurship can change the substance of society in India, there have been numerous such models and activities which run under the pennant of social business and ended up being life changing for individuals of that area. In India particularly friendly business has better possibilities as the social issues are at going full bore here. Social entrepreneurship is a one of a kind blend of innovative characteristics and magnanimity. In friendly business venture items and administrations are intended to have most extreme social effect alongside creating impressive gains for the firm. Here the functioning area of firm is regularly the region/district which are for the most part overlooked by huge firm of monetary business venture. In a manner the item and administration contributions of social business is very exceptional and cooks the cultural necessity better than monetary prerequisites.

References:

1. Tripda Rawal, "A study of Social Entrepreneurship in India", International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056 Volume: 05 Issue: 01 | Jan-2018.
2. Singh,Pratap. Dr, "Social Entrepreneurship: A Growing Trend in Indian Economy", International Journal of Innovations in Engineering and Technology (IJIET), Vol. 1 Issue 3.ISSN: 2319 – 1058, 2012.
3. https://en.wikipedia.org/wiki/Bunker_Roy



“A Study of Risk Management in Banks”

Bharati M Bhusare¹, Dr. Waghamare Shivaji²

¹Asst. Professor of Commerce, GFGC, Mahagaon Cross and P.hD Research Scholar, P.G.Dept. of Studies in Commerce, Gulbarga University, Kalaburagi.

²Professor, P.G. Dept. of Studies in Commerce, Gulbarga University, Kalaburagi.

Corresponding Author- Bharati M Bhusare

Email– bharatimbhusare@gmail.com

DOI- 10.5281/zenodo.8159077

Abstract:

Banking sectors plays a crucial role in the management of the economy of a country. Risk refers to ‘a condition where there is a possibility of undesirable occurrence of a particular result which is known or best quantifiable and therefore insurable’. A risk can be defined as an unplanned event with financial consequences resulting in lesser reduced earnings. Whereas Risk Management is the application of proactive strategy to plan, lead, organize, and control the wide variety of risks that are rushed into the fabric of an organization’s daily and long-term functioning. Like it or not, risk has a say in the achievement of our goals and in the overall success of an organization. Present paper is to make an attempt to identify the risks faced by the banking industry and the process of risk management in banks. The banks should take risk more consciously, anticipates adverse changes and hedges accordingly, it becomes a source of competitive advantage, and efficient management of the banking industry.

Keywords: Risk, Risk Management, Banking Sector.

Introduction:

Risks have always been an essential element of banking. But in today's complex financial services environment, the types and potential severity of risks to which all institutions are exposed no matter their size, place or business strategy have multiplied many times over. With progressive deregulation, cross border dealings, globalization, introduction of wide range of products and services, improvement in technology and communications significant changes have occurred in the operating environment as well as in the balance sheet of the banks. Risks faced by banks have now increased manifold posing significant challenges to banks. To respond to these changes there have been various initiative to induce better operating standards in the banks, greater transparency and sensitivity towards risk management. The banking activities includes all advances, deposits and borrowings, which usually arise from commercial and retail banking operations.

Review of Literature:

1. **Kumar & Agarwal (2015)** collected primary data to examine the adequacy of

prevailing risk management policy and aptness of bank – related factors to construct integrated risk management.

2. **Narayana & Mahadeva (2016)** attempted to recognize the risks exposed banks and studied the different aspects and techniques of managing risk. The study unveiled that the continuity of banks depends on the capability of regulators to anticipate and develop strategies to overcome crises. Consequently, it was concluded that risk management should be based on bank specific factors comprising bank size and balance sheet components. Lastly, risk-adjusted rate of return on capital and internal rating system were regarded as key techniques used for minimizing risk.
3. **May 2020 | IRE journals | volume 3 issue 11 | ISSN: 2456-8880** Iconic research and engineering journals “a study on risk management in banking sector in india” **Richa Pathak-**

The aim of the article is to understand the concept and types of risk and risk management practices in India. Lastly

the article will also address the challenges faced by banking sector in the midst of financial crisis.

Objectives of the study:

1. To highlight the process of risk management.
2. To know some major types of risks faced by the banks.
3. To through light on the management of various risks.
4. To draw conclusions and offer suggestions.

The process of risk management consists of several steps as follows:

1. Identification of risk in a given line of business or activity
2. Planning and mapping the process in terms of the scope of risk management, the identity and objectives of stakeholders and the basis upon which risks will be evaluated, constraints.
3. Defining a framework for the risk management activity
4. Making an analysis of risks involved in the process
5. Mitigation or solution of risks using available technological, human and organizational resources.

Factors influencing risk management in banks:

The risk management in bank's depends upon the two process: namely measurement of risk and its management. The main source of risk emerged from the banks compulsion of liquidity management. It is the process of generating funds to meet contractual or relationship obligations at reasonable prices at all time. New loan demand, existing loan commitments and deposits withdrawals are the basic contractual or relationship obligations that bank must meet.

Major types of Risks in Banking sector:

Credit Risk:

Credit risks involve borrower risk, industry risk and portfolio risk. As it checks the credit worthiness of the industry, borrower etc. It is also known as default risk which checks the inability of an industry, counter-party or a customer who are unable to meet the commitments of making settlement of financial transactions. Internal and external factors both influences credit risk of bank portfolio. Internal factors consist of lack of appraisal of borrower's financial status, inadequate risk pricing, lending limits are not defined properly,

absence of post sanctions surveillance, proper loan agreements or policies are not defined etc. Whereas external factor comprises of trade restrictions, fluctuation in exchange rates and interest rates, fluctuations in commodities or equity prices, tax structure, government policies, political system etc.

Management of credit risk:

Top management consent or attention should be received in order to manage the credit risk. Credit Risk Management Process include: In a loan policy of banks, risk management process should be articulated. Through credit rating or scoring the degree of risk can be measured. It can be quantified through estimating expected and unexpected financial losses and even risk pricing can be done on scientific basic. Credit Policy Committee should be formed in each bank that can look after the credit policies, procedures and agreements and thus can analyze, evaluate and manage the credit risk of a bank on a wide basis. Credit Risk Management consists of many management techniques which helps the bank to curb the adverse effect of credit risk. Techniques includes: credit approving authority, risk rating, prudential limits, loan review mechanism, risk pricing, portfolio management etc.

Liquidity Risk:

Liquidity risk refers the multiple dimensions such as (a) inability to raise fund at normal cost (b) market liquidity risk and (c) asset liquidity risk. Funding risk depends on how risky the market perceives the issuer and its funding policy. The cost of the funds depends on the bank's credit standing. The addition, the rating drives the ability to do business with other banks/financial institutions and to attract investors. The liquidity of the market relates to liquidity crunches because of lack of volume. Thus in such a scenario, the prices become highly volatile, sometimes embedding high discounts from par, when counter parties are unwilling to trade. Market liquidity risk materialise as an impaired ability to raise money at a reasonable cost. Asset liquidity risk result from the lack of liquidity related to the nature of assets rather than to the market liquidity. In fluctuating market liquidity, holding a pool of liquid assets, act as a cushions, to need short-term obligation. The liquidity risk of banks arises from funding of long-term assets by short-term liabilities, thereby making the liabilities

subject to rollover or refinancing risk. Funding liquidity risk is defined as the inability to obtain funds to meet cash flow obligation. For banks, funding liquidity risk is crucial.

Management of Liquidity risk:

When a bank gets into trouble, massive withdrawals of funds by depositors and closing of credit lines by institutions, results into brutal liquidity crisis, ending up in bankruptcy of bank. These are challenges to liquidity risk management. The practices rely on empirical and continuous observations of market liquidity. Liquidity risk models appear too theoretical to permit instrumental applications. In fluctuating market liquidity, holding a pool of liquid assets, act as a cushions, to need short-term obligation.

Operational Risk:

For a better risk management practice, it has become essential to manage the operational risk. This risk arise due to human failures of omission or commission, inadequate or non-adherence to internal processes. Operational risk arise due to the modernization of banking sector and financial markets which gave rise to structural changes, increase in volume of transactions and complex support systems. Operational risk cannot be categorized as market risk or credit risk as this risk can be described as risk related to settlement of payments, interruption in business activities, legal and administrative risk. As operational risk involves risk related to business interruption or problem so this could trigger the market or credit risks. Therefore, operational risk has some sort of linkages with credit or market risks.

Management of operational risk:

There is no uniform approach in measuring the operational risk of banks. Till date simple and experimental methods are used but foreign banks have introduced some advance techniques to manage the operational risk. For measuring operational risk, it requires estimation of the probability of operational loss and also potential size of the loss. Banks can make use of analytical and judgmental techniques to measure operational risk level. Risk of operations can be: audit ratings, data on quality, historical loss experience, data on turnover or volume etc. Some international banks has developed rating matrix which is similar to bond credit rating. Operational risk should be assessed

& reviewed at regular intervals. For quantifying operational risk, Indian banks have not evolved any scientific methods and are using simple benchmark system which measures business activity.

Conclusion and Suggestions:

Practice of Risk Management in Banks is newer in Indian banks but due to the growing competition, increased volatility and fluctuations of markets the risk management model has gained importance. Due to the practice of risk management, it has resulted in the increased efficiency in governing Indian banks and has also increased the practice of corporate governance. The essential feature of risk management model is to minimize or reduce the risks of the products and services which are offered by the banks therefore, in order to mitigate the internal & external risks there is a need of efficient risk management framework.

Indian banks have to prepare risk management models or framework due to the increasing global competition by foreign banks, introduction of innovative financial products and instruments and increasing deregulation's. Banking sector of India has made a great advancements in terms of technology, quality etc. and have started to diversify and expand its horizons at a rapid rate. However, due to the increasing globalization and liberalization and also increasing advancements leads these banks to encounter some risks. Since in banks risks plays a major role in the earnings, therefore higher the risk, higher will be the returns. Hence it is essential to maintain equality between risk and return.

The objective of risk management is not to prohibit or prevent risk taking activity, but to ensure that the risks are consciously taken with full knowledge, clear purpose and understanding so that it can be measured and mitigated. Functions of risk management should actually be bank specific dictated by the size and quality of balance sheet, complexity of functions, technical/professional manpower and the status of MIS in place in that bank. Risk Management Committee, Credit Policy Committee, Asset Liability Committee, etc are such committees that handle the risk management aspects.

References:

1. Radovan Chalupka, Petr Teplý(2008) "Operational Risk Management and Implications for Bank's Economic Capital

- A Case Study”, Institute of Economic Studies.
2. Dr. Krishn A. Goyal, Prof. Sunita Agrawal (2010), “RISK MANAGEMENT IN INDIAN BANKS: SOME EMERGING ISSUES” IJER, pp 102-109.
 3. Ennouri(2013) W,RISKS MANAGEMENT: NEW LITERATURE REVIEW,POLISH JOURNAL OF MANAGEMENT STUDIES,Vol.8,pp288-297. [
 4. Manish Kumar, Ghanshyam Chand Yadav(2013),”LIQUIDITY RISK MANAGEMENT IN BANK: A CONCEPTUAL FRAMEWORK”,AIMA Journal of Management & Research, Volume 7, Issue 2/4.
 5. Godfrey Marozva(2015),”Liquidity And Bank Performance”,International Business & Economics Research Journal, Volume 14, Number 3, pp453-461.
 6. V N Prakash Sharma(2016),Interest Rate Risk Management: A Comparative Study of Bank of Baroda and ICICI Bank, IOSR Journal of Economics and Finance, Volume 7, Issue 1,PP 01- 04
 7. <https://economictimes.indiatimes.com/markets/stocks/news/5-reasons-why-indian-banks-need-toup-the-ante-for-basel-ii-compliance/articleshow/62485231.cms?from=mdr>
 8. [8]https://www.cafral.org.in/sfControl/content/DocumentFile/1111201345125PM_basel_III_cafral_seminar_ajay_chaudhary.pdf



Impact of E-Commerce during Covid-19 Pandemic Situation

Dr. Anantanaga H.P.

Assistant Professor, Department of Commerce
Government First Grade College, Harihara-577601, Karnataka.

Corresponding Author- Dr. Anantanaga H.P.

Email- ananthnagjain@gmail.com

DOI- 10.5281/zenodo.8159113

Abstract:

E-commerce is the most popular and preferred way to purchase various goods and services. Traditional shopping is now to be replaced by e-commerce. The only explanation is that it offers a wide range of products to customers worldwide, so they can choose their own products. Due to this pandemic, e-commerce is also facing unexpected hurdles. The article analyzes how COVID-19 is suddenly impacting e-commerce and changes in consumer demand and purchases.

Keywords: e-commerce, COVID-19, pandemic

Introduction

E-commerce is the buying and selling of things on the Internet or through online services. Mobile commerce, electronic funds transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection are examples of e-commerce technologies. E-commerce, the largest sector of the electronics industry, is driven by technological breakthroughs in the semiconductor industry. Although other technologies such as e-mail may also be used, e-commerce typically uses the Internet at least part of the time. the life cycle of the transaction. Buying goods or services is a standard transaction in e-commerce. E-commerce falls into three categories: online retail, online marketplaces, and online auctions. Electronic commerce contributes to the development of electronic commerce.

On March 24, 2020, the Indian government under Prime Minister Narendra Modi imposed a 21-day nationwide lockdown that restricted movement by 1.5%.3 billion people as a precaution against the COVID-19 pandemic. A voluntary two-hour curfew was imposed on March 22 following a series of lockdowns in COVID-19-affected counties across the country. Since then, the number of coronavirus infections has exploded and the lockdown has been extended. E-commerce is when buyers and sellers conduct business

over the Internet. Electronic commerce, sometimes called e-commerce, is any type of commercial transaction that involves the transmission of data over the Internet. The main categories of e-commerce business are business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), consumer-to-consumer (C2C), and mobile commerce (M -Trade).

E-commerce and "online shopping" are often used interchangeably. Still, e-commerce is much more than that: it is the concept of conducting business online, including a variety of services such as online payments, booking flights, etc.

From its humble beginnings, e-commerce has seen remarkable growth, with sales expected to reach \$590.5 billion by 2024. The COVID-19 pandemic contributed to a 26% spike in e-commerce sales in March 2020. As e-commerce continues to pervade daily life and offers substantial prospects for small, medium, and big businesses as well as online investors, its influence shouldn't be understated. To locate it, travel far. For instance, Amazon sells more than 4,000 things each minute to small companies alone. Amazon is an innovator focused on consumer websites and a lean supply chain.

Objectives:

1. To study the current status and trends of e-commerce.
2. To identify critical factors driving increased use of e-commerce.

3. To examine the impact of COVID-19 and the impact on e-commerce.

Research Methodology

This study is based on secondary data, including reviews, articles, journal articles, magazines, reports, other published sources, and books.

Literature Review

1. Das and Ara (2015) examine that with the increase in the number of players in the B2C segment, an intensification of competition for the first place can be expected, which will force companies to improve the quality of their services and enter them to invest in logistics to capitalize on rising household disposable income, rising internet subscriptions and mobile commerce penetration.
2. Reghunath's (2014) article analyzes the many aspects of e-commerce and emphasizes that in today's world, all business activities including advertising, ordering, and payment can be transacted through the digital ecosystem. The study examines the various factors contributing to the development of electronic commerce as a new convention. It has enabled the creation and exploitation of new business opportunities and given customers a greater say in the development of new products and services. E-commerce has improved the efficiency of the company's internal management and the relationship with consumers and promoted an information-driven communication business strategy.
3. Researchers from Agrawal (2014) examine that in the face of increasing competition, the existence of companies depends on their ability to fill the current gaps in e-commerce transactions. After the Internet successfully realized its potential in the metropolis, the nature of the Internet has enabled e-commerce to transcend geographic boundaries and penetrate many markets, creating demand in suburban and rural areas. Many e-commerce companies are expanding their reach by investing in better
4. infrastructure in anticipation of increased demand from Tier 2 and especially Tier 3 locations.
5. Deshmukh & Thampi (2013) investigate the present and potential state of trade memoranda and e-commerce in the Indian market, as well as their future.

The research lists the advantages of M-Unique Commerce, including its accessibility, customization, adaptability, and responsiveness. The authors support the idea that the introduction of smartphones and the growth of the internet user base, driven mainly by young people, will fuel the growth of e-commerce.

6. McGaughey, & Nebhwani (2002) This article describes the revolutionary changes brought about by Internet technologies in the areas of manufacturing, marketing, purchasing, design, manufacturing, sales and distribution, warehousing and human resource management, and the revolutionary role they play previous Internet applications such as e-mail and electronic data exchange. By facilitating close contact and constant communication, Internet technologies have enabled companies to shorten development, purchasing, and delivery cycles, keep product and market information up to date, significantly increase the speed of communication and improve the quality of customer relationships improve.

Benefits of Internet shopping

Cost savings: running an online shop is significantly cheaper than running a conventional stationary shop. Because web-based management solutions allow owners to automate inventory management and inventory is not always required, an online store typically requires fewer staff. This allows e-commerce business owners to pass operational cost savings on to their customers while maintaining a healthy profit margin. Additionally, with the development of shopping carts, consumers now enjoy greater price transparency and can browse offers, often in online stores as well.

Convenience and Accessibility: Unlike many offline outlets, consumers can browse e-commerce sites 24/7. Customers can obtain information about services, purchase products, and place orders at any time. In this way, online shopping is very convenient and gives the customer more control. In addition, those living in more remote locations can place push-button orders from the comfort of their own home, saving time on the way to the mall.

Expanded Choice: Over the past two decades, much of the expansion of online

retail has been driven by greater choice. Consumers are not constrained by the availability of specific products in their city or country as the choice of brands and products is almost unlimited. Items can be found and transported around the world. According to a recent survey, consumers are increasingly dissatisfied with e-commerce platforms that offer too many options. In any case, having more options has almost certainly proven beneficial in the long run.

While a Forbes study found that women are more concerned about the impact of COVID-19, it also found that men are more sensitive to the impact of COVID-19 on their spending behaviors. A third of men compared to 27% of women said the outbreak had an impact on spending money on different things. Additionally, 36% of men versus 29% of women said it had an impact on their spending on experiences.

The informal retail sector, which comprises around 14 million traditional family businesses in the district, and the organized retail sector, which accounts for less than 11% of retail sales in India, are very different. All organized stationery shops and online shops are located in the organized area. Despite the growth of B2C e-commerce in India, the majority of Indians still prefer to shop at nearby physical stores as they prefer to touch and feel the items and negotiate discounts at the counter before making a purchase. In India, the vast majority of B2C eCommerce retailers encourage their customers to shop online with discounts, free shipping, free shopping, and trade-in offers. However, many Indian clients, who are cost-conscious and conservative within their value system, are unlikely to be persuaded to advertise and market. What's more, online shoppers frequently deal with issues with item conveyance time and client care. Clients' apprehensions about sites are intensified by the insufficient IT foundation of numerous e-trailers, which has prompted individual information breaks.

The novel Covid causes viral sickness (Coronavirus), an exceptionally infectious illness that has tainted in excess of 4,000 individuals around the world. Since HIV is predominantly communicated through contact with a tainted individual or by contacting a surface contaminated with the infection, remaining at home is the best security. This has prompted an expansion in

the utilization of web-based looking at the world. This has prompted an expansion in the number of FTUs or new web-based business clients in India who were beforehand unfit to shop on the web. The SARS pandemic in 2002, which impacted in excess of 3,000 individuals, is accepted to significantly affect individuals' shopping propensities, as many became reluctant to shop beyond the home.

Enormous Bin, a main web-based staple retailer in India, made the accompanying announcement on Walk 25, 2020: "We'll be back soon! The interest in our administration is right now higher than at any time in recent memory. Along these lines, we have confined admittance to our site to existing clients as it were. Return a couple of hours and attempt again." The reaction was overpowering to such an extent that the framework crashed because of expanded requests during Coronavirus. Grofers, a contender, conveyed a comparable notification, expressing, "Because of the unexpected surge, we've suspended help in numerous areas," however added, "We plan to build limit and will continue tasks soon." thus Amazon briefly gives coordinated factors and strategies assets to support needs, including family things, bundled food, medical services, cleanliness, individual security, and other high-need things. During the Covid episode, Amazon has seen orders flood and is raising additional time pay for associates working at its offices all over the planet.

With the flare-up of Covid and the public authority forced lockdown, the development of B2C web-based business in India can be credited to the ongoing stockpile of online clients. Nonetheless, it might incorporate two different fragments past what they routinely purchase on the web. Taking into account the variables recorded toward the start of this article, there was one section that didn't shop on the web and another portion that knew nothing about web-based shopping or didn't have a gadget or information plan. It will be entrancing to perceive the number of clients in these two enterprises that will go to web-based shopping once the Covid flare-up has died down.

Conclusion

In this essay, we analyze and systematically explore the influence of COVID-19's outbreak on the expansion of e-

commerce. How the Coronavirus transmits and impacts international e-commerce is something we're particularly interested in. Better public education and consideration of the coronavirus' effects on e-commerce, business, and the economies of afflicted nations may result from increased awareness of this issue. How e-commerce provides customers with an additional way to satisfy their wants. E-commerce is enhanced by COVID-19. The effect on e-commerce will motivate more research on this topic, including how Corona altered current e-commerce tendencies and potential future trends.

References

1. Advanced SWOT E-commerce Analysis, IJCSI International Computer Science Journal, Vol. 9, Issue 2, Nr 2, pp. 569-574
2. Awais Muhammad and SaminTanzila (2012).
3. Blasio, G., D. (2008), 'Urban-Rural Differences in Internet Usage, Electronic Commerce and E-Banking: Proof of Italy'
4. ChananaNisha and GoeleSangeeta, "Indian Future of Computing and Business Research," international journal, ISS.
5. Hasslinger, Anders (2007). Online Shopping Consumer Comportment. PhD from the University of Kristiansand, Sweden.
6. Kailash, Srivastava, S &Barmola. (2010). the role of consumers in the current marketing scenario. Pp. 99-257.



“A Scrutiny on Consequences of Industrialization on Society's Socio-Economic Conditions”

Manohara G N

Assistant Professor, Department of Sociology
Government First Grade College, Bukkapatna, Tumkur District

Corresponding Author- Manohara G N

Email- manohara.gn@gmail.com

DOI- 10.5281/zenodo.8159121

Abstract:

The principal point of the paper is to take a gander at the socio-financial effect of industrialization on the general public. Glancing through the different works of humanism researchers on how industrialization achieves social disparity and even separation among families in the general public. This will draw out the advantages and disadvantages of industrialization on the social and financial parts of the general public. The content examination was utilized to audit the writing and other auxiliary wellsprings of information fundamentally. The functionalist point of view was utilized in breaking down the review. The result of the review is to assess the advantages and burdens of industrialization for the general public and proffer arrangements as friendly strategies to enhance what is happening and achieve durable supportability.

Keywords: Industrialization, Social Disparity, Separation, Financial and Society

Introduction:

In the pre-modern period, the kind of revenue was essentially from farming, and financial status and notoriety relied upon the size of arable land property. Because of the abrupt change in the economy, certain individuals were drawn to new and financially favorable occupations while others had to adjust to new kinds of positions. The way that intergenerational inflow of managers is generally high because of the expanded work potential open doors coming about because of the quick development of industry in this previously agrarian region. There is likewise portability between ages, with the more youthful ages moving from the dad's occupations to new and different work. Before, a child as a rule kept the control of his dad who frequently prepared him for this sort of work. The broad portability, geological and monetary, fitting to industrialization will in general decrease more distant family recognizable proof.

The place of the ladies has changed impressively, especially with respect to their work. Beforehand, their work was only homegrown and rural. Today, it is entirely expected for ladies to work away from home. The new circumstance has emerged for two

reasons: (1) the expanded work of ladies in the advanced business and (2) the need for ladies to work because of the significant expense of living and developing necessities of the family. The increasing cost of most everyday items and the duplicating needs of the family have made it increasingly harder for the spouse alone to help the family. The general pattern today is to permit ladies to acknowledge work outside the home. Given the changing social design because of industrialization, the power of ladies is probably going to build as a result of their dynamic job in getting part of the family pay. The progressions are to a great extent custom-made by work valuable open doors.

The private distance coming about because of the moving of occupation restricts the cooperation recurrence. The customarily solid family ties have been debilitated on the grounds that relatives, for example, family, might be working in various and far-off places. Though beforehand the individuals from a family all lived respectively in one house or in a similar town or town, they are currently generally dispersed. These new family units find and make new associations with others in the territories where they work thus progressively releasing their ties

and contacts with their own families. Modern business requires individual versatility, both physical and word-related, thus family members might be isolated from each other both geologically and socially. Because of this geological versatility, it is beyond the realm of possibilities to expect to interface with a more extensive family bunch. The geological circulation of occupations might contribute by implication to the separation of the more distant family connections. These contentions can be upheld by the more broad examination of Parsons (1949), who calls attention to that word-related versatility is contradictory to more distant family relations. Stuckert (1960) reports that upward versatility is likewise connected with less visiting inside more distant families, less family recognizable proof, less utilization of the family as a source of perspective gathering, and less worry for family solidarity.

The industrialization of the world changed how individuals lived and the manner in which social orders connect in different ways including personal satisfaction, financial power, and political repercussions. The scenario where a mostly agricultural society gave way to a mechanized one. The new industrialization expected individuals to reevaluate the social standards and challenge the public authority to adjust to a better approach to life also. Industrialization changed society from agrarian to mechanical, meaning most of the supportable positions moved to bigger urban communities. The ordinary laborers experienced several problems as a result. Day-to-day environments during the beginning stages of industrialization were poor. Urban areas, unfit to deal with the convergence of laborers, hurriedly raised inadequately developed and swarmed high rises or different homes. The specialists frequently lived near the manufacturing plants and were encircled by contamination as a general rule. The work was additionally perilous with little government oversight in new enterprises. Laborers, skirting every chance to frame associations, had little dealing power with chiefs leaving the specialists defenseless against dangerous circumstances.

Review Literature:

This technique is the focus of several sociological and anthropological researchers (**Parsons 1949; Burgess and Locke 1953; Goode 1963, 1964, 1968**). **Goode (1963,**

1964) confirms that family frameworks all through the world are for the most part moving toward the 'intimate example', and that there is an absence of 'fit' between the more distant family and industrialization. In his view (1964: 109), the joining of the family debilitates in light of the fact that the paid work is an individualistic undertaking, and in light of the fact that individuals from the family bunch as of now not live near one another.

Parsons (1949) appears to go further in recommending that the detached family unit is the main kind that is practical for metropolitan modern culture. **Stuckert (1960)** takes note that as industrialization has pushed ahead the individual is bound to have the option to make his own particular manner without his family.

Proof by various scholars has shown that the foundation of businesses particularly in the rustic regions is a significant methodology for changing the country's economy. "Industrialization eliminated many elements of the family and as society industrialized; its foundations including the family go through separation" (Parsons, 1951). He further fought that, this ought to be explored as a feature of the general downfall on the job of the family, yet ought to be noted too that modern culture still legitimately requires a stable family framework, to keep up with balance characters in the ones who are exposed to its cutthroat requests and to guarantee the effective socialization of the entire society.

Parsons' thoughts have a significant commitment to this area of conversation. He has shown how industrialization acquires changes in the family designs of the local area where the business is found. However, Parson neglects to think about changes at the singular level. **Linton (2001)** will, in general, concur with Parsons Views, however, moved toward the issue from a singular level as opposed to the social perspective. He sees changes in the family jobs from the way that industrialization permitted all kinds of people extraordinary independence from standardizing and direct monetary control of others. As a result, the individual can; inside limits change his family relationship.

All the more thus, **Moore (2001)** additionally fostered his thought from Linton and Parsons's point of investigation, that, the broad versatility of both geological and

socially fitting to industrialization, and the modern culture has unfortunate results for expanded connection frameworks which later breaks the nearby ties between grown-up age and grown-up kin. Under this condition, the social obligation of the family past the family unit of guardians and their youngsters debilitates the lenient instead of compulsory jobs. Moreover, the broad family complication is probably going to go with the breakdown of customary requests and the deficient foundation of new organizations. Consequently, mate choice, parent-youngster relationship, and so on are impacted by the "independence" that industrialization and specialist modernization cultivate.

In light of the above writing, it would be perceived that finding businesses locally generally achieves a few changes. Notwithstanding, **Thompson (1996)** keeps up that industry carries with it a bigger number of issues to the local area than the local area at any point had confronted. Accordingly, **Parson (1951), Linton (2001), Moore (2001), and Thompson (1996)** have contributed to perceiving how the area of industry locally can acquire social changes in the family design of that local area. These researchers neglect to see the significant impacts from more extensive points of view. In other words, they slender down their contention to the family as opposed to the local area overall.

Frazer's (referred to in Blumer, 2001), commitment shows that the modern area influences the customary request of the local area where the business is found, yet he neglects to show us the degree to which the conventional request is changed. Additionally, **Moore (2001)** contended that a modern local area regularly gathers individuals from various ethnic gatherings, clans, nations, and social zones. He presumed that in such a circumstance, casual social control is probably going to be fundamentally debilitated. Furthermore, for certain occupants of such networks, the deficiency of private bonds with significant requests like family relations with whom such occupants have profound ties will create different side effects. Liquor abuse, different mental problem, and chronic drug use might well expand on account of fast financial changes and may endure as different monetary and social separations apply to their job to the people who don't adjust well to the interaction.

Notwithstanding Moore's thought, **Blumer (2001)** contended that industrialization from the perspective of social scientists subverts conventional requests. Through the uprooting of existing occupations, a shift of creation from homes and towns to production lines, producing movement and urbanization, encouraging social preparation, presenting financial and contracted relations as well as advancing common and judicious discernments. Such change will in general affect the local area of the common class structure, status crumbling, job plans, changing of conventional preferences, and dissolving of laid out values.

Fundamentally **Frazer's (referred to in Moore 2001) and Blumer's (2001)** commitment seem applicable writing to this work. They viewed the progressions as influencing the utilitarian request with issues like changes in conduct because of life among occupants who never again respect local area values as a result of the debilitated social control which the industrialization cycle brought through relocation of individuals from different spots to the area, yet they didn't pay a lot of accentuation on the financial part of progress. Subsequently, in the concentrate by **UNESCO (1984)**, it was seen that industrialization causes the wild pace of a departure of individuals from the rustic regions and thus leaves the development of food supplies in the possession of the less venturesome individuals from the local area whose weight becomes heavier. Consequently, industrialization involves the decrease of a significant extent of the populace straightforwardly participating in horticulture. Essentially, because of the area of industry in space, provincial ladies and men have ordinarily driven over the land and into wage work by friendly and monetary as well as political strain, the landless, the eager, the politically frail, the socially repelled turns into the main modern volunteers. Thus, there is an adjustment of specialization with respect to the rustic ladies and men, subsequently influencing the word-related design of the local area (**Chinoy 1985**). The examinations by UNESCO (1984) center around the monetary impact of industry on the local area yet the thoughts neglect to contact the natural part of progress.

Mill operator (1984) shows that the social and monetary impact of local area advancement by industry lies in the framework of the local area, however, to demonstrate that social and financial improvement doesn't just lie on local area foundation. **Moore (2001)** affirmed that one impact of the business to foster the local area is the arrangement of work open doors and wellsprings of income of the occupants through new business open doors locally.

Moreover, Banda contended regarding the arrangement of business open doors that "not in the least do climate, foundations, and labor influence the condition of the regular habitat; it likewise influences the development of the framework and labor supply". He additionally said that not just the advancement of infrastructural offices by the new useful exercises nearby, likewise helps in working on the everyday environment of the occupant locally. The thoughts of these researchers are essentially on types of revenue for the inhabitants of the local area where the business is found. As such, occupants ought to have a financial advantage through the presence of the business in the areas (**Part et al, 2000**).

That's what Hoselitz contended, aside from giving work open doors to the inhabitants of the local area, the impact of the business ought to be seen from the social class structure. He was of the assessment that industrialization gives another arrangement of social positions, he likewise contended that during the beginning stages of the industrialization cycle, new and sharp qualifications in economic well-being arose and this in the long - run, because of the separation leads to additional obvious examples of social definition locally (**Moore, 2001**). Mill operator (1984) was additionally of the view that industry impacts the local area in the molding of the social class structure locally.

A modern culture requires more noteworthy versatility, both words related and spatial. As individuals go all over and across the edge of occupations and abilities, the lines delineating stations or local areas start to go. It becomes more diligent to monitor an individual's social position. Besides, the social position starts to compare less and less with an individual's pay and his significance in the economy. As earnings and monetary status become mixed, it turns out to be progressively challenging to treat in a

serious way the hereditary place of the residents of the modern world. While moving from one spot to another is slow or rare, the general public can monitor every individual's customary position and when development is quick and far-reaching the fine degrees will quite often vanish. In India today in the huge urban communities the station position of every individual is still certainly perceived, yet the standing blocks in the urban areas are far bigger and more comprehensive than they are in the towns, and the significance of sub-ranks significantly less. Furthermore, the standings are generally neighborhood. The course of industrialization influences standings from various, areas together with the goal that laying out the fundamental ordered progression among them is difficult.

At the point when it is difficult to lay out the progressive connections among the positions one of their significant capabilities in coordinating the social connections between individuals stops, and there is considerably less reason in keeping up with the differentiations.

Strategy:

Optional information was utilized to deliberately survey important insightful writing through planning and framing a story technique. To resolve the issue of social disparity, the Functionalist viewpoint was utilized in this paper.

Results and Conversations:

By and large, the modern area is confronted with numerous issues. The clearest is that of air contamination which has serious and perilous results for monetary development. The modern complex is answerable for the gigantic age of discharges, waste, and poisons.

The plan of effective solutions for rectifying enormous scope creation requires an exhaustive examination of the numerous reasons for contamination. Since contamination can be (and much of the time is) well-being dangerous, additional expense producing, and unfortunate, there is the need to control contamination exercises (Cahill, 2002).

Various perspectives arose to scrutinize the idea of industrialization in regard to air contamination on both financial and social grounds. This could be followed from the declaration made by Diviners (1963) that the accentuation on industrialization has been to a great extent because of three essential false notions emerging from

conflicts on the connection between industry and public monetary development.

The main error as verified by Soothsayers is, before, a hero of a huge street to monetary improvement supported that modern advancement is here and there preferred and more significant over the farming turn of events. This they guaranteed is because of the way that farming advancement is normally not quite as quick as modern. Samson, et al (2001) contended that there ought to be no doubt in picking between the rural and modern turn of events. They focused on that disregarding agribusiness in the advancement cycle can be very basically as serious as dismissing ventures. A model is a Nigerian situation where farming was horrendously disregarded with the revelation of oil. This is for sure one of the reasons for the Nigerian food emergency.

One more part of the industrialization paradox is the deception such that makers are fit for giving a lot of business. Impressive proof has shown that a quickly developing assembling area doesn't be guaranteed to give a lot of business, Balogh (1966), concentrating on the effects of ventures on work in non-industrial nations uncovered that more than seventy percent(70%) of functioning populace is utilized in the farming area and not the modern area in the rustic regions. He likewise contended that enterprises don't in that frame of mind to make work for the rustic individuals because of the way that a few ventures require pioneering, administrative, and working ability which are missing among the country's individuals.

The third Paradox expresses that industrialization will make the use of unfamiliar trade fall. It has been shown that it for the most part doesn't. Olabisi (1980), in an investigation of industrialization in non-industrial nations, showed that consumption on the unfamiliar trade may not fall since industrialization in emerging nations includes the significant importation of machines spare parts, materials, and so on. Francis (2003), claimed that "the growing incomes coming regarding because of contemporary improvement will result in for a substantial increase of work in the economy overall" and that industrialization will make it possible for earnings to rise quicker than imports and will consequently, in ultimately, shrinking the reliance on the essential items,

revised the industrialization misrepresentation.

Conclusion:

It becomes valuable at this point to bring up the issue of whether an arranged area of enterprises is sound on both financial and social grounds. Concentrates on completed on the idea of ventures situated in rustic regions uncovered that this might result in issues of financial inaccessibility and personal stakes to a great extent impacted by political contemplations which can make country enterprises simple impasses when they are laid out (Samson, et al 2001).

In like manner, it is critical to take note that the very industrialization that prompted the upset in medication by creating new medications has additionally brought forth the safe type of sicknesses, e.g. jungle fever, cholera, etc.

Contending on friendly grounds is various essayists who are particularly worried about civil rights. Paul (2001) contended that social goals, for example, pay circulation and occupation creation are a higher priority than the ascent in some theoretical file number to which modern development contributes and has greedily spent expendable normal assets, supplies of energy, and this quick development expansion in similarly and continues with respects of harm caused upon its casualty. Based on the discoveries and the end drawn from this review, the accompanying proposals were advertised.

1. An administration ought to make and uphold strategies that are harmless to the ecosystem which will safeguard the general public's advantage and better their everyday environment.
2. Ventures ought to be made to give social conveniences to the general public, for example, bore openings, wellbeing focuses, and schools, consequently improving their financial turn of events.
3. The Ventures ought to have decent compatibility with the host society by giving a critical number of the occupants with super durable work which will be a spurring factor for the people.
4. An administration ought to make Ventures to remunerate the harms done to the general public by taking care of the hospital expenses of those impacted, and so forth.

References:

1. Muhammad Bello Muhammad, Rahimah Abdul Aziz Yew, (2018). "Socio–Economic Effects Of Industrialization In The Society", International Journal of Environment, Ecology, Family and Urban Studies (IJEEFUS), ISSN (P): 2250-0065; ISSN (E): 2321-0109 , Vol. 8, Issue 4.
2. Balogh, T. (1966) The Economics of Poverty, London: Chelsea Pub. CompanyLtd.
3. Blumer, H. (2001) Industrialization and The Traditional Order, Sociology and Social Research: An International Journal, vol.4, no.2.
4. Burges, E. W. and H. J. Locke (1953) The Family. New York: American Book Co.
5. Cahill, M. (2002) The Environment and Social Policy. Padstow, Cornwall. T.J. International Ltd.
6. Chinoy,E.(1985) An Introduction to Sociology 2nd Edition, London: Fennesse Press.
7. Francis, C.J. (2003) Industry and Economic Development. Manchester: Lee and Co. Limited.
8. Goode, W. J. (1963) World Revolution and Family Patterns. New York: The Free Press.
9. Goode, W. J. (1964) The Family. New Jersey: Prentice-Hall.
10. Goode, W. J. (1968) Industrialization and Family Change. In Industrialization and Society.(B. F. Hoselitz and W. E. Moore, eds.). U.N.E.S.C.O.: Mouton.
11. Parsons, T. (1949) The Social Structure of the Family. In The Family: Its Function and Destiny.(R. N. Anshened.). New York:Harper and Row.
12. Tiwari, N., Singh, S. S., Singh, R., & Charmkar, N. K. (2018). Effect of Organic-Cum-Inorganic Sources of Nutrients on Growth, Yield and Economical Gain from Guava.
13. Parson, T. et al (1951) Family Socialization and Interaction Process. New York: Macmillan.
14. Part, D. R et al (2001) The Sociology of Industry. London: George Allen andUnwin Ltd.
15. Paul, S. (2001) "Industrialization in a Unified Development Strategy", A PaperPresented at UNIDO Conference On Industrial Development Strategy in Johannesburg, South Africa.
16. Linton, R. (2001) The National History of the Family, London: Anghem Edition.
17. Miller, D. (1984) Industrialization and Society, London: Pluto Press.
18. Moore, W.C. et al (2001) Industrialization and Society of Chicago. Chicago:Prentice-Hall.
19. Olabisi, O. (1980) Industrialization of the Developing Countries. Ibadan:Unversity Press.
20. Samson, O. et al (2001) Elements of Rural Economics. Ibadan: University Press.
21. Seers, D. (1963) The Role Of Industry in Development: Some Fallacies, A Journal of Modern African Studies, Vol. 1 No. 4.
22. Stuckert, R. P. (1960) Occupational Mobility and Family Relationships. A Modern Introduction to the Family (N. W. Bell and E. F. Vogel, eds.). London, Routledge and Kegan Paul.
23. Thompson, L. (1996) The Challenge Of Change. New York: Penguin Press.
24. UNESCO (1984) Research On Effect Of Industry And Community.



“A Perspective Argumentation on Buddhism's Impact on Modern Society”

Sreenivasa. L

Assistant Professor of History

Government First Grade College, Bagepalli, Chikkaballapura(Dist)

Corresponding Author- Sreenivasa. L

Email- sreenivasal.pvgd@gmail.com

DOI- [10.5281/zenodo.8159138](https://doi.org/10.5281/zenodo.8159138)

Abstract:

Buddhism is viewed as an arrangement of mental standards and practices that an individual can apply to the advantage of his own otherworldly headway and profound prosperity. Consequently, the essential worth of Buddhism in the cutting-edge world is that it shows a way to joy and true serenity no matter what the political and social climate. Notwithstanding, it would be inappropriate to expect that Buddha's tenet was social and incorporated into the rejection of worry for human relations and society in general. The justification for zeroing in on individual improvement depends on the rule that visually impaired individuals can't lead blind individuals. Or on the other hand, as the Buddha said, "One, who has been soaked in the marsh of avarice and fancy, can't get one more out of that refuse." One must initially decontaminate oneself to have the option to show the way to other people. The various cases in both vestige and in current seasons of strict and political outrages executed by men who truly accepted they served reasons for equity and exemplary nature exhibit the insight of this speculation. We can have a superior world when we initially have better individuals. Dread, desire, narrow-mindedness, scorn, and insatiability are the main drivers of human struggle, whether it is a negligible wrongdoing or a universal conflict.

Keywords: Profound; Wrong; Equity; Principle

Introduction:

Numerous strict customs have prospered and bloomed in India from time to time. Practically all researchers concur that the Indus Valley development is antiquated even from the Vedic time frame. The remaining parts of the Indus Valley need composed proof and what has been gotten has not yet been perused. Based on the remaining parts found from uncovering, researchers have introduced the shapes of the common religion.

It is notable that religion has been broadly perceived in India and this implies that religion has impacted society and governmental issues more than some other establishments. Despite the fact that 'Dharmashastra', 'Rajashastra', and 'Samajashastra' are viewed as an isolated element in India, they couldn't stay immaculate and are affected by religious philosophy and social science philosophy. Neither their reality without philosophy was conceivable. As a matter of fact, both Dharma

Shastra and Rajashastra teach obligation to the general public on a reasonable level, the thing that matters is just the capacities of both. Where religious philosophy can speak about great and moral life to the general public, Rajashastra shows the recognition of the targets of society.

One such religion is Buddhism. Mahatma Buddha, looking for information, meandered to a great extent and lastly accomplished edification under the Peepal tree at a spot called Uruvela. Subsequent to achieving edification, Mahatma Buddha came to Sarnath and gave his most memorable lesson here which is known as 'Roast Arya Satya'. This occasion is known as 'Dharmachakra Pramanan' in Buddhism. Impacted by the lessons of Buddhism, Head Ashoka, and Kanishka made it a state religion and did numerous generous works for its proliferation. After 'Mahaparinirvana', the bone relics of Buddha were separated into eight sections.

Objectives:

1. To study the concept of Buddhism.
2. To know the impact of Buddhism on the modern society.

Research Methodology:

The research is logical in shape, and the specialist used extra information to support a fundamental understanding of the idea. The inquiry also made use of several e-books, journals, magazines, and newspapers in addition to its visits to various locations.

Confabulation:

Rosenverg has likewise offered his viewpoint in such a manner that any hypothesis that has been constant since days of yore doesn't stay unaltered. Regardless of whether history appears to follow the first guideline from the later hypotheses, it will be an advanced and figurative articulation as opposed to its unique structure. Truth be told, by taking a gander at the later speculations, its fundamental structure can't be known with straightforwardness. For this, antiquated and unique compositions can be viewed as essential. It is similarly a fact that in the acknowledgment of these old standards, information on their changed structure and resulting history can be of extraordinary assistance. In Buddhism, it is taken that all common material is degradable, and Nirvana is something that endures until the end of time. From this, it is realized that obliviousness is the underlying driver of distress. The turbulent world cycle continues to take response to karma, hankering, and so on for oblivious individuals.

In Buddhism, a definitive reason for life implies the entryway of Nirvana is available to all ladies, men, youthful, old, Brahmin, Kshatriya, Vaishya, Shudra, Arya, non-Aryan, local, unfamiliar, and so on. The Dhamma-Ghosh of the 'Don't ask station' lead was for all people. The standards of Buddhism propounded by Mahatma Buddha can be separated into two fundamental parts. To begin with, the essential standards of Buddhism and second, the viable standards of Buddhism. Mahatma Buddha examined or made sense of no different strict component in his philosophical standards. The Tathagata had a conviction that there is no association with Nirvana and religion and the worship of the soul and God. Mahatma Buddha never guaranteed that he was delivering any religion. He said that I am simply decontaminating the laid-out way

happening since the antiquated times. Disregarding this, numerous philosophical standards are acquainted with us by the thoughts contained in the components which were formed as the premise of Buddhism. It is a generally acknowledged truth that each thought or conviction has a philosophical premise. Ethical quality is the underpinning of karma and the philosophical standards of Mahatma Buddha are brimming with karmic nirvana.

The philosophical standards are in a roundabout way tracked down in their strict standards they are surely extremely down-to-earth and kind. The premise of what Tathagata said most certainly uncovers proof of confidence in a philosophical hypothesis. Buddhism has faith in carrying on with life, so its methodology in each sense is simply useful. Mahatma Buddha accepted that 'religion involves life, not passing', in this manner, the way of thinking he taught gave exceptional accentuation to reasonableness. Since Buddhism arose in the 6th century BC, this religion condemned every one of the malicious practices pervasive in the then society and demanded following a moral way founded on rationale.

Buddhism advanced that 'individuals, everything being equal, should live wherever in a well-disposed soul and spread their radiant standards since everybody needs harmony'. Karma Siddhanta Buddhism has given a lot of significance to the collection of past and future karma in life expectancy. The presence of the 'resurrection' and 'unfading soul' has not been acknowledged in.

The Buddhist way of thinking is against Brahmin convictions. In the Buddhist way of thinking, the guideline of karma is kept on top. Hence, they don't acknowledge that an individual experiences some unacceptable deeds of the previous existence. According to the Buddhist way of thinking, an individual who carried out the thing may not even live until the deed really bore the organic product. Albeit the change isn't viewed as totally unique, it is on the grounds that every one of the living beings of the world is in a condition of consistent stream. In change, the ideals of karma assume a significant part. In Buddhist standards, it is said that karma separates life into secondary and prevalent states.

Buddha showed the significance of karma and its organic products with his way of thinking and informed that karma proves

to be fruitful. In this way, one ought to aggregate goodness and not corrupt karma. The brain ought to be cleaned with genuine information. For that reason, one ought to constantly perform moral karma. The best element of the karma hypothesis from Buddhism is that every one of the living creatures of the world is continually streaming. Subsequently, after the snapshot of one second is over then just the subsequent second can be accomplished. This likewise substantiates itself that the individual who accomplishes the work obtains its aftereffect and this force proceeds. Numerous models have been given for its achievement -, for example, a seedling or tree is delivered on the obliteration of the seed, however, the tree isn't a similar seed. At the end of the day, when there is change because of land, water, air, heat, and so on, then, at that point, that seed is no more. The second component of the Buddhist way of thinking is that each second the change is joined by the moral Karma.

India and the flourishing of Indian culture are critical. While Buddhism attempted to tie various areas of society in the string of social solidarity, then again, by directing the ignored and most in reverse classes for quite a long time, they likewise roused them to accomplish a definitive objective of life, Nirvana. Buddhism improved the old Indian culture, yet in addition established the underpinning of an ideal and organized way of life for the group of people yet to come, by advancing the significance of peacefulness. Underscoring the assurance of homegrown and wild creatures and keeping creature penances separate from strict demonstrations demonstrated without a doubt helpful toward ecological insurance. The utility of trees in Buddhist ideas is authenticated by the way that Mahatma Buddha achieved edification under the actual tree. Truth be told, the Bodhi tree is situated in the Buddhist reasoning stream as the focal point of confidence.

Perceiving that civilizations have flourished under a wide range of political frameworks, and in view of the general law of progress no general public or culture will endure forever, Buddha upheld no specific kind of government. At the point when he talked about governments, he said that the obligation rests with the ruler, and the lord should develop equity, generosity, kindness, and ideals for the flourishing of the state.

There were a couple of majority rule states in Buddha's time, and among them he said that they would keep on thriving for however long residents had the option to meet up and meet as one and keep up with great moral guidelines.

Soon after the Buddha, his devotees assembled medical clinics and rest houses as indicated by his lessons on sympathy. The incomparable Indian Ruler Asoka in the third century BC acknowledged Buddhism. He shut down all conflicts and triumphs, fabricated wells and "serais" and did numerous different demonstrations of public great. Other Buddhist rulers followed this model. Buddha would not teach his regulation to a destitute man until that man was taken care of. Furthermore, about the disease, he said: "Whoever respects me, and whoever follows me, whoever sticks to my recommendation, then, at that point, he ought to deal with the debilitated." He told his devotees: "Go out into the world to spread the lessons for the advantage, government assistance and bliss, everything being equal." "Sarvajana Hitaya, Sarvajana Sukhaya" is the center of the Buddhist way of thinking.

Conclusion:

Social morals are just a single part of Buddhism. Its essential concern is to lessen (lastly dispose of) voracity, outrage, fancy, and languishing. However, these fundamental objectives normally and consistently lead to a social ethic that works free of political, religious, or obstinate belief systems. For it functions as follows: when men figure out how to decrease the covetousness, contempt, and self-centeredness that consume their souls, and when thoughtfulness and sympathy have acquired an unmistakable spot in human motivations, then, at that point, men will try to further develop the world in the manner permits their quick status.

References:

1. Mishra SK, (2021). "The Impact of Buddhism on Contemporary Society: A Retrospective Discourse", *SunText Rev Arts Social Sci* 2(2): 121.
2. Samuel B. Si-Yu-Ki: *Buddhist Records of the Western World*, by Hiuen Tsiang. 2 vols. Translated by Samuel Beal. London. 1884. Reprint: Delhi. Oriental Books Reprint Corporation. 1969.
3. Aśoka and the Decline of the Mauryas by Romila Thapar, Oxford University Press, 1960. *Buddhism in Andhra Pradesh*,

story of Buddhism.

4. Satish Chandra V. A History of Indian Logic, Delhi, Motilal Banarsidass, 1971; 19.
5. Charles SP. Cooking the buddhist books: the implications of the new dating of the buddha for the history of early indian buddhism. *J Buddhist Ethics*. 2008; 15: 2.
6. Williams, Mahayana Buddhism, Routledge, 1989; 6.
7. Buddhist monks and monasteries of india: their history and contribution to indian culture. By Dutt, Sukumar. George Allen and Unwin Ltd, London 1962; 352- 353.
8. Hirakawa A, Groner P. A history of Indian Buddhism: from Sakyamuni to early Mahayana. Reprint published by Motilal Banarsidass Publ. 1993; 212.
9. Vincent AS. The Early History of India from 600 B.C. to the Muhammadan Conquest Including the Invasion of Alexander the Great (3rd edn.). London: Oxford University Press. 1914; 168-169.
10. Sharma RK. Elements of Poetry in the Mahabharata, Motilal Banarsidas, Delhi, 1988.
11. Shivram Apte V. The Practical Sanskrit Dictionary, Motilal Banarsidas Publishers, Delhi, 1965.
12. <http://www.quora.com/When-how-why-did-the-historical-conflict-between-hinduism-and-buddhism-start-and-how-was-it-resolved>
13. Mishra SK, Mishra GJ. The relevance of buddhist philosophy in the 21st century: a retrospection. 2015.
14. Mishra SK, Tripathi SP. Hinduism: Sanatana dharma or brahmanical religion. 2020.



Measures of Credit Control System in India

Dr. Madhura D

Assistant Professor, Department of Commerce
Government First Grade College, Khanapur. Dist-Belagavi, Karnataka

Corresponding Author- Dr. Madhura D

Email: mabhurapujar@gmail.com

DOI- 10.5281/zenodo.8159148

Abstract:

The liquidity control is an important tool used by the Reserve Bank of India, which is a major monetary policy tool used to control the demand and supply of cash (liquidity) in the economy. The credit offered by commercial banks is controlled by the Central Bank. The strategy RBI is using to bring about "economic growth with stability" means that banks can not only monitor inflationary economic patterns, but also stimulate economic growth, thereby increasing the stability of real national income. Given its functions like issuance of notes and maintenance of cash reserves, unregulated credit by RBI will lead to social and economic instability in the country. To promote financial stability and economic growth, the banking system is regulated. While the increasing public sector ownership of banks and the combination of joint stock firms, branches, cooperatives and corporations has emerged in the post-independence period, this does not guarantee the optimal banking structure required for economic reforms since 1991. An important area in the study of macroeconomics is the banking system and money management. The economic policies of the government and the RBI will influence our defense budget in many ways, so we as defense planners should be fully aware of this important area of the macroeconomic system.

Key Words- Banks, Money ,Economic, Credit

Introduction:

It seems almost universal in the economic literature that monetary policy is a powerful tool for improving the socio-economic status of a country. Monetary policy has been considered as an important economic policy component. Therefore, monetary policy priorities are broadly aligned with overall economic policy objectives. Development, social justice and price stability are the three major objectives of economic policy in India. Although it is generally accepted that monetary policy can most effectively pursue the objective of price stability, monetary policy has, in practice, often contributed significantly to the achievement of other objectives. Effective formulation and implementation of monetary policy, however, depends on prevailing economic conditions and systemic factors such as volume of money supply, size of government debt, size of non-monetary sector of the economy, etc. Because monetary policy, through its instruments, affects ultimate goals, the issue of defining goals is considered important.

Credit Control Policy:

A defining feature of a central bank is that monetary policy is generally agreed upon. The Reserve Bank of India undertook a number of developmental initiatives in independent India, unusually for a central bank, although monetary policy remained its central concern. Monetary policy is implemented, commonly referred to as the monetary policy system, which includes monetary policy objectives, monetary policy goals and objectives, and monetary policy instruments aimed at controlling the money supply and credit supply and spending and availability in the economy. The Reserve Bank of India was therefore more likely than more traditional central banks to take a broader view of its monetary policy with institutional responsibility to bring the financial sector of the economy deeper into its framework.

Credit control is one of the main tools of the Reserve Bank of India, which is one of the main weapons of credit used to control the supply and demand of money in the

economy. The Central Bank controls the credit provided by commercial banks. This type of approach is used by the RBI to bring "stability with economic growth". This means that banks will not only control the inflationary trend in the economy, but also promote economic growth, thereby stabilizing real national income. Given the functions of issuing notes and protecting cash reserves, unregulated RBI credit will create social and economic instability in the country. In the hands of the Reserve Bank of India, selective credit control is a mechanism to restrict banks to finance-sensitive items. In general, these sensitive items include:

1. Food grains, namely cereals and pulses.
2. Cotton yarn, man-made fibers and fabrics made of yarn and man-made fibres, fabrics made of cotton partly with cotton yarn and partly with man-made fibres.
3. Selected major indigenously grown oilseeds, viz. Groundnut, rapeseed/mustard, cotton seed, linseed, castor seed, vegetable oils, vegetable and all imported vegetable oils and oils.
4. Sugar, Khandsari and Gur.
5. Cotton and raw cotton

It is to be noted that all these commodities are of mass consumption and the government tries its best to ensure that these commodities are adequately supplied in the open market. Hence the policy is to restrict development as much as possible against these items and this objective is achieved through 'selective credit control'.

Essential of Credit Control:

One of the important functions of the Reserve Bank is to control credit in the economy. The basic and important requirements of credit control in an economy are-

1. Promoting holistic development of "priority sectors" means those sectors of the economy which the government recognizes as "priority" based on their economic status or government interests. The total area is about 15
2. Monitor credit channelization so that credit is not disbursed for undesirable reasons.
3. Controlling Inflation and Achieving Inflation Targeting.
4. To stimulate the economy by providing adequate credit to the bank in various sectors.
5. To develop the economy.

Procedures of Credit Control System:

Bank rate or discount rate is the rate fixed by the central bank at which it redistributes first class bills of government exchange and government securities held by commercial banks. Bank rate is the interest rate charged by the central bank at which it subsidizes banks through the discount window. The central bank controls credit by changing bank rates. If financing is needed, the central bank will lower bank rates. Getting a loan from a central bank is cheap and easy. Therefore, commercial banks will take more loans. He is an intern and will lend to customers at a low rate. Interest rates will decrease. This encourages business activity and encourages rates to rise after credit increases. The opposite happens when credit is in the economy. The central bank raises bank rates, making borrowing more expensive. So banks borrow less. Banks increase loan rates to customers. A tight money market also raises market interest rates. This discourages new loans and forces lenders to pay off their previous loans. This discourages commercial activities. There is a credit contraction reflecting the rise in prices. Thus, inflationary tendency is reduced by reducing bank rate and inflation is controlled by increasing bank rate..

Bank Rate Policies Restrictions:

The efficiency of bank rate policy as a means of controlling credit is limited by the following factors:

1. **Bill Exchange Uses Less:** The effectiveness of a bank's rate policy depends on the existence of eligible bills of exchange. In recent years, bills of exchange have declined as a means of financing commerce and trade. Merchants and banks prefer cash credit and overdraft. This makes the rate policy of the bank less effective for credit control in the country.
2. **No Flexibility of Costs, Prices and Wages:** Success of bank rate policy requires flexibility not only in interest rates but also in salaries, costs and prices. This means that when the bank's wage rates are increased, costs and expenses must automatically increase; Adjust them to the bottom. But this was possible only because of the gold standard. Now with the emergence of strong trade unions, the inflationary trend has hardened. And they stay behind despite inflation.

3. **Non-discriminatory:** Bank rate policy is non-discriminatory as it does not discriminate between productive and unproductive activities in the country.
4. **Optimism:** The effectiveness of bank rate policy also depends on waves of pessimism or optimism among businessmen. If banks are raising rates, they will borrow at higher interest rates if the economy is stressed and prices are expected to rise further. On the other hand, a fall in bank rates will not induce them to borrow during periods of falling prices. Thus, traders are less sensitive to changes in interest rates and are more affected by business expectations.
5. **Market rate and bank rate disparity:** The success of the bank rate policy depends on interest rates rising along with bank rates. The theory of bank rate policy assumes that other rates of interest in the money market change in the same direction as the bank rate. If this condition is not met, the bank rate policy will be completely ineffective as a tool of credit control.
6. **Balance of Payments:** Banks are not successful in controlling BOP imbalances: All restrictions on foreign exchange and international capital movement within the country must be removed, as bank rate policy is payable in one country.

Variable Reserve Ratio:

The variable reserve ratio (or required reserve ratio or legal minimum requirement) was first suggested by Keynes in his Treatise on Money (1930) and adopted by the US Federal Reserve System in 1935. Every commercial bank is required by law to maintain a minimum. Percentage of deposits in the Central Bank. A central bank's minimum reserves may be either a percentage of its time and demand deposits or total deposits, including minimum reserves and excess reserves beyond what a commercial bank holds. Based on these additional reserves, the commercial bank is responsible for credit creation. The larger the size of the reserve, the greater the capacity of the bank. credit and vice versa. It can also be said that the higher the reserve ratio, the lower the bank's power to generate credit and vice versa. When the central bank increased the reserve ratio of commercial banks; That means the latter has to invest more money than the former. As a result, excess reserves in commercial banks have decreased and

they can lend less than before. This can be explained with the help of deposit multiplier formula. If a commercial bank has a deposit of Rs 100 crore and a required reserve ratio of 15%, it has to keep Rs 15 crore with the Central Bank. Its additional reservation will be Rs 85 crore.

Selective Credit Control:

Selective or qualitative methods of credit control are to regulate and regulate credit supply among potential users and utilities. They are different from quantitative or general methods that control the cost and quantity of debt, as in common instruments, selective instruments do not affect the total amount of debt but the amount used to use it in a particular area of the economy. The purpose of selective credit control is to increase the bank's creditworthiness for socially desirable and financially viable uses of speculators and other undesirable purposes. They restrict the demand for money by imposing certain conditions for the borrower. Therefore, he embodied the notion that the monopoly of debt should become a truly discriminatory monopoly. Chandler defined selective controls as a measure that "affects creditworthiness, at least until credit is used for selected purposes, without reducing supply and reducing credit."

This approach is used by the RBI to control the flow of credit to certain branches of financial activity, thus preventing misuse of borrowing facilities. Commercial banks are prohibited from extending credit to traders for betting on certain commodities. The main thrust of selective controls is as part of the RBI's 'Managed Growth' programme, the SCC was first implemented in early 1956. Generally, SCC includes the following commodities: food grains, major oilseeds and vegetable oils, cotton and cotton, sugar, gur and khandsari, cotton textiles, cotton yarn, man-made fibers and yarn, and textiles (including stock-in-process) from man-made fibers. Manufactured cloth.

Quantitative Measure Tools of Credit Control by RBI:

Credit control measures are tools used by the Reserve Bank of India (RBI) to regulate the amount of credit available in the economy for the purpose of maintaining financial stability and controlling inflation. These measures may include fixing interest rates, setting reserve requirements for banks, and controlling the money supply. RBI uses these instruments to influence the

demand for credit and in turn the overall level of economic activity. Quantitative measures are tools used by central banks such as the Reserve Bank of India (RBI) to control the money supply and interest rates in an economy. These measures are also known as quantitative easing (QE) or monetary policy instruments. They are used to influence the overall level of economic activity and maintain economic stability. Overall, credit control measures are used by the RBI to manage money supply, interest rates and overall economic activity in the country to maintain financial stability and control inflation.

1. Bank Rate:

Bank rate, also known as discount rate, is the interest rate at which the Reserve Bank of India (RBI) lends to commercial banks. It is a major tool used by the central bank to control the overall level of interest rates in the economy. When the bank rate is high, commercial banks have to pay more to borrow money from the central bank, which increases the interest rates charged to their customers for loans. This reduces demand for credit and slows down economic activity. On the other hand, when bank rates are low, commercial banks will have to pay less to borrow money from the central bank, thereby lowering the interest rates they charge their customers on loans. This increases the demand for credit and accelerates economic activity. By adjusting bank rates, the central bank can influence the overall level of interest rates in the economy and, in turn, control inflation and maintain financial stability.

2. Cash Reserve Ratio:

Cash reserve ratio (CRR) is the percentage of deposits that commercial banks are required to hold as reserves with a central bank such as the Reserve Bank of India (RBI). It is a tool used by the central bank to control the amount of money banks have available to lend and, in turn, the overall level of credit in the economy. When the CRR is increased, banks have to keep a larger percentage of their deposits as reserves, reducing the amount they have available for lending. This reduces the overall level of debt in the economy and slows economic activity. On the other hand, when the CRR is reduced, banks have to keep a smaller percentage of their deposits as reserves, which increases the amount of money they have available for lending. This

increases the overall credit level in the economy and accelerates economic activity. By adjusting the CRR, the central bank can influence the overall credit level in the economy and, in turn, control inflation and maintain financial stability.

3. Statutory Liquidity Ratio:

Statutory Liquidity Ratio (SLR) is the percentage of deposits that commercial banks are required to maintain in the form of liquid assets such as cash, gold or government securities as a proportion of their total deposits. It is a tool used by a central bank such as the Reserve Bank of India (RBI) to control the amount of money banks have available to lend and, in turn, control the overall level of credit in the economy. When the SLR is increased, banks have to keep a larger percentage of their deposits as liquid assets, reducing the amount they have available to lend. This reduces the overall level of debt in the economy and slows economic activity. On the other hand, when the SLR is reduced, banks have to keep a percentage of their deposits as liquid assets, which increases the amount of money they have available for lending. This increases the overall credit level in the economy and accelerates economic activity. By adjusting the SLR, the central bank can influence the overall credit level in the economy and, in turn, control inflation and maintain financial stability. SLR is usually set higher than CRR, as SLR is a measure of a bank's liquidity position, while CRR is a measure of a bank's solvency position.

4. Repo Rate:

The repo rate, also known as the repurchase rate, is the rate at which commercial banks can borrow money from a central bank, such as the Reserve Bank of India (RBI), with an agreement to sell their securities to the central bank and repurchase them at a later date. It is a key policy rate used by the central bank to control the overall level of interest rates in the economy. When the repo rate is increased, it becomes more expensive for commercial banks to borrow money from the central bank, which raises the interest rates they charge their customers for loans. This reduces demand for credit and slows down economic activity. On the other hand, when the repo rate is lowered, it becomes cheaper for commercial banks to borrow money from the central bank, thereby lowering the interest rates they charge their customers on loans. This

increases the demand for credit and accelerates economic activity. By adjusting the repo rate, the central bank can influence the overall level of interest rates in the economy and, in turn, control inflation and maintain financial stability.

5. Reverse Repo Rate:

The reverse repo rate is the rate at which commercial banks can purchase securities from a central bank and lend them to a central bank such as the Reserve Bank of India (RBI) with an agreement to resell them at a later date. It is a key policy rate used by the central bank to control the overall level of interest rates in the economy. When the reverse repo rate is increased, it becomes more attractive for commercial banks to lend to the central bank, as they can earn higher interest rates. This reduces the overall credit level in the economy and slows economic activity. On the other hand, when the reverse repo rate is lowered, it becomes less attractive for commercial banks to lend to the central bank, as they can earn lower interest rates. This increases the overall credit level in the economy and accelerates economic activity. By adjusting the reverse repo rate, the central bank can influence the overall level of credit in the economy and, in turn, control inflation and maintain financial stability. The reverse repo rate acts as a floor for the interest rate corridor, as the difference between the repo rate and the reverse repo rate creates a corridor in which short-term money market rates fluctuate.

6. Open Market Operation:

Open market operations are another method of quantitative credit control used by central banks. This method refers to the buying and selling of securities, bills and bonds of government and private financial institutions by the central bank. But in its narrow sense; This means dealing only in government bonds and securities. Open market operation has two main objectives. One is to influence the reserves of commercial banks to control their credit creation power and the other is to influence the market interest rate so as to control the credit of commercial banks.

Open market operations (OMO) are actions by a central bank to liquidate (or borrow) its currency from a bank or group of banks. A central bank can either buy or sell government bonds on the open market (hence the name historically), or, as the now preferred solution, enter into a repo or

security bank transaction: the central bank pays a deposit for a fixed term and simultaneously obtains qualifying assets as collateral. . The central bank uses OMOs as the primary means of credit enforcement. To adjust short-term interest rates and the underlying money supply in the economy, to supply liquidity to commercial banks and sometimes to obtain additional liquidity from commercial banks – the usual goal of open market operations is to supply, resulting in money expansion or money supply contracts. It involves buying and selling government securities or other financial instruments to meet the demand for principal money at a target interest rate. Economic targets such as inflation, interest rates or exchange rates are used to guide this implementation.

Qualitative Measures:

1. Margin Requirement:

A margin requirement is the minimum amount of collateral that an investor or borrower must set aside to open or maintain a leveraged position. It is a form of risk management used by financial institutions to ensure that they are protected from losses if the value of assets used as collateral declines. In the context of trading, margin requirement refers to the minimum amount of cash or eligible securities that an investor must deposit in their margin account in order to open a position with a broker and hold in marginable securities. It is a percentage of the total value of the security or securities that the investor has to pay and is usually set by the broker or exchange. In the context of borrowing, the margin requirement is the percentage of the total value of the loan that the borrower must pay as collateral. A margin requirement is used to reduce the borrower's risk by ensuring that the borrower has a vested interest in the loan and is more likely to repay the loan. In summary, margin requirements are set by financial institutions to manage risk and ensure that there is sufficient collateral to cover potential losses.

2. Moral Suasion/Appeal:

Moral appeal is a non-binding method of persuasion used by central banks such as the Reserve Bank of India (RBI) to influence the behaviour of commercial banks and other financial institutions. Refers to the use of persuasion and persuasion techniques, such as verbal advice, public statements, and instructions, rather than formal regulations or financial incentives, to encourage banks

and other financial institutions to adopt certain policies or procedures. For example, a central bank may use moral hazard to encourage banks to lend to certain sectors of the economy or to maintain certain reserve levels. The main advantage of moral shock is that it allows the central bank to influence the behaviour of financial institutions without imposing formal regulations, which can be costly and time-consuming to implement. However, it may be less effective than other methods of credit control because it depends on the voluntary cooperation of banks and other financial institutions, which is not always forthcoming. Moral hazard is considered a less powerful tool than quantitative measures such as open market operations, setting interest rates, setting reserve requirements for banks, and controlling the money supply, but it can be used as a complement to them.

3. Credit Rationing:

Credit rationing is a situation where the demand for credit exceeds the supply of available credit. This is when credit is scarce and lenders are forced to limit the amount of credit, they are willing to provide to borrowers. Credit rationing can occur for a variety of reasons, such as economic downturns, financial crises, or when regulatory authorities limit the amount of credit that banks and other financial institutions can lend. It can also be due to the lender's own financial difficulties. For example, if a bank is short on capital, it may be forced to ration credit to maintain a certain level of solvency. When credit rationing occurs, borrowers have to choose which borrowers to lend to and on what terms based on factors such as creditworthiness, collateral or loan purpose. This may result in some borrowers being denied credit or offered credit on less favorable terms than others. Credit rationing can have a negative impact on the economy, as it can limit the availability of credit to businesses and individuals, slowing economic growth and increasing the cost of borrowing.

Conclusion:

The efficiency of the emerging system of economic policies is a matter of debate. There is no doubt that the Reserve Bank is now able to establish informal corridors through two-day liquidity management. Credit market pass, however, is not visible due to various reasons such as high value deposits overhang, large non-performing

assets and high non-operating costs in the banking system. As a result, real interest rates are still intact. This underscores the need to strengthen structural measures to provide the necessary flexibility in the credit market interest structure. Credit control measures are instruments used by the Reserve Bank of India (RBI) to regulate the amount of credit available in the economy with the aim of maintaining financial stability and controlling inflation. These measures include quantitative tools like Bank Rate, Cash Reserve Ratio (CRR) and Statutory Liquidity Ratio (SLR) which are used to control money supply and interest rates in the economy. By adjusting these measures, the RBI can influence interest rates, credit and the overall level of economic activity in the country and, in turn, control inflation and maintain financial stability.

References:

1. Capoor, J. (1999), 'Structural Reforms in Agricultural and Rural Development Banks', Reserve Bank of India Bulletin October-1999, Vol.53 No.10, pp.1185-1190
2. Kanthimathinathan S. (2016), 'A Study on Role of Credit Control Policy of RBI in the Growth of Indian Finance System', Asia Pacific Journal of Research, ISSN 2320-5504, Vol-1, Issue-XLIV, pp. 82-87.
3. Lipsa Ray (2015), 'Inflation and Monetary Policy in India: Some Empirical Relation', International Journal of Advances in Management and Economics, ISSN 2278-3369, Vol-4, Issue-6, pp. 9-18.
4. Bose S (2012), 'Inflation: Sources, Challenges and Policy Options', Economic and Political Weekly, XLVII (3): 27-30.
5. Pandey, S, K Kanagasabapathy (2013) 'RBI's Policy Rate: A Cat on the Wall', Economic and Political Weekly, XLVIII (48):133-35.
6. Reserve Bank of India
7. Rama Nand Prasad and Prakhar Raj (2018), 'Study of Selective Credit Control in India', Journal of Advances and Scholarly Researches in Allied Education Vol. 15, Issue No.12, pp. 1004-1008



“A Scrutiny on Indian Insurance Industry & Anatomy on Its Market Enlargement”

Dr. Amruthamma R

Assistant Professor of Commerce

Government First Grade College, Hoskote, Bangalore Rural District.

Corresponding Author- Dr. Amruthamma R

Email- amrutha.r99@gmail.com

DOI- 10.5281/zenodo.8159154

Abstract:

Insurance industry in India has seen a significant development somewhat recently alongside a presentation of an enormous number of cutting edge items. This has prompted an extreme contest with a positive and sound result. Insurance area in India assumes a powerful part in the prosperity of its economy. It significantly expands the open doors for investment funds among the people, shields their future and assists the Insurance area with framing a monstrous pool of assets. With the assistance of these assets, the Insurance area exceptionally adds to the capital business sectors, consequently expanding enormous framework improvements in India. While India's Insurance area has been filling progressively as of late, its portion in the worldwide Insurance market remains appallingly low. This article follows on the Indian Insurance area and on its outline. This paper likewise demurely focuses on the examination of latest market improvements in the Insurance area.

Keywords: Insurance Industry, IRDA, Investments, Precedence, Market Extent, Initiatives.

Introduction:

The Indian Insurance Area is fundamentally partitioned into two classifications - Extra security and Non-life coverage. The Non-disaster Insurance area is likewise named as Broad Insurance. Both the Disaster Insurance and the Non-extra security is administered by the IRDAI (Insurance Regulatory and Development Authority of India).

The job of IRDA is to completely screen the whole Insurance area in India and furthermore carry on like an overseer of all the Insurance shopper freedoms. This is the explanation every one of the safety net providers need to submit to the standards and guidelines of the IRDAI.

Life Insurance organizations offer inclusion to the existence of the people, while the non-extra security organizations offer inclusion with our everyday residing like travel, health care coverage, our vehicle and bicycles, and home Insurance. This, yet the non-life coverage organizations give inclusion to our modern gear's too. Crop insurance for our ranchers, device Insurance for mobiles, pet Insurance and so on are some more

Insurance items being made accessible by the overall insurance agency in India.

The extra security organizations have acquired a venture plan in the new times with a thought of furnishing Insurance alongside a development of your reserve funds. However, the overall insurance agency stay hesitant to offer unadulterated gamble cover to the people.

India's Insurance industry is one of the installment areas encountering up development. This vertical development of the Insurance business can be credited to developing salaries and expanding mindfulness in the business. India is the fifth biggest life coverage market on the planet's arising Insurance markets, developing at a pace of 32-34% every year. As of late the business has been encountering wild contest among its friends which has prompted new and imaginative items inside the business. Foreign Direct Investment (FDI) in the business under the programmed strategy is permitted up to 26% and authorizing of the business is observed by the insurance controller the Insurance Regulatory and Development Authority of India (IRDAI).

The Insurance business of India has 57 insurance agency - 24 are in the extra security business, while 34 are non-life guarantors. Among the existence safety net providers, Life Insurance Corporation (LIC) is the sole public area organization. There are six public area safety net providers in the non-extra security section. Furthermore, there is a sole public re-back up plan, in particular General Insurance Corporation of India (GIC Re). Different partners in the Indian Insurance market incorporate specialists (individual and corporate), agents, assessors and outsider executives overhauling health care coverage claims.

Objectives:

1. To perceive the past, present and future of insurance sector in India.
2. To analysis the market intensity of insurance industry.
3. To inspect the recent developments and investments.
4. To comprehend the government initiatives.

Research Methodology:

The investigation procedure which is applied during the assessment study is clarifying in nature. The variety of information is done on discretionary reason and the assessment is totally completed to meet the objectives set as of now for the current investigation. The information which is furnished through different online sources.

Shifts of Insurance Industry:

A. The Foregone of Insurance Zone in India:

Throughout the entire existence of the Indian insurance area, 10 years back LIC was the main life coverage supplier. Other public area organizations like the National Insurance, United India Insurance, Oriental Insurance and New India Assurance gave non-extra security or say general insurance in India. Be that as it may, with the presentation of new confidential area organizations, the insurance area in India picked up a speed in the year 2000. Right now, 24 extra security organizations and 30 non-life coverage organizations have been sufficiently forceful to lead the insurance area in India. However, there are yet a lot more guarantors who are anticipating IRDAI endorsements to begin both life coverage and non-life coverage areas in India.

B. The Current of Insurance Area In India:

Such a long ways as the business goes, LIC, New India, National Insurance, United Insurance and Oriental are the main government decided element that stands high both in the piece of the pie as well as their commitment to the Insurance area in India. There are two particular back up plans - Farming Insurance Agency Ltd taking care of Harvest Insurance and Product Credit Assurance of India taking care of Credit Insurance. Though, others are the confidential guarantors (both life and general) who have done a joint endeavor with unfamiliar insurance agency to begin their insurance organizations in India.

C. The Succeeding Insurance Area In India:

However LIC keeps on overwhelming the insurance area in India, the presentation of the new confidential guarantors will see a lively development and development of both life and non-life areas in 2017. The requests for new insurance contracts with pocket-accommodating charges are high as can be. Since the homegrown economy can't develop radically, the insurance area in India is controlled for areas of strength for a strong growth.

With the expansion in pay and outstanding development of buying power as well as family reserve funds, the insurance area in India would present arising patterns like item advancement, multi-appropriation, better cases the executives and administrative patterns in the Indian market. The public authority additionally endeavors hard to give insurance to people in an underneath neediness line by presenting plans like the:

1. Pradhan Mantri Suraksha Bima Yojana (PMSBY),
2. Rashtriya Swasthya Bima Yojana (RSBY) and
3. Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY).

Pioneering of these plans would help the endlessly lower center pay classifications to use the new approaches with lower expenses in India.

With a few administrative changes in the insurance area in India, what's in store looks pretty great and promising for the extra security industry. This would additionally prompt an adjustment of the manner in which safety net providers deal

with the business and draw in proactively with its certifiable purchasers.

A few segment factors like the developing insurance familiarity with the insurance, retirement arranging, developing working class and youthful insurable group will significantly build the development of the insurance area in India.

Utility:

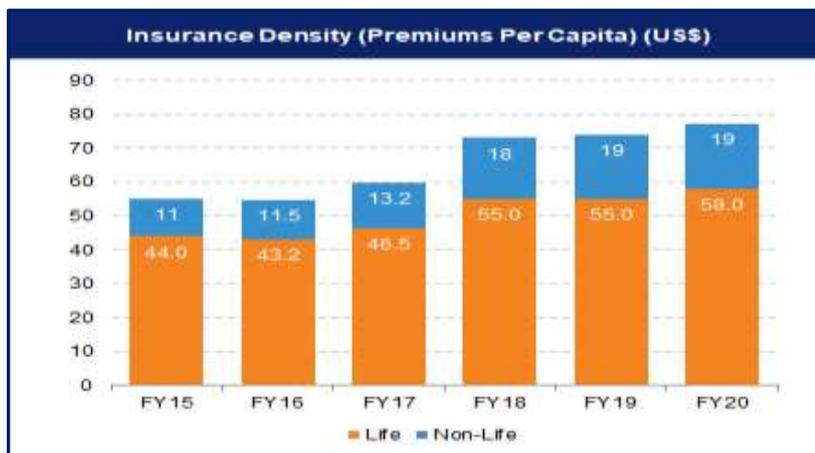
1. Robust Demand:

The gross first year premium of Life safety net providers expanded by 6.94% in 2021-22 until 31st January 2022, this was Rs. 2,27,188 crore (US\$ 29.54 billion).

2. Attractive Opportunities:

Insurance Regulatory and Development Authority of India (IRDAI) permitted back up plans to contribute obligation insurances of Infrastructure Investment Trusts (InvITs) and Real Estate Investment Trusts (REITs); this is supposed to give greater speculation

Market Intensity:



The insurance industry is supposed to increment at a CAGR of 5.3% somewhere in the range of 2019 and 2023. India's insurance entrance was fixed at 4.2% in FY21, with life coverage infiltration at 3.2% and non-life coverage entrance at 1.0%. As far as insurance thickness, India's general thickness remained at US\$ 78 in FY21.

Expenses from India's life insurance industry is supposed to arrive at Rs. 24 lakh crore (US\$ 317.98 billion) by FY31. In the principal half of FY22, the extra security industry recorded development pace of 5.8% contrasted and 0.8% in a similar period last year. The gross first-year premium of life back up plans expanded by 12.93% in 2021-22 to Rs. 314,262.42 crore (US\$ 40.06 billion).

Between April 2021-Walk 2022, gross charges discounted by non-life safety net providers arrived at Rs. 220,772.07 crore

choices to the nation's arising fire up biological system.

Insurance reach is still low in India. Generally insurance entrance (payments as % of Gross domestic product) was 4.2% in FY21, giving a tremendous underserved market.

3. Strategy Support:

In September 2021, the Association Bureau endorsed a speculation of Rs. 6,000 crore (US\$ 804.71 million) into elements, offering trade insurance cover to work with extra commodities worth Rs. 5.6 lakh crore (US\$ 75.11 billion) over the course of the following five years.

4. Expanding Ventures:

In February 2021, the Money Service declared to mix Rs. 3,000 crore (US\$ 413.13 million) into state-possessed general insurance agency to work on the by and large monetary wellbeing of organizations.

(US\$ 28.14 billion), an increment of 11.1% over a similar period in FY21. In May 2022, the all out premium acquired by the non-disaster insurance section remained at Rs. 36,680.73 crore (US\$ 4.61 billion), a 24.15% expansion when contrasted with a similar period in the earlier year. The piece of the pie of private area organizations in the general and health care insurance market expanded from 48.03% in FY20 to 49.31% in FY21. Six independent confidential area health care coverage organizations enlisted a leap of 66.6% in their net charge at Rs 1,406.64 crore (US\$ 191.84 million) in May 2021, as against Rs. 844.13 crore (US\$ 115.12 million) prior. As per S&P Worldwide Market Knowledge information, India is the second-biggest insurance innovation market in Asia-Pacific, representing 35% of the US\$ 3.66 billion

insurtech-centered adventure speculations made in the country.

Speculations and Contemporary Evolution:

Coming up next are a portion of the significant ventures and improvements in the Indian Insurance area.

1. ICICI Lombard and Airtel Payments bank have gone into an organization for giving digital Insurance in February 2022.
2. Probus Insurance gets US\$ 6.7 million in financing from a Swiss effect reserve in December 2021.
3. Organizations are attempting to use vital organization to offer different administrations as follows:
4. In November 2021, ICICI Lombard teamed up with Vega to furnish an individual mishap Insurance cover with each web-based Vega cap buy to increment street wellbeing mindfulness among clients.
5. In November 2021, ICICI Prudential Life Insurance cooperated with NPCI Bharat BillPay, an auxiliary of National Payments Corporation of India (NPCI), to offer ClickPay component to its clients.
6. In November 2021, the Competition Commission of India (CCI) endorsed HDFC Extra security's procurement of 100 percent shareholding in Exide Life Insurance. The move is supposed to fortify HDFC Life Insurance's in South India.
7. In November 2021, Willis Towers Watson gained the leftover 51% offers in WTW India, taking the organization's holding in WTW India to 100 percent.
8. In November 2021, Acko, a computerized protection fire up, brought US\$ 255 million up in reserves, taking the organization's valuation to ~US\$ 1.1 billion.
9. In September 2021, ZestMoney raised US\$ 50 million to enter new business potential open doors in the Insurance area.
10. In August 2021, PhonePe declared that it has gotten fundamental endorsement from IRDAI to go about as a merchant forever and general Insurance items. Thus, the organization can now offer Insurance exhortation to its 300+ million clients.
11. In FY21, LIC accomplished a record first-year premium pay of Rs. 56,406 crore

(US\$ 7.75 billion) under individual confirmation business with a 10.11% development over a year ago.

12. In India, gross charges composed of non-life guarantors arrived at US\$ 26.52 billion in FY21 (between April 2020 and May 2021), from US\$ 26.49 billion in FY20 (between April 2019 and May 2020), driven areas of strength for by from general insurance agency.
13. In August 2021, ICICI Prudential Life Insurance confined with the National Payments Corporation of India (NPCI) to give a united portions interface autopay.

Government Demarche:

The Government of India has taken number of drives to help the insurance business. A few of them are :

1. In 2022, the Indian government intends to sell a 7% stake in LIC for Rs. 50,000 crore (US\$ 6.62 billion). This is the biggest Initial public offering in India.
2. In November 2021, the Indian government consented to an arrangement with the World Bank for a US\$ 40 million task to propel the characteristics of health services in Meghalaya, including the state's health insurance program.
3. In September 2021, the Union Cabinet endorsed a speculation of Rs. 6,000 crore (US\$ 804.71 million) into elements, offering trade insurance cover to work with extra products worth Rs. 5.6 lakh crore (US\$ 75.11 billion) throughout the following five years.
4. In August 2021, the Parliament passed the General Insurance Business (Nationalization) Amendment Bill. The bill expects to permit privatization of state-run general insurance agency.
5. Union Budget 2021 expanded FDI limit in insurance from 49% to 74%. India's Insurance Regulatory and Development Authority (IRDAI) has declared the issuance, through Digilocker, of digital insurance contracts by insurance firms.
6. Finance Minister Ms. Nirmala Sitharaman , at Union Budget 2021 pronounced that the first sale of stock (initial public offering) of LIC will be carried out in FY22, as a feature of the union in the banking and protection area. However no conventional market valuation has been embraced, LIC's Initial public offering can possibly raise Rs. 1 lakh crore (US\$ 13.62 billion).

7. In June 2021, the government expanded a Rs. 50 lakh (US\$ 66.85 thousand) insurance coverage scheme for healthcare workers across India until the following one year.
8. In February 2021, the Finance Ministry declared to mix Rs. 3,000 crore (US\$ 413.13 million) into state-claimed general insurance agency to work on the by and large monetary strength of organizations.
9. Under Union Budget 2021, asset of Rs. 16,000 crore (US\$ 2.20 billion) has been assigned for crop insurance conspire.

Conclusion:

What's in store looks encouraging for the life insurance industry with a few changes in the administrative system which will prompt further changes in the manner the business directs its business and draws in with its clients. Life insurance industry in the nation is supposed to increment by 14-15% yearly for the following three to five years. The extent of IoT in Indian insurance market keeps on going past telematics and client risk evaluation. Presently, there are 110+ InsurTech new companies working in India. These new businesses are supposed to give a significant lift to the business and assist with expanding India's insurance entrance which assumes a urgent part in the general improvement of the country. Before, the Indian government plays had a critical impact in expanding the extent of the insurance area through different contracts and plans. This pattern will go on in the further through plans like the Pradhan Mantri Fasal Bima Yojana (PMFBY) giving crop insurance and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) giving extra security inclusion to the young at a reasonable cost. Plans like these combined with India's segment factors, for example, a developing working class, youthful insurable populace and developing consciousness of the requirement for security and retirement arranging will uphold the development of the Indian insurance area.

References:

1. <https://www.ibef.org/industry/insurance-sector-india#>
2. <https://www.investindia.gov.in/sector/bfsi-insurance>
3. <https://www.acko.com/articles/general-info/insurance-sector-india/>
4. https://www.irdai.gov.in/ADMINCMS/cms/NormalData_Layout.aspx?page=PageNo4&mid=2



“A Scrutiny on Artificial Intelligence- Its Application & Challenges”

Shivaleela H

Assistant Professor, Department of Computer Science
Government First Grade College for Women, Jamakhandi.

Corresponding Author- Shivaleela H

Email- shivaleelagfgcm@gmail.com

DOI- 10.5281/zenodo.8159156

Abstract:

Artificial Intelligence some cases called machine intelligence features the reproduction of knowledge in light of human and creature nature. They are customized so that they can think like living insight and act as they do. The definition fits for any machine that can act and think like individual while taking care of and learning explicit issue. The capacity of making a particular move while taking care of issue and accomplishing the objective is the best guideline of artificial brainpower. In this work we will give an exhaustive specialized survey of the innovation, challenges and its applications.

Keywords: Artificial Intelligence, Applications, Challenges, Technology, Machine learning.

Introduction:

Artificial Intelligence some cases called machine intelligence features the reproduction of knowledge in light of human and creature nature. They are customized so that they can think like living insight and act as they do. The definition fits for any machine that can act and think like individual while taking care of and learning explicit issue. The capacity of making a particular move while taking care of issue and accomplishing the objective is the best guideline of artificial brainpower. In this work we will give an exhaustive specialized survey of the innovation, challenges and its applications.

Objectives:

1. To understand the concept of artificial intelligence.
2. To study the application of artificial intelligence.
3. To know the challenges faced by artificial intelligence.

Research Methodology:

The method is used for the paper is auxiliary information based research paper and additionally, it is hypothetical investigation paper on the concept of artificial intelligence, its application and challenges faced.

Artificial intelligence

Artificial intelligence(simulated intelligence), the capacity of an advanced computer or computer controlled robot to perform errands generally connected with keen creatures. The term is habitually applied to the task of creating frameworks enriched with the scholarly cycles normal for people, for example, the capacity to reason, find significance, sum up, or gain from previous experience. Since the advancement of the advanced computer during the 1940s, it has been shown the way that computers can be modified to do extremely complex undertakings — as, for instance, finding verifications for numerical hypotheses or playing chess — with extraordinary capability. In any case, in spite of proceeding with progresses in computer handling pace and memory limit, there are at this point no projects that can match human adaptability over greater spaces or in endeavors requiring a ton of standard data.. Then again, a few projects have achieved the exhibition levels of human specialists and experts in playing out specific explicit undertakings, so man-made brainpower in this restricted sense is found in applications as different as clinical conclusion, computer web crawlers, and voice or penmanship acknowledgment.

The machines are expanding their capacity step by step, accordingly, various errands and exercises that require "intelligence" are eliminated occasionally from the Artificial intelligence (AI) definition. All things considered, a peculiarity is presented as artificial intelligence impact. In the hypothesis of Tesler's, it was expressed that simulated intelligence is anything that isn't finished at this point. For example, the innovation, for example, optical person acknowledgment has become normal innovation and is barred from things that are generally considered as artificial intelligence. Machines now-a-days have present day capacities are viewed as computer based intelligence. They hold limit with regards to working vehicles independently, recreation of military services, discourse acknowledgment, intuitive game frameworks and steering shrewd through network.

Application of Artificial Intelligence:

There are various utilizations of artificial intelligence. Some of them are examined underneath:

1. Artificial Intelligence for Stargazing

Artificial intelligence can be sent for tackling all inclusive issues. The computer based intelligence devices and procedures can help grasping the working and beginning standards of universe.

2. Artificial Intelligence for Medical care

1. In last many years, the Artificial intelligence based frameworks and devices are utilized all the more conspicuously for medical services businesses. It will make a huge help while conveying health administrations.
2. The calculations of simulated intelligence based framework can convey preferable finding administration over a person. It can assist specialists with grasping the basic instances of patients and personal them the demolishing signal for crisis clinical assistance.

3. Artificial intelligence for Gaming

The Artificial intelligence based framework can take part in gaming reason. The Artificial intelligence for a chess game, can foster calculation for tracking down various conceivable outcomes of steps for a particular step from other player.

4. Artificial intelligence for Money

The Artificial intelligence and monetary foundations together can convey better help while accomplishing monetary

objectives. The organization of calculations for chatbot, exchanging, automation and AI can assume a fundamental part.

5. Artificial intelligence for Information Security

The arrangement of information security is getting fundamental part for ventures around the world. The use of Artificial intelligence calculation for deciding bugs in programming handling and finding the digital assault is getting ubiquity among specialty units.

6. Artificial intelligence for Internet-based Entertainment

The online entertainment destinations contain many profiles of clients and items. Organizing such a tremendous informational collection is a major issue for humanity. The artificial intelligence can oversee and orchestrate the information according to most recent patterns and necessity on the lookout.

7. Artificial intelligence for Movement and Transport

In the business of movement and transport, the sending of simulated intelligence is getting prevalence. The man-made intelligence based frameworks are equipped for overseeing orders, proposing inns and flights, tracking down best course for clients. The specialty units convey artificial intelligence based Chatbot for better intelligent meeting with their clients.

8. Artificial intelligence for Car Industry

1. Numerous conspicuous businesses send menial helper for aiding clients. The TeslaBot from Tesla organization gives the continuous right hand administration for the clients
2. Numerous associations are locked in on advancement of self-propelled vehicles that gives more wellbeing and secure excursion than conventional drive.

9. Artificial intelligence for Mechanical technology

1. With the assistance of computer based intelligence, the mechanical technology can tackle the errand with their previous experience. In any case, the customary general robots performs redundant undertaking. Be that as it may, the combination of simulated intelligence can improve the reasoning capacity of such robots.
2. The arrangement of artificial intelligence calculation for humanoid is one more

illustration of man-made intelligence administration. The humanoid robot named as Sophia and Erica can act and talk like an individual.

10. Artificial intelligence for Amusement

In the diversion segment of life, the calculations of AI and simulated intelligence can offer better support for the customer. In applications, for example, NetFlix, Amazon Prime, such calculations conveys the suggested programs in view of the pursuit fields of the clients.

11. Artificial intelligence for Agribusiness

The customary strategies in horticulture require different assets like cash, work, and time for better development. In any case, the sending of simulated intelligence apparatuses can upgrade the prescient examination of the rancher and observing component of harvest.

12. Artificial intelligence for Online business

In the business units of internet business, the artificial intelligence based devices can furnish better mix of items with size, tones and brand. The analysts remark and investigation over that can anticipate the appropriateness of the item for the specific client over web.

13. Artificial intelligence for instruction

1. The organization of computer based intelligence calculation for improvement of Chatbot can upgrade the better showing right hand for the understudies.
2. In future, it can fill in as private coach that will be accessible for access whenever.

Challenges:

The whole guideline of Artificial intelligence depends on calculation, science and innovation that the majority of individuals are ignorant about it. Not many scientists or labor supply are there that are engaged with creating Artificial intelligence based calculation and application. This is because of prerequisite of new mechanical measurements while executing artificial intelligence based framework. The ability advancement of information science and investigation among specialists can improve better usage of Artificial intelligence area.

With the interest in sending of Artificial intelligence based framework in ventures, the specialty units are employing proficient of information researcher and examination for their different business

needs and progress. The specialty units train their expert for better usage of Artificial intelligence based framework. Since, Artificial intelligence based framework requires costly equipment assets essentially for handling figuring powers, for example, designs handling units (GPU), FPGS and AI model that overall specialty units can't go with their accessible financing assets.

Albeit the versatility of conveying computer based intelligence in specialty unit getting high, it isn't coordinated at the normal destinations that should be converged in business chain. Additionally, the specialty units that as of now have sent the artificial intelligence based framework, actually deficient with regards to behind for appropriate use of utilitarian properties under AI models. Following quite a while of conversation on upsides and downsides for conveying artificial intelligence based framework for discovery issue and humanity, the financial backers are profound wary from putting resources into specialty units.

With the incorporation of calculations and machines for controlling artificial intelligence based apparatuses, the navigation and critical ability to think is improved steadily for taking care of Black Box instruments. The automation framework makes hardships assess the breakdowns and errors during utilitarian execution. Also, because of restricted human asset for learning and understanding the functioning standards of such devices, the specialty units have no or little command over such arrangement that can cause complex system in market.

The computer based intelligence additionally has it's restricted limit for tackling undertaking or it can't determine all perplexing business rationales. Be that as it may, the computer based intelligence area can give conspicuous work profiles to businesses around the world. The examination local area of Artificial intelligence incorporates different mastery, researcher and technologist with various inspirations, targets and interests. However, the fundamental center is given over the investigation of humanity knowledge for addressing task and sending techniques for machines that can follow the intensive course of human.

The useful system of computer based intelligence's navigation and AI depends on handling grouped dataset that are private

and frequently delicate in nature. Some of the time, it turns into a troublesome issue for understanding by individuals. Accordingly, weak issues like wholesale fraud and information break might emerge. For the most part, numerous administration association and organizations are taking a stab at power and benefits, takes advantage of the utilization of Artificial intelligence based framework that are associated universally.

Artificial intelligence based framework is about information handling through calculations. The precision measurements of dynamic artificial intelligence based framework is assessed simply founded on how the framework is prepared by utilizing impartial and verify information. Unjustifiable and unscrupulous outcomes can raise issues for indispensable navigation. Artificial intelligence based framework prepared with terrible information can cause predisposition while tackling issues.

The abilities and force of artificial intelligence based framework and apparatuses straightforwardly relies on the exactness of utilized directed informational collections, that is ready for learning and preparing the AI model. In the exploration local area, the absence of value named information and its accessibility is a main pressing issue. Albeit, various endeavors are given through profound learning, dynamic learning and solo learning, to devise technique for sending of computer based intelligence models other than shortage of value information. Notwithstanding, it will just bother the goal.

Conclusion:

Artificial intelligence and machine learning are results of both science and fantasy. The possibility that machines could think and perform undertakings similarly as is millennia old. The mental bits of insight communicated in computer based intelligence and AI frameworks are not new by the same token. Seeing these advances as the execution of strong and long-laid out mental standards through engineering might be better. We ought to acknowledge that there is an inclination to move toward immensely significant developments as a Rorschach test whereupon we force tensions and expectations about what is a decent or cheerful world. However, the capability of artificial intelligence and machine insight for

good doesn't lie solely, or even fundamentally, inside its advancements. It lies principally in its clients. In the event that we confide (in the principal) how our social orders are as of now being run then we have no great explanation not to entrust ourselves to accomplish something beneficial with these advances. Also, on the off chance that we can suspend presentism and acknowledge that old stories cautioning us not to play God with strong advances are enlightening then we will probably liberate ourselves from pointless tension about their utilization.

References:

1. Tulshi Bezboruah, Abhijit Bora, Artificial intelligence: The Technology, Challenges and Application.
2. Wirtz, B. W., Weyerer, J. C., Geyer, C., "Artificial Intelligence and the Public Sector—Applications and Challenges", *International Journal of Public Administration*. Vol. 42, Issue 7, pp. 596-615, doi:10.1080/01900692.2018.1498103, 2018.
3. Lieto, A., Lebiere, C., Oltramari, A., "The knowledge level in cognitive architectures: Current limitations and possible developments", *Cognitive Systems Research*. Vol. 48, pp. 39-55, doi:10.1016/j.cogsys.2017.05.001, 2018.
4. Buchanan, B. G., "A (Very) Brief History of Artificial Intelligence" . *AI Magazine*, pp. 53-60, 2005, Available at <http://www.aaai.org/AITopics/assets/PDF/AIMag26-04-016.pdf>. Retrieved 2020-01-30.
5. Intelligence, A., "Chatbot Market Size, Share & Trends Industry Forecast 2022". *Arizton Advisory & Intelligence*, 2016. Available at <https://www.arizton.com/market-reports/chatbot-market-global>.
6. Sumari, A.D.W., Ahmad, A.S., Wuryandari, A.I., dan Sembiring, J., "Brain-inspired Knowledge Growing-System: Towards A True Cognitive Agent, *International Journal of Computer Science & Artificial Intelligence (IJCSAI)*. Vol. 2, No. 1, World Academic Publishing, pp. 26-36, 2012.
7. Serenko, A., Dohan, M., "Comparing the expert survey and citation impact journal ranking methods: Example from the field of Artificial Intelligence" . *Journal of Informetrics*. Vol. 5 , Issue 4, pp. 629-649, doi:10.1016/j.joi.2011.06.002, 2011.

8. Davis, E., Marcus, G., "Commonsense reasoning and commonsense knowledge in artificial intelligence". Communications of the ACM. Vol. 58, Issue 9, pp. 92-103. doi:10.1145/2701413, 2015.
9. Cadena, C., Carlone, L., Carrillo, H., Latif, Y., Scaramuzza, D., Neira, J., Reid, I., Leonard, J. J. , "Past, Present, and Future of Simultaneous Localization and Mapping: Toward the Robust- Perception Age". IEEE Transactions on Robotics, Vol. 32, Issue 6, pp. 1309-1332, doi:10.1109/TRO.2016.2624754, 2016.
10. Roberts, J., "Thinking Machines: The Search for Artificial Intelligence". Distillations. Vol. 2, no. 2, pp. 14-23, 2016.
11. Schoenick, C., Clark, P., Tafjord, O., Turney, P., Etzioni, O., "Moving beyond the Turing Test with the Allen AI Science Challenge". Communications of the ACM, Vol. 60, Issue 9, pp. 60-64, doi:10.1145/3122814, 2017.



Challenges of Adjustment, Stability and Compability in Inter Caste Marriage

Dr. Suchithra SR

Assistant professor, Department of Sociology
Government First Grade College, Kaup

Corresponding Author- Dr. Suchithra SR

Email- drsuchisr@rediffmail.com

DOI- 10.5281/zenodo.8159169

Abstract:

Planning of marriage, participation in marriage, presence or absence of parents, Awareness about likes and dislikes of your spouse, Marriage expenses management, items of expenses, Expectations from marriage, Levels of intimacy, Early and later Marital adjustment indicators, Marital success indicators, Stability of marital life, Marriage potential scale, Behavioral Strategies that lead to Marital Satisfaction., Measurement of compatibility, Personality Compatibility Analysis, Spouse Individual attributes, Spouse Social Attributes, Romance, Sexual relation.

Keywords: Marriage, Spouses, Compability, Stability

Introduction

Inter-Caste marriage refers to a marriage where a person does not marry a person from the same community. The other person might be from a community/caste which could be of a higher or lower status. People of India in the past discouraged inter-caste marriages as it would create problems within the family. The bonding of two different castes and cultures take a lot of effort.

The inter-caste marriages in India have been gradually gaining acceptance due to increasing education, employment, middle-class economic background, and urbanization. According to the 2011 census, 5.8% of the marriages in India are inter-caste marriages.

1. What Challenges Does An Inter-Caste Marriage Give?

Inter-caste marriages need people who will be willing to compromise and be open minded to the new cultures provided by the other half. They also need to have a convincing family who would accept their other half. Parents might have a different view on the particular caste and might interfere in the marital issues. The partners might also feel their caste is superior/inferior compared to the one of their other half. Different languages spoken by different communities create language barriers which

could create problems within the relationship. Arguments strike up due to caste differences. Partners may also have caste ego issues. It might also lead two families to feud due to these marriages. Families tend to reject inter-caste marriages as it would harm their reputation in the society. They also believe that the children born out of the inter-caste marriage will not be perfect

2. Adjustment In An Inter Caste Marriage

It is the responsibility of the younger generation to make their elders realize that the rigid caste system is morbid and has a dark future ahead. The youngsters can take various steps on their part to demolish this system. They must work towards their goal to get married by doing certain things like gaining each other's family's trusts.

They can also try to learn and appreciate the other customs and cultures of the other caste and try to mingle together. Being open minded and making compromises, taking responsibility and initiative is a great step in a relationship. Families should also make allowances and view the other as one. Both the family and the spouse must make certain adjustments for a good and healthy marriage.

3. Challenges of Stability in an Inter Caste Marriage.

As values taught to different communities differ from each other, this causes a misunderstanding or misinterpretation within the relationship. A couple must talk their way out and deal with such problems. Communication is one of the most important keys in a relationship. A couple must accept their significant other's cast openly and try to be emotionally mature and stable. Stable and happy inter caste couples do not shy away from the prejudices and stereotypes from the society, instead they tend to address it when it arises. Most of all, true love, hard work, effort, determination and perseverance from both the spouses will always overcome the caste prejudices. Couples need to be clear that they are not operating on deeply-ingrained but distorted ideas about who their prospective spouse is.

4. Challenges of Compability in an Inter Caste Marriage.

Couples need to overlook the status of their caste in order to remain compatible through the relationship. Getting to know each other, communication, giving space to each other etc. are the ways in which a couple can remain stable and have good understanding. They shouldn't let caste problems or any other issues into their marital life. Loyalty and trust to the partner plays a main role. Gaining trust from other family members like cousins, siblings help to create a better impression of the spouse on the family. An Inter caste couple also have better compability than an arranged marriage couple due to the former being a marriage based on love. The children born out of inter-caste marriage, are often open to different cultures and are also very well exposed to the outer world.

5. Conclusion

The inter caste marriages have led to many honor killings and fights among the different families. But at the same time, inter caste marriages, have their own advantages, which can be an eye-opener to many people. Inter caste marriages shall not be discouraged as it could lead to a negative society based on caste and ego. The advantages of inter caste marriages however overshadow the disadvantages and the negative points. People overtime have tend to overlook the old prejudices. Inter caste marriages make a better couple.

References

1. Kapadia K. M. (1972), Marriage and Family in India, Oxford University Press, New Delhi,
2. Murstein B. I, 1971. "Mate Selection" in the 1970's Journal of Marriage and Family 42:777-92,
3. Kundu-Shampa and Shariff Kazi Mohammed, 1962. "Post Graduate Science Students of Calcutta University on Inter caste Marriage", Eastern Anthropologist, Vol.4.
4. <https://www.wikipedia.org>
5. Inter Caste Marriages: News, Photos, Latest News Headlines about Inter Caste Marriages - The Indian Express
6. <https://www.outlookindia.com/national/15-district-special-cells-to-protect-inter-caste-marriage-delhi-police-to-hc-news-224732>



“A Delineation on Cloud Computing”

Sharanagowda K

Assistant Professor , Department of Computer Science
Government First Grade College for Women, Raichur 584101

Corresponding Author- Sharanagowda K

Email- sgowdarcr@gmail.com.

DOI- 10.5281/zenodo.8159173

Abstract:

Today is the time of Cloud computing Innovation in IT Ventures. Cloud computing which depends on internet has the most impressive engineering of calculation. It adds up of a get-together of facilitated and arranged equipment, programming and internet framework. It has different profits on matrix registering and other processing. In this paper, I have given a brief of assessment of cloud computing by surveying in various articles on cloud computing. The result of this audit signalizes the substance of the IT businesses when the cloud processing.

Keywords: Cloud, SaaS, PaaS, IaaS, Epitome, Models, Cloud Computing.

Introduction:

Like genuine mists which are the assortment of water atoms, the term ‘cloud’ in cloud computing is the assortment of organizations. The client can utilize the modalities of cloud computing endlessly at whatever point requested. Rather than setting up their own actual foundation, the clients commonly lean toward a go between supplier for the help of the internet in cloud computing. The clients need to pay only for the organizations they had used. The responsibility can be moved to diminish the responsibility in cloud computing. A heap of administration is dealt with by the organizations which shapes the cloud that is the reason the heap on nearby PCs isn't weighty while running an application. So the order of equipment and programming at the client side is diminished. All we really want to have an internet browser to utilize cloud computing. All we really want to have an internet browser like chrome to utilize cloud computing. Following are the critical elements of cloud computing:

1. Asset Pooling and Versatility
2. Self-Administration and On-Request Administrations
3. Evaluating
4. Nature of Administration

There are three administrations given by cloud computing that are Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) . The

fundamental instances of cloud computing which are utilized by general individuals in day to day existence are Facebook, YouTube, Dropbox, and Gmail and so forth. It offers versatility, adaptability, nimbleness, and straightforwardness that is the reason its utilization is quickly expanding in the endeavors.

Objectives:

1. To perceive the concept of cloud computing.
2. To study the elements of cloud computing.
3. To know the models of cloud computing.

Research Methodology:

The technique is utilized for the paper is auxiliary information based research paper also, it is theoretical exploration paper on the concept of cloud computing.

Extension of Cloud Computing:

John McCarthy once showed in a lecture at MIT in the 1960s that, like water and power, figures might also be marketed as utilities. What's more, in 1999, the Sales force Organization began conveying the applications to the clients through a helpful site. Amazon Internet Services were begun by Amazon in 2002 and they were giving the services of capacity and calculation. In around 2009 major organizations like Google, Microsoft, HP, Prophet had begun to give cloud computing services. These days every single individual is utilizing the services of cloud computing in their day to day existence.

For instance Google Photographs, Google Drive, and iCloud and so on. In future cloud

computing will turn into the fundamental need of IT Businesses.

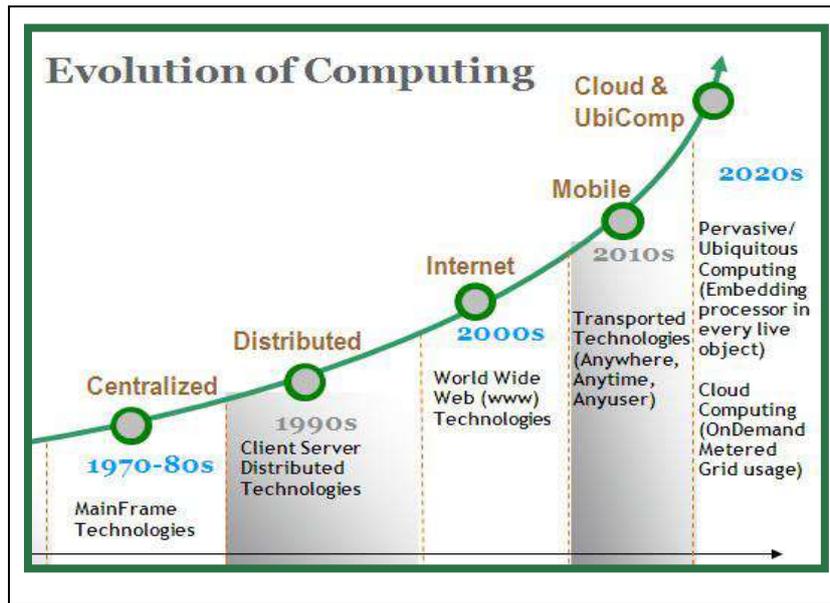
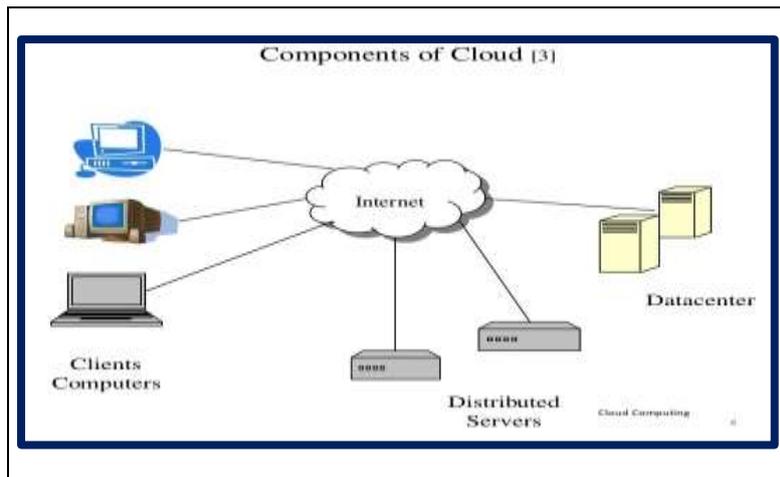


Figure 1: Evolution

Elements of Cloud Computing: Cloud computing has three fundamental parts as follows-

1. **Client Computers:** The end client can connect with the cloud utilizing the client PCs.
2. **Distributed Servers:** The servers are appropriated among the better places yet behaves like they as working with one another.
3. **Data Centers:** Server farms are the accumulation of servers.



Models of Cloud Computing:

1. **Software as a Service (SaaS):** The approach to conveying application as a help on the internet is known as programming as a help. Instead of introducing the product on his PC, the client can just access it through the internet makes the client free from dealing with the mind bogging programming and equipment. The SaaS clients don't have to purchase programming or equipment, keep up with, and update. The main thing client should have an internet association and afterward admittance to the application is exceptionally simple. Model, Microsoft Office 365, Google Applications and so on.
2. **Platform as a Service (PaaS):** An improvement climate or stage is given to the shoppers as administration in PaaS, whereupon client can convey their own

product and coding. The client has the freedom to build his own applications that can run on the supplier's foundation [5]. Item as a specialist co-ops offers a predefined synthesis of working framework and application server to acquire the administration limit of the applications. Formodel, Light (Linux, Apache, MySQL, and PHP), J2EE, Ruby and so on.

3. Infrastructure as a Service (IaaS): Many processing assets are given by the IaaS as capacity, organization, working framework, equipment, and capacity gadgets on request. IaaS clients can get to the administrations utilizing a wide region organization, for example, the internet [5]. For instance, a client can make virtual machines by login to the IaaS stage.

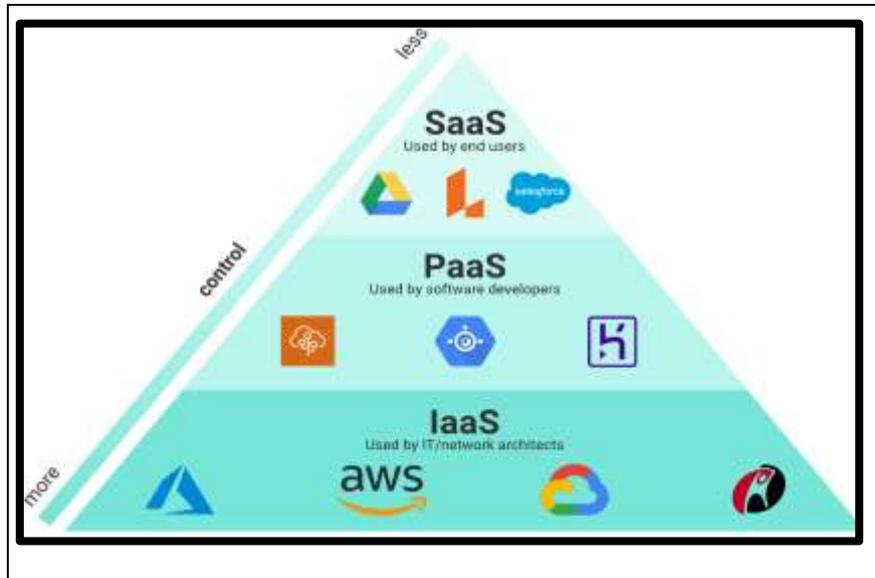


Figure 3: Models

Cloud Computing's Pinnacle:

1. **Public Cloud:** The public cloud is a registering administration provided by the outsider suppliers on the general population internet. These administrations are accessible for any client who needs to utilize them and they need to pay just for the administration they consumed.
2. **Private Cloud:** The registering administrations gave over the internet or confidential organization go under the confidential cloud and these administrations are offered exclusively to the chose clients instead of ordinary citizens. A higher security furthermore, protection is appointed by confidential mists through the firewall and inner facilitating.
3. **Mixture Cloud:** Crossover cloud is the mix of public cloud and confidential cloud. In the half and half cloud, each cloud can be overseen autonomously however information and applications can be divided between the mists in the cross breed cloud.

The Positive aspects of Cloud Computing:

1. **Cost Saving:** In cloud computing clients need to just compensation for the administrations they consumed. Upkeep cost is low as client don't have to buy the framework.
2. **Adaptability:** Cloud computing is versatile. The fast scale all over in the tasks of your business may require speedy change of equipment and assets so to deal with this varieties cloud computing give adaptability.
3. **Improved Security:** Cloud computing give high security by utilizing the information encryption, solid access controls, key administration, and security insight.

Conclusion:

In this survey paper we depicted in short the presentation, development, types and parts of cloud computing and furthermore various methodologies of cloud computing and a portion of its benefits. The application area of cloud computing will constantly be expanding. Today roughly all little and huge businesses are utilizing cloud computing to make due capacity, traffic, equipment

necessities. Thus, obviously there is significant effect of cloud computing on society and business.

References:

1. Priyanshu Srivastava, Rizwan Khan, A Review Paper on Cloud Computing, International Journals of Advanced Research in Computer Science and Software Engineering ISSN: 2277-128X (Volume-8, Issue-6)
2. Garrison, G., Kim, S., Wakefield, R.L.: Success Factors for Deploying Cloud Computing, *Commun. ACM.* 55, 62–68 (2012).
3. Herhalt, J., Cochrane, K.: Exploring the Cloud: A Global Study of Governments' Adoption of Cloud (2012).
4. Sales force, —CRM|, <http://www.salesforce.com/>.
5. Venters, W., Whitley, E.A.: A Critical Review of Cloud Computing: Researching Desires and Realities. *J. Inf. Technol.* 27, 179–197 (2012).
6. Yang, H., Tate, M.: A Descriptive Literature Review and Classification of Cloud Computing Research. *Commun. Assoc. Inf. Syst.* 31 (2012).
7. Marston, S., Li, Z., Bandyopadhyay, S., Zhang, J., Ghalsasi, A.: Cloud computing — The Business Perspective. *Decis. Support Syst.* 51, 176–189 (2011).



“A Voguish Cram of Customer Relationship Management”

Rekha B.N

Assistant Professor in Commerce
Government First Grade College Madhugiri, Karnataka.

Corresponding Author- Rekha B.N

Email- rekhamanjunath.acl@gmail.com

DOI- 10.5281/zenodo.8159184

Abstract:

CRM is a methodology that spotlights on areas of strength for building with client and possible client for making and keeping a devoted client base. Client relationship the board is a term that alludes to practices, methodologies and advances that organizations use to oversee and break down client communications and information all through the client lifecycle, determined to further develop business associations with clients, aiding client maintenance and driving deals development. CRM are expected to assemble data on clients across various channels or resources between the client and the organization which could incorporate the organization's site, phone, live visit, regular postal mail, advertising materials and online entertainment. CRM frameworks can likewise give client confronting staff definite data on clients' very own data, buy history, purchasing inclinations and concerns. Association that take on CRM can look into their client and proposition more customized item and administration as they get important data day to day in a manner that permit them to spot pattern. Accordingly it lessens the expense, increments productivity and further develop consumer loyalty.

Keywords: Customer Relationship Management, Ideas, Requisites, Elements, Strategies, Initiatives

Introduction:

The specialty of dealing with the association's relationship with the clients and imminent clients allude to client relationship the board. In more straightforward words, client relationship the board alludes to the investigation of requirements and assumptions for the clients and giving them the right arrangement. CRM is all parts of communications that an organization has with its clients, whether it is deals or administration related. While the expression client relationship the board is most ordinarily used to portray a business-client relationship (B2C), CRM is furthermore used to supervise business to business (B2B) connections. Data followed in a CRM framework incorporates contacts, clients, contract wins and potential customers from there, the sky is the limit.

Customer Relationship Management (CRM) alludes to the standards, practices, and rules that an association adheres to while cooperating with its clients. According to the association's perspective, this whole relationship envelops direct communications

with clients, for example, deals and administration related cycles, estimating, and the investigation of client patterns and ways of behaving. At last, CRM effectively improves the client's general insight.

Objective:

1. To perceive the concept of CRM.
2. To know the initiatives taken in CRM.
3. To realize the CRM strategies.

Research Methodology:

The technique is utilized for the paper is auxiliary information based research paper also, it is theoretical exploration paper on the encapsulation of customer relationship management.

Idea of CRM:

Customer Relationship Management is a perplexing interaction which depends on a decent Information on propensities and necessities of clients. It expects steady assortment of Data of client's way of behaving. There are four essential justifications for why Association changes their business cycles to clients' necessities:

1. Maintenance of existing clients,
2. Drawing in new clients,

3. Urge clients to develop participation with association
4. Illuminating clients about portfolio regarding items, administrations and correspondence Channels, with point of expanding benefits or forestall misfortunes.

Requisite for Customer Relationship Management

1. Customer Relationship Management prompts fulfilled clients and in the end higher business without fail.
2. Customer Relationship Management goes far in holding existing clients.
3. Customer Relationship Management guarantees clients return back home cheerfully.
4. Customer Relationship Management works on the connection between the association and clients.

Such exercises fortify the connection between the agents and clients.

Essentials of Customer Relationship Management:

1. Fulfillment

Consumer loyalty is the proportion of a client's view of the nature of an item, administration, or organization. Consumer loyalty is significant in light of the fact that it goes about as a buying rule for the organization and the consumer. On the off chance that a client isn't happy with the consequence of their buy, they are bound to buy from another organization.

2. Dedication

Consumer dedication is the proportion of rehash deals and references. It depends on how frequently a consumer buys from one specific organization versus others that might be comparable or more qualified to their requirements. Steadfast consumer are bound to be happy with their buy and prescribe the item to other people. In this way, it is significant on the grounds that it gives a predictable wellspring of income for the organization.

3. Productivity

Productivity is an estimation of how much benefit (or misfortune) an organization makes during its activity. It tends to be determined by all out income less absolute expenses. Benefit is significant in light of the fact that it permits organizations to proceed with tasks and remain productive to develop and grow. Without benefit, organizations would ultimately not have the option to pay workers, providers or charges, and would

ultimately leave business because of absence of assets.

4. Consumer Confinement

Consumer Confinement is an estimation of the number of clients that stay faithful to one organization after some time. Held consumers are more affordable for organizations to hold than new consumers who need to go through innovative work, advertising efforts, advancement costs, and so on, once more for new consumers. They are additionally more productive for organizations since they don't need to burn through cash securing them again after they have proactively bought from the organization once previously.

Initiatives to Customer Relationship Management:

1. **It is fundamental for the agents to comprehend the requirements, interest as well as spending plan of the customers.**

Propose nothing which would beg to be spent.

2. **Never lie to the clients.**

Convey them just what your item offers. Do whatever it takes not to cook fake stories or anytime endeavor to deceive them..

3. **It is messed up to make customers stopping.**

Deals experts ought to arrive at gatherings at the latest time. Ensure you are there at the setting previously the customer comes to.

4. **A business expert ought to think according to the customer's viewpoint.**

Try not to just ponder your own objectives and motivations. Propose just common decency for the customer. Don't offer a costly versatile to a customer who procures rupees 5,000 every month. He could never come back to you and your association would lose one of its regarded clients.

5. **Don't oversell.**

Being pushy doesn't work in bargains. It a customer needs something; he would buy something very similar. Never bother the customer or make his life damnation. Try not to call him beyond two times in a solitary day.

6. **A singular necessities time to foster confidence in you and your item.**

Offer him an opportunity to consider and glean.

7. **Never be discourteous to customers.**

Handle the customers with persistence and care. One ought to never under any circumstance get hyper with the customers.

8. Go to deals meeting with a cool brain.

Welcome the customers with a grin and attempt to settle their questions at the earliest.

9. Stay in contact with the customers even after the arrangement.

Devise customer faithfulness programs for them to get back to your association. Give them extra focuses or gifts on each subsequent buy.

10. The deals trough should give vital preparation to the outreach group to show them how to communicate with the customers.

Recall customers are the resources of each and every business and it is critical to keep them cheerful and fulfilled for effective working of association.

Customer Relationship Management Technique:

Customer Relationship Management is much of the time considered a business methodology that empowers organizations to get to the next level in various regions. The CRM methodology permits you to following:

1. Grasp the consumer
2. Hold consumers through better consumer experience
3. Draw in new consumers
4. Win new consumers and agreements
5. Increment beneficially
6. Decline consumer the board costs and so forth...

Conclusion:

A Customer relationship management is valuable for some reasons. It assists organizations with monitoring shopping patterns, keep up with positive associations with their customer base and follow support issues. Likewise, deals faculty can drive arrangements or deals data by correspondence to customers to step them back to their business. Understanding what sort of customers an organization has is likewise significant in light of the fact that it can help them to have deals from here on out. It is about worried about drawing in, keeping up with and improving customer relationship in associations. CRM goes past the conditional trade and empowers the advertiser to appraise the customer's opinions and purchasing expectations so the customer can be given items and administrations before the beginnings requesting. customers are the foundation of any sort of business exercises, keeping up

with relationship with them yield improved outcome.

Reference:

1. Conway, D. K., Fitzpatrick J.M., The Customer Relationship Revolution – A methodology for creating golden customers.
2. T.R.Thiruvenkatraj, A Study on Customer Relationship Management.
3. www.investopedia.com
4. <https://crm.walkme.com/4-components-of-customer-relationship-management>



“A Notable Study on Digital Marketing”

Leelavathi.H

Assistant Professor in Commerce ,
Government First Grade College, Madhugiri, Tumkuru (Dist), Karnataka.

Corresponding Author- Leelavathi.H

Email- leelakas2017@gmail.com

DOI- 10.5281/zenodo.8159189

Abstract:

The explanation of quick development of internet business is digital marketing. Utilizing this promoting system we can increments speed of purchasing and fixing. We can fan out greatest watchers or client with the assistance of advanced promoting and you can do that quick and simple. It positively has a significant impact in current business framework. This strategy makes our business all the more quick and exact. Computerized showcasing is incredibly more sensible than customary disconnected promoting approaches. Yet, one of the fundamental benefit of driving your advertising carefully is the straightforwardness with which results can be followed and noticed. As opposed to leading selective client investigation, you can rapidly see client reaction rates and sum the accomplishment of your advertising effort in genuine time, permitting you to design all the more productively for the following one. This study attempt to feature the meaning of computerized showcasing in the new age.

Keywords: Digital Marketing, Approaches, Explicit Utilities, Challenges.

Introduction:

Digital Marketing is publicizing of merchandise or brands through different types of electronic gadget. Digital Marketing is oftentimes referenced to as 'web based promoting', 'web advertising' or 'web showcasing'. The word advanced showcasing has created in popular over the long haul, fundamentally in specific countries. In some country like USA on the web promoting hushes up predominant, in Italy is referenced as web showcasing however in the UK and around the world, computerized advancing has transformed into the most broadly perceived term. Digital Marketing is a subgroup of showcasing which utilizes computerized innovation to place and exchange merchandise. Advanced media is overall to such an extent that clients have entrée to data whenever furthermore, anyplace they need it. Web utilization perseveres to explode crossways the universe with computerized charming a step by step significant wellspring of monetary advantage in together B2C and B2B advertising.

An extraordinary exchange of thought must been centered around the extraordinary open doors advanced promoting contributions, with little consideration on the

real difficulties endeavors are confronting going computerized. Internet advertising is real idea of showcasing of labor and products utilizing web innovations, for the most part on the web, yet additionally counting cell phones, presentation advancement, and to some degree other computerized norm. The Web is a conveying medium. It grants for the discussion of cash, yet more than that, it licenses for the discussion of significant worth. A business on the Web can increment esteem as time, commitment and backing from the purchaser. For the purchaser, worth can be included the type of engaging, clarification and handiness; content advertising is one strong method for making importance.

Digital Marketing strategy to shapes on and adjusts the upsides of conventional showcasing, utilizing the possibilities and challenges presented by the computerized norm. Digital Marketing is a approach ought to be constantly repeating and developing. Since the Web takes into consideration close immediate criticism and information get together, online advertisers ought to persistently be improving and refining their web based showcasing endeavors.

Objectives:

1. To study the different modes of digital marketing
2. To know the utilities of digital marketing
3. To come across with the obstacles of digital marketing

Research Methodology:

The procedure is used for the paper is assistant data based research paper likewise, it is hypothetical investigation paper on the magnitudes of digital marketing.

Distinct Approaches of Digital Marketing:

The digital marketing business has presented various web based promoting networks which assists merchants with focusing on the right crowd and draw in them towards the merchandise or convenience being showcased. It is this bang in on the web showcasing that requests the requirement for an item to make a firm web-based participation and task a picture in bicycle with the stage being utilized as well as their vision and mission. For this thought process, it is influential for comprehend not exactly what web based promoting can offer your item or business yet in addition the chance of different on the web showcasing organizations and how best you can apply these organizations of internet promoting.

For a digital marketing development to be unshakable and proceed as well true to form, it is critical for you to distinguish the advanced promoting networks through which your item or expert should be showcased; for few out of every odd organization or advanced showcasing stage is material for organizations and items across organizations and markets. The right digital marketing network for your item or business additionally relies upon your image's business objectives. In case your point is to deliver leads for your business and you're a B2B item, it makes more knowledge to utilize stages that are business driven and have structures that will assist you with delivering leads.

- **EMAIL Marketing**

Email marketing, as the name proposes, is a computerized promoting channel which is utilized to advertise brands and organizations through messages. While email advertising transforms the risk of messages getting into the Spam organizer, it is as yet persuasive salaries of developing brilliance of your item or business. Email showcasing is utilized not fair-minded for the

purpose of item cognizance, yet additionally to create leads, highpoint item ideas, send out pamphlets, etc.

- **Search Engine Marketing**

Search Engine Marketing or SEM makes the progress Web optimization which ignores, supported traffic from web indexes. With SEM you acquiring declaration space that appears to be on a client's SERP. The most shared paid search stage is Google AdWords. Then, is Bing Promotions. The web crawler controls an advertiser a decided sum to show an ad in various spots on a SERP created from explicit catchphrases or expressions. PPC or pay-per-click is single of the example of computerized promoting. PPC means to a showcasing strategy where web crawlers care a business each time their commercial is ticked. In current months Online entertainment stages started tolerating for PPC publicizing. These ads appear in the newflash channels of a business' objective observers. This method is a decent example of how the different sorts of computerized promoting nosebleed into one another to frame an entire advanced showcasing plan. In this example, SEM edges with web-based entertainment promoting.

- **Associate Marketing**

Associate Marketing alludes to the system of paying for changes. Think about it like marking a salesman for your products or administration. That partner procures a commission. You control the rate for partner promoting. You just compensation for changes. This implies there is no forthright expense to relate showcasing. Numerous bloggers or e- trade sites utilize partner advertising. At the point when you decide to utilize Associate advertising shield that your terms and limits are all examined already. The partner addresses your image, so you believe that they should convey your image's message near them. Ponder the sorts of words you maintain that the partner should utilize. Obviously, you want to make the arrangement work for the partner, as well.

- **Influencer Marketing**

Force to be reckoned with marketing is in the fresher sorts of online marketing. Force to be reckoned with showcasing uses people with an enormous internet based spread cautious specialists by your objective commercial center to drive traffic and arrangements. Force to be reckoned with showcasing is notable via online entertainment frameworks like Instagram

and Snap talk. Organizations enlist Instagramers with immense followings to endorse their item by post at least one pictures with the item. Organizations presently include in Instagram or Snap talk "takeovers" where the acquired impact controls the undertaking's web-based entertainment stage for a given measure of time, most often per day. These web-based entertainment overthrows energy the force to be reckoned with's close to your virtual entertainment channels aggregate your new gatherings and sole perspectives. Constantly try to do all necessary investigation on a powerhouse before you choose to work with them. You could have to affirm their Google examination and imprint guaranteed their following shows authentic and not complete of phony records.

- **Social Media Marketing**

Single most well-known kinds of internet advertising is virtual entertainment promoting. The development of Facebook, Twitter, LinkedIn, Instagram, YouTube, WhatsApp and numerous different stages has made a rising commercial center where organizations can interface with clients. As new stages have appeared and developed, each offers extraordinary benefits items can use to impact various business sectors. B2B organizations can advantage from utilizing LinkedIn, while B2C organizations can browse a scope of stages, contingent upon their onlooker's tendencies and the kinds of satisfied they can properties.

- **PPC (PAY PER Click)**

Search, otherwise called PPC, is the administration of paid commercials in the query items of a web crawler. These financed promotions are traditionally situated above, or to one side of the 'natural' query items and can be very financially savvy. Paying per click implies you possibly pay when a forthcoming customer taps on your notice.

- **Online Advertising**

Online Advertising is unique in relation to PPC in that you are promoting on other client's sites. For example, you may have to purchase brilliant space on a definite site, and you would pay the site proprietor either founded on the number of impersonations, or the quantity of snaps the advert gets.

A few Explicit Utilities of Digital Marketing:

1. Cost-Productive: You can well thought out plan full of feeling digital advertising

technique inside your monetary arrangement by the utilization of digital promoting that offers a modest strategy in contrast with other publicizing channels such as radio, television and then some. An efficient and very much oversaw digital showcasing effort can come to an enormous onlookers at a more unfortunate expense than the old-style showcasing techniques.

2. Upgraded Openness: Arrive at regular conjectures by changing to a digital promoting effort inside a little speculation. Be start where your onlookers are searching for you. You will see long haul results by utilizing digital advertising.

3. Save Time: digital advertising brings ongoing results inside no time. Time is esteemed for us all, so why left-over even a Nano second. Advanced promoting offers you easygoing to see the quantity of visitors to your site, what is the variant rate, what is the top exchange time, the number of supporters that have added you in a day and more.

4. Social Currency: Internet showcasing gives you a relaxed to create connecting with crusades utilizing different sorts of media. These developments can go organic on friendly stages, giving from one person to extra, subsequently acquiring social cash.

5. Brand Building: Brand building is what each business wounds to accomplish and digital promoting Helps produce your creation by indorsing it on different stages, the more.

Challenges before Digital Marketing

1. Spread of advanced channels:

Purchasers utilize different digital channels and a variety of gadgets that utilize assorted conventions, necessities and connection points - and they communicate with those gadgets in various ways and for various goals.

2. Expanding rivalry: Advanced channels are nearly modest, contrasted and conventional media, making them inside impact of essentially every industry of each and every size. Subsequently, it's turning into a ton harder to catch clients' consideration.

3. Blast information limits: Purchasers abandon a tremendous path of information in digital networks. It's gigantically hard to make sense of all that information, as well as track down the right information inside blast

information volumes that can assist you with pursuing the best choices.

4. **Chivalrous Their Crowds:** Talking about drawing in the right organizations, numerous private ventures don't completely know who their objective onlookers is. This is where buyer characters prove to be useful. Customer are significant in the digital marketing world. They are semi-fictitious exhibitions of your ideal shoppers. You utilize genuine information about your momentum buyers and commercial center exploration to totally develop and construct your purchaser personas.
5. **Making Important Substance:** Regardless of whether your private company has a gorgeous site, without regarded, uncovering content, your promoting will not convey results.

Gratified that is coordinated and important to your buyer personas can allure the right visitors to your site. Ideally, you really want to run a trustworthy magazine plan for your blog, record and alter tape content, and produce sharable delighted for your virtual entertainment channels.

Purposes Behind The Development Of Digital Marketing:

1. Promotion can spread extremely huge number of potential customers worldwide
2. Web strength over other promoting medium.
3. Online promotion works 24 hours every day, 7 days per week, 365 days per year.
4. In web-based promotion explicit vested parties or people can be designated.
5. Online ad can productively utilize the assembly of text, sound, designs, and Liveliness.
6. In web-based promotions are less expensive in contrast with conventional commercial. There is no printing costs, no postage costs and so on.

Conclusion:

The fundamental goal of information gathering was to concentrate on the significance of digital marketing in the new period. What are the various issues looked by the digital marketing. It additionally showed how the piece of digital marketing made a difference being developed of India. The occupation of advanced advertising expect fundamental part in business for improvement. Since it's have less time and less sum do promoting through world. And furthermore assuming any progressions

happened in item we need to change effectively and it make more mindfulness as opposed to conventional marketing .So it have significant impact in item mindfulness (for example particularly in New item introducing).In this digital marketing we need to utilize such countless sorts devices .so we parcel of decisions in digital marketing.

References:

1. Vijaya S. Bhosale, IMPORTANCE OF DIGITAL MARKETING IN THE NEW AGE. International Journal of Advance and Innovative Research, ISSN 2394 – 7780.
2. Krishnamurthy, S. (2006). Introducing E-MARKPLAN: A practical methodology to plan e-marketing activities.
3. G. T. Waghmare, (2012). E-commerce; A Business Review and Future Prospects in Indian Business. Internet Marketing in India. Indian Streams Research Journal.
4. Sheth, J.N., Sharma, A. (2005). International e-marketing: opportunities and issues. International Marketing Review vol. 22 no. 6, 2005.



“An Exposition on Derivative Market”

Nalini N.D

Assistant Professor in Commerce

Government First Grade College of Arts, Science and Commerce, Sira, Karnataka.

Corresponding Author- Nalini N.D

Email- nalinin.doddarangaiah@gmail.com

DOI- [10.5281/zenodo.8159197](https://doi.org/10.5281/zenodo.8159197)

Abstract:

Generally, it's obviously true that the unregulated economy system can develop attending with the advancement of the monetary business sectors, particularly subsidiaries. The joining of worldwide economies has prompted free progression of merchandise, administrations, capital and HR. This peculiarity while guaranteeing ideal use of the world's scant assets, denies unpredictability and chance in every one of the elements of the business. The board of this hazard instability turns into an overwhelming test as it requires novel items and cycles - subordinates items. Across the globe, subsidiaries are viewed as hazard the executives devices, the supporting component. The mercantilism or exchanging of monetary subordinates has gotten top to bottom consideration. In the interim simultaneously it has prompted a discussion over its effect on the basic securities exchange from different features by the academicians. All around the world scientists have done investigate on subordinate exchanging and figured out different realities about subsidiaries and their exchanging.

Keywords: Derivatives, Assimilation, Epitome, Menaces.

Introduction:

Derivatives will generally be well known because of their adaptable nature, returns and their capacity to give market watchers better expectations for patterns of the market. A typical fundamental element is that all resources will generally convey the gamble of progress in their worth itself. At the point when merchants put resources into derivatives they are basically wagering on whether the worth of a resource will increment or reduction over a proper timeframe. That is, derivatives are agreements or wagers that achieve their worth from prior or future costs of protections. In derivatives exchanges merchant is buying a commitment from the proprietor of a resource and moving responsibility for resource as opposed to the actual resource. The construction of the commitment gives merchants bigger adaptability and much of the time this baits financial backers towards managing in derivatives. Derivatives and value shares are two separate substances. That is, value shares are considered as resources in exchange while derivatives accomplish their worth from the resources that the broker

possesses. There are 4 kinds of derivatives options, futures, forwards and swaps.

Objectives:

1. To perceive the concept of derivatives.
2. To understand the assimilation of derivatives.
3. To know the epitomes of derivatives.

Research Methodology:

The technique is utilized for the paper is auxiliary information based research paper also, it is theoretical exploration paper on exposition of derivatives.

Derivatives:

The term derivative alludes to a kind of monetary agreement whose worth is reliant upon a hidden resource, gathering of resources, or benchmark. A subsidiary is set between at least two gatherings that can exchange on a trade or over-the-counter (OTC).

These arrangements can be used to trade many assets and convey their own risks. Costs for derivatives get from vacillations in the basic resource. These monetary protections are ordinarily used to get to specific business sectors and might be exchanged to fence against risk. Derivatives can be utilized to either relieve risk

(supporting) or accept risk with the assumption for proportionate award (hypothesis). Derivatives can move risk (and the going with remunerations) from the gamble disinclined to the gamble searchers.

Derivatives are monetary agreements, set between at least two gatherings, that get their worth from a basic resource, gathering of resources, or benchmark. A derivative can exchange on a trade or over-the-counter. Costs for derivatives get from variances in the hidden resource. Derivatives are typically utilized instruments, which builds their possible dangers and prizes. Normal derivative incorporate fates contracts, advances, choices, and trades.

Assimilation of Derivatives:

A derivative is an intricate sort of monetary security that is set between at least two gatherings. Merchants use subordinates to get to explicit business sectors and exchange various resources. Normally, derivatives are viewed as a type of cutting edge financial planning. The most widely recognized hidden resources for derivatives are stocks, securities, products, monetary standards, loan costs, and market files. Contract values rely upon changes in the costs of the fundamental resource.

Derivatives can be utilized to support a position, guess on the directional development of a hidden resource, or give influence to possessions. These resources are regularly exchanged on trades or OTC and are bought through financiers.

It's memorable critical that when organizations support, they're not guessing on the cost of the ware. All things being equal, the support is only a way for each party to oversee risk. Each party has its benefit or edge incorporated into the cost, and the fence assists with safeguarding those benefits from being wiped out by market moves in the cost of the product.

OTC-exchanged derivatives by and large have a bigger potential of counter party risk, which is the peril that one of the gatherings engaged with the exchange could default. These agreements exchange between two confidential gatherings and are unregulated. To support this gamble, the financial backer could buy a money derivative to secure in a particular swapping scale. Derivatives that could be utilized to fence this sort of chance incorporate money prospects and cash trades.

Epitomes of Derivatives:

Derivatives today depend on a wide assortment of exchanges and have a lot more purposes. There are even derivatives in view of climate information, like how much downpour or the quantity of radiant days in a district.

There are various sorts of derivatives that can be utilized for risk the executives, hypothesis, and utilizing a position. The derivatives market is one that keeps on developing, offering items to fit almost any need or chance resilience.

There are two classes of derivative items: "lock" and "option." Lock items (e.g., futures, forwards, or swaps) tie the individual gatherings from the start to the settled upon terms over the existence of the agreement. Option items (e.g., stock option), then again, offer the holder the right, yet not the commitment, to trade the fundamental resource or security at a particular cost prior to the choice's lapse date. The most widely recognized derivative sorts are futures, forwards, swaps, and options.

1. Futures:

A future contract, or basically fates, is an understanding between two gatherings for the buy and conveyance of a resource at a settled upon cost sometime not too far off. Fates are normalized agreements that exchange on a trade. Merchants utilize a prospects agreement to support their gamble or conjecture on the cost of a basic resource. The gatherings included are committed to satisfy a guarantee to trade the basic resource.

2. Forward

Forward agreements, or advances, are like prospects, yet they don't exchange on a trade. These agreements just exchange over-the-counter. At the point when a forward agreement is made, the purchaser and dealer might redo the terms, size, and settlement process. As OTC items, forward agreements convey a more noteworthy level of counterparty risk for the two players.

Counterparty gambles are a kind of credit risk in that the gatherings will be unable to satisfy the commitments illustrated in the agreement. Assuming one party becomes indebted, the other party might have no response and could lose the worth of its situation.

When made, the gatherings in a forward agreement can counterbalance their situation with other counterparties, which can expand

the potential for counterparty takes a chance as additional merchants become engaged with a similar agreement.

3. Swaps:

Swaps are one more typical sort of subsidiary, frequently used to swap one sort of income with another. For instance, a dealer could utilize a financing cost trade to change from a variable loan fee credit to a decent loan cost advance, or the other way around. Swaps can likewise be developed to swap money conversion scale risk or the gamble of default on a credit or incomes from other business exercises. Trades connected with the incomes and likely defaults of home loan bonds are a very famous sort of subsidiary. They've been altogether too well known previously, truth be told.

4. Options:

A options contract is like a prospects contract in that it is an understanding between two gatherings to trade a resource at a foreordained future date at a particular cost. The vital contrast among option and fates is that with a option, the purchaser isn't obliged to practice their consent to trade. It is an open door in particular, not a commitment, as fates are. Likewise with fates, options might be utilized to support or conjecture on the cost of the hidden resource

Menaces Associated with Derivative Business:

Derivatives are utilized to isolate gambles from conventional instruments and move these dangers to parties able to bear these dangers. The crucial dangers implied in derivatives business have been talked about as follows:

Credit Hazard: This is the gamble of disappointment of a counter party to play out its commitment according to the agreement. It is otherwise called default or counter party chance and contrasts with various instruments.

Market Hazard: Market risk is a gamble of monetary misfortune because of unfriendly developments of costs of the basic resources/instruments.

Liquidity Hazard: The powerlessness of a firm to orchestrate an exchange at winning business sector costs is named as liquidity risk. A firm faces two sorts of liquidity chances:

Related with liquidity of discrete items. Related with the financing of exercises of the firm including derivatives.

Legal Risk : Derivatives cut across legal limits, consequently the lawful perspectives related with the arrangement ought to be investigated cautiously. An activity by a court or administrative body could discredit a monetary agreement.

Operations Risk: The activities risk related with derivatives exchanging incorporates lacking controls, insufficient methods, human mistake, framework disappointment or fakes.

Conclusion:

The thought behind derivative agreements is that they are substances brokers can use to acquire benefits by estimating the worth of the basic resources later on. Anyway while managing derivatives brokers should know that there is a lot of hazard implied. It is suggested that retail financial backers put resources into derivatives solely after first guaranteeing their monetary requirements and see subsidiaries as a way to broaden their venture portfolio. Derivative exchanging addresses the more mind boggling fragments of monetary exchange, requiring master information and expertise in checking likelihood. While such prerequisites could hinder a few financial backers, others have embraced this specific class of exchange, anxious to make the most of its chance. The computerized idea of such exchange causes it likely that it will proceed to fill in the future as innovation continues to progress.

References:

1. Mr. Mohammad Siddiq Hussain¹, Dr. Madhavi Sripathi, A Study of Derivative Market in India, International Journal for Research in Applied Science & Engineering Technology (IJRASET) ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429.
2. <https://www.angelone.in/knowledge-center/derivatives/what-is-derivatives-in-share-market>
3. <https://www.investopedia.com/terms/d/derivative.asp>
4. <https://www.ijraset.com/research-paper/evolution-of-derivatives-market-in-india>



“A Recent Study on the Trends in the Fund Mobilization of Capital Market”

Dr. L. Manju Bhargavi

Assistant Professor in Commerce,
Government First Grade College Madhugiri, Karnataka

Corresponding Author- Dr. L. Manju Bhargavi

Email- Manju182011@gmail.com

DOI- 10.5281/zenodo.8159201

Abstract:

The capital market in arising economies like India has shown areas of strength for an energy, driven by a powerful financial interest, utilization and reserve funds rate. Due to Covid-19 the Indian economy ceaselessly given shock and stop of tasks falls apart its exhibition extensively and makes the lives hurt in numerous ways. To view what is going on through Indian capital market, it is coordinated through this audit of capital market data. This concentrate efficiently takes sees the information by examining the asset activation, auxiliary market tasks, and strategy improvements in Indian protections market subtleties. This survey considers the informational index in May 2022 and June 2022.

Keywords: Capital Market, Fund Mobilization, Secondary Market.

Introduction:

In the current advancement banks and unstinted functional changes were made in the capital market tasks which was empowered to fund more modern movement in the nation and make the nation strong in dealing with the current business actually and making new endeavors to adapt to the improvements occurred around the world. Progressively worked changes in capital market, for example, Monetary advancement, advancing confidential area banks, advancing different roads of venture open doors, managing NRI speculations through effective implementation of FERA and FEMA, FERA organizations, Unfamiliar Direct Speculations, Computerized exchanging, Financial backers security discussions, and so on. So periodical appraisal and focal point of Capital market assists with renewing our economy at large. Thus this survey has required work to satisfy the objective of self-examination and push ahead to new answers for the current shortcomings.

Objectives:

1. To study fund mobilizations by the Indian

corporate.

2. To analyze the movements in primary market.
3. To analyze Indian secondary market operations.

Research Methodology:

The investigation procedure which is applied during the assessment study is explaining in nature. The data arrangement of data is done on discretionary reason and the assessment is totally completed to meet the objectives set as of now for the ongoing investigation. Various reports and concentrates on reserve assembly of capital market have been refereed in the ongoing assessment. Research papers on related focuses have been taken for the wellsprings of data. This paper is purely based on secondary data..

Movements in Primary Market

Fund mobilization through public issue of Equity, Debt and Private placement has turn in to major implications in the corporate operations. Hence we have taken the data from NSE, BSE, MSEI for quick review. The following Table-1 brings the funds strengthening for the Indian corporate.

Table 1: Fund Mobilization by Corporate (₹crore)

Particulars	May-22*	Jun-22
I. Equity Issues	49,471	6,723
a. IPOs (i+ii)	31,387	1,344
i. Main Board	31,270	1,221
ii. SME Platform	117	123
b. FPOs	0	0
c. Equity Rights Issues	932	125
d. QIPs/PPs	0	50
e. Preferential Allotments	17,152	5,204
II. Debt Issues	18,379	45,712
a. Debt Public Issues	339	842
b. Private Placement of Debt	18,038	44,869
Total Funds Mobilised (I+II)	67,850	52,435

*Revised

Source: SEBI, BSE, NSE and MSEI

Interpretations:

Resource mobilised through value issuances remained at ₹6,723 crore during June 2022 contrasted with ₹49,471 crore in May 2022. Generally speaking, 8 Initial public offerings recorded during the month accumulating ₹ 1,344 crore, containing 2 principal board issues adding up to ₹ 1,221 crore, and 6 SME/startup posting adding up to ₹ 123 crore.(Table 1) In June 2022, there were 4 rights issues and assets raised was ₹ 125 crore. Obligation raising support through open issuances expanded to ₹ 842 crore as three public issues of corporate securities shut during June 2022 when contrasted with

₹ 339 crore in May 2022. Sum raised through particular portion and QIPs during June 2022 remained at ₹ 5,254 crore when contrasted with ₹ 17,152 crore in May 2022. Confidential arrangement of corporate obligation provided details regarding trades expanded to ₹ 44,869 crore during June 2022, from ₹ 18,040 crore in May 2022.

Movements In Secondary Market

Market moving data is a term utilized in financial exchange effective money management, characterized as data that would make any sensible financial backer settle on a trade choice.

Table 2: Overview of Indian Capital Market

Description	May-22	Jun-22	M-o-M variation (%)
Equity Market indices			
Nifty 50	16,585	15,780	-4.8
Sensex	55,566	53,019	-4.6
Nifty Midcap 50	7,783	7,298	-6.2
Nifty Smallcap 100	9,209	8,445	-8.3
BSE Midcap	23,144	21,713	-6.2
BSE Smallcap	26,371	24,786	-6.0
Market Capitalisation (₹ crore)			
BSE	2,57,78,368	2,43,73,733	-5.4
NSE	2,55,68,863	2,42,03,324	-5.3
P/E Ratio			
Sensex	22.5	21.8	-3.3
Nifty 50	20.4	19.5	-4.6
No of Listed Companies			
BSE	5,373	5,386.0	0.2
NSE	2,092	2,096.0	0.2
Gross Turnover in Equity Cash Segment (₹ crore)			
BSE	88,035	62,661	-28.8
NSE	12,11,220	9,81,367	-19.0
Gross Turnover in Equity Derivatives Segment (₹ crore)			
BSE	2,90,697	42,67,520	1368.0
NSE	21,86,28,061	24,25,60,850	10.9

Gross Turnover in Currency Derivatives Segment (₹ crore)			
BSE	4,34,633	5,09,986	17.3
NSE	22,10,792	21,72,822	-1.7
MSEI	4,865	13,006	167.3
Gross Turnover in Interest Rate Derivatives Segment (₹ crore)			
BSE	938	2,930	212.5
NSE	1,642	1,352	-17.7

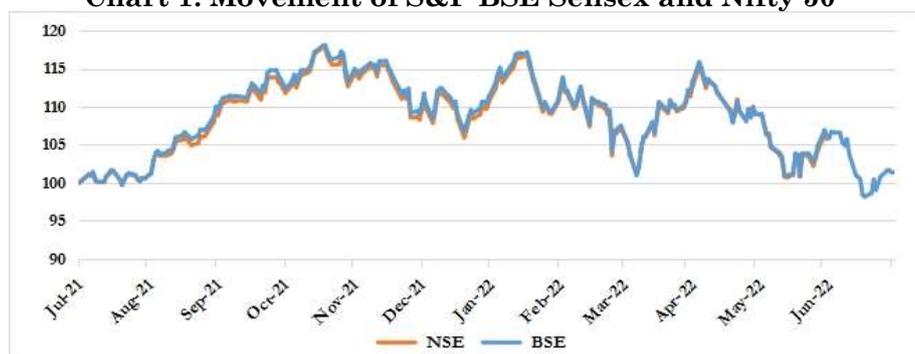
Source: BSE, NSE and MSEI

Interpretations:

Toward the finish of January 2021, Nifty 50 shut down at 13,635 focuses enrolling a diminishing of 2.5 percent when contrasted with the 13,982 focuses level toward the finish of December 2020. S&P BSE Sensex shut down at 46,286 toward the finish of January 2021, demonstrating a diminishing of 3.1 percent when contrasted with the 47,751 toward the finish of December 2020. Nifty 50 arrived at its

intraday high for the month at 14,754, on January 21, 2021 and intraday low for the month at 13,597, on January 29, 2021. S&P BSE Sensex too arrived at its intraday high at 50,184 for the month, on January 21, 2021 and intraday low at 46,160 for the month, on January 29, 2021. The P/E proportions of S&P BSE Sensex and Nifty 50 were 31.8 and 36.6, individually, toward the finish of January 2021.

Chart 1: Movement of S&P BSE Sensex and Nifty 50

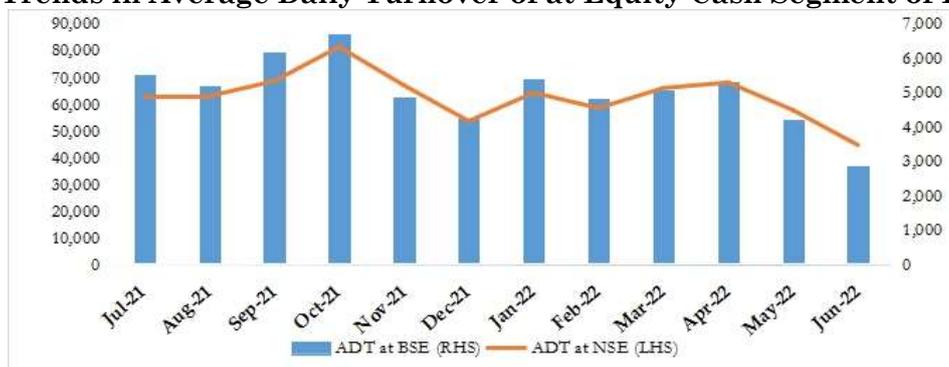


Note: The closing values of Nifty 50 and Sensex have been rebased with respective

closing values of last day of the previous month.

Source: BSE and NSE

Chart 2: Trends in Average Daily Turnover of at Equity Cash Segment of Exchanges



Note: ADT implies Average Daily Turnover

Source: BSE and NSE

Interpretations:

The gross turnover in the value cash portion fell by 28.8 percent at BSE and 19 percent at NSE in June 2022 over earlier month. During June 2022, BSE Auto showed

positive returns of 1.19 per cent. Among the selected indices the lowest return was shown by Metal (at -14.08) and followed by Consumer Durables (at -8.68) and Realty (at -6.41). The average daily volatility and monthly returns for these select BSE indices for June 2022 are illustrated in Chart 3.

Chart 3: Trends of BSE Sectoral Indices during June 2022 (per cent)



Source: BSE and NSE

Interpretations:

During June 2022, a large portion of the chose files showed negative returns. Returns of Clever PSE were negative at - 6.42 percent. Realty (at - 6.41), IT (at - 6.19),

Bank (at - 5.81) and PSU (at - 5.47) all showed negative returns. The typical day to day unpredictability and month to month returns of these select NSE records for June 2022 are outlined in Chart 4.

Chart 4: Trends of NSE Sectoral Indices during June 2022 (per cent)



Source: BSE and NSE

Conclusion:

It is to bring to all your notification that the developing business sector is extremely delicate to the declarations made by created economies and it has imperative effect in agricultural nations. Particularly in Indian capital market showed a not many positive effect of market and the accompanying features flagging us to start activities to eliminate the pressure. It is tracked down that 23% flood in capital preparation from May 2022 to June 2022 in the essential market activities. In optional market there is a flood roughly 4.8% to 4.6% both Nifty 50 and Sensex focuses. Market capitalization additionally get decreased to the tune of 1% in NSE and BSE separately. P/E Proportion is additionally under pressure in both Nifty50 and Sensex to the tune of 4% which bug the market and weakens in general market exhibitions.

References:

1. SEBI Annual Report: 2020-21
2. Handbook of Statistics on Indian Securities Market: 2020
3. <https://www.sebi.gov.in/reports-and-statistics.html>



“A Silhouette on Exertion of Information Communication Technology (ICT) and Library Pursuits”

S R Manjunatha

Librarian, Government First Grade College, Kadur, Karnataka

Corresponding Author- S R Manjunatha

Email- srmanjusompura@gmail.com

DOI- 10.5281/zenodo.8159207

Abstract:

This paper examines the different component of the ICTs. It gives an attention to innovation in library and why there is a need to comprehend the utilization of ICT in the library for delivering upgraded library administrations and data to clients. The ongoing review features the regions where ICT can be applied. Fundamentally, the paper makes sense of various advances and their use in the library activity. How library administrations are provoked with the utilization of innovation like Remote Xs, RFID Innovation, QR Code, and so on have talked in the review. The current review examines different library tasks utilizing library robotization. In this paper, the advantages of institutional stores have been talked about for chronicling the library assets. The very motivation behind this study is to communicate the handiness of the different ICT for fastest and congenial data scattering.

Keywords: Information Communication Technology (ICT); Housekeeping Activity; Library Administration; Library Mechanization; Library Activity; QR Code; RFID Innovation; Social Media; Advanced Libraries.

Introduction:

The essential exercises of libraries involve assortment advancement, reference administrations the board, archive conveyance administration, admittance to coordinated assortments held by the library and help clients in data search and recovery. There is the fundamental centrality of data innovation to deal with the gigantic assortment of library. Utilizing modern is vital innovation to make library benefits quicker. Libraries are confronting another age of online clients who are mechanically keen and coordinate data access and use in all circles of their lives to an exceptional degree. Step by step, age is changing with the time and the current age's library clients are excessively energetic with the innovation. The fact that all the achievement makes it prominent relies on the fulfillment of the library clients. Thus, in the current situation the speediest library administration is more congenial through the world-wide web and web. To give data to the 'right clients' whenever, 'from anyplace' in the 'right way' is conceivable utilizing online innovative settings.

Enormous advancement has been found in the field of Library and Data Science because of the quicker development in innovation. In beyond couple of many years, with the utilization of web and innovation, the library work has become extremely quick. To fulfill the necessities of library clients, speed and precision is the most two significant aspect. Essentially, Information & Communication Technology (ICT) upgrades the work process of the library which helps lessening manual work, with this, it multiplies the library administrations. One of the most unmistakable benefits of ICT is to give ICT-based data administrations to fulfill the clients' needs. Arising ICTs have changed conventional libraries into information focuses and administrators capability more like counseling data specialists or information supervisors. The current innovation has conveyed groundbreaking changes in various parts of library the executives. From housekeeping activity to clients the executives, have been generally accomplished through the uses of web and library programming. Essentially, ICT is utilized in libraries, endeavors to offer

different types of assistance, for example, - admittance to OPAC, library data sets, computerized course of library materials, and so forth. Thus, ICT administrations have extraordinarily affected on every circle of scholarly library action as well as giving an potential chance to offer some incentive added data administrations and admittance to a wide assortment of computerized based data assets to its clients. Presently a-days, data innovation (IT) is generally utilized in various areas; it is additionally broadly embraced in the field of library and data administrations to diminish costs, upgrade functional proficiency, and above all to further develop administration quality and client experience.

Objectives:

The objectives of the current review are as per the following:

1. To give a consciousness of the otherworldly utilization of ICT for speedy library activity.
2. To direct the library proficient with respect to different work process of housekeeping activity utilizing ICT.
3. To give a pathway on the various elements of ICT for web recording and order.
4. To make awareness among library expert and clients on the utilization of OPAC and Web OPAC as a solitary pursuit stage to library assets.

Usage of ICT Instruments:

The rise of the data insurgency as advocated by data what's more, correspondence innovation (ICT) has empowered libraries to devise reasonable procedures for further developed assistance conveyance. Library utilizes different advances to give data to its clients. Followings are the a portion of the ICT instruments which are fundamentally utilized for various correspondence purposes:

1. **Correspondence Technology:** Email is the best method of formal correspondence; it is the best framework to trade the messages and data in electronic organization. Progressive changes have been seen in correspondence, on the grounds that various sorts of data like individual message, letter, article, PC programming records, pictures, sound, and so on. are being feasible to send or get from any side of the world inside some negligible part of second. As of now, this is the most

valuable apparatus for various kinds of correspondence (individual, official correspondence, and so forth.). This device can be utilized to give the expected data brilliantly. At present, Libraries are utilizing this live apparatus to serve the library clients; through this, restoration or return (registration) of library materials is essentially inquired. It can likewise be thought of as a mechanism for quicker data.

- a) **Voice message** is the new and imaginative rise of mail innovation. We can likewise express it as a choice to email innovation. It assists with sending the mail quickly through the voice.
- b) **Phone** is utilized for individual contact of the clients. For the most part, clients ask their questions with respect to the assets and accessibility of the understanding room. Indeed, they utilize the phone for advance booking of carrels for perusing and examination reason.
- c) **Fax** (short for copy and in some cases called tele copying) is depicted as "the telephonic transmission of checked in printed material (message or pictures), typically to a phone number related with a printer or other result gadget. The first report is examined with a fax machine, which treats the items (text or pictures) as a solitary fixed realistic picture changing over it into a bitmap. In this computerized structure, the data is communicated as electrical signs through the phone framework. The getting fax machine reconverts the coded picture and prints a paper duplicate of the report". This innovation helps us for offering different types of assistance, for example, to send official letter, speak with the sellers, and so on.
- d) **Videoconferencing (or video gathering):** is made sense of as a "way to direct a get-together between no less than two individuals at different regions by using PC associations to convey sound and video data. This instruments is utilized for the different reason for the library exercises, for example, to direct client direction for understudies accessible at remote spots. Fundamentally, when understudies are out of the grounds and they concentrate on in different colleges under the understudy trade program, that time, it is crucial for utilize this innovation to

direct them about the utilization of assets.

- e) **Web:** This is the main part of ICT. It is fundamentally a organization of organizations that plays out the availability among the PCs. Web gives the medium to correspondence utilizing different internet based devices.
2. **Controller Innovation:** Controller furnishes a stage to work with a somewhat found PC framework. It is an extraordinary improvement in the area of innovation. By utilizing this innovation, one can undoubtedly execute any sort of administrations sitting far away from the objective. This ICT is for the most part utilized for controller, on the web meeting, work area sharing, web gathering and record move from one PC to others. One illustration of controller programming is Group Watcher.
3. **Web-based Entertainment:** Virtual entertainment like Facebook, Twitter, Sites, and so forth have turned into the focal concentration for fastest data scattering. A large portion of the libraries are utilizing these web-based entertainment for the advancement or promoting of their e-assets. Essentially, Sites are utilized to spread short correspondence of library, while Facebook has turn out to be most helpful ICT instrument for each sort of data spread. Presently, Facebook live assumes an extremely critical part for broadcast the ongoing continuous program.
4. **Library Security:** The innovation has an extraordinary commitment in the security of library through PC in the wake of having been cultivated different mechanical cycles. It can give extraordinary security to the perusing material of the library.
5. **Quick Response (QR) Code System :** these codes can be utilized to encode different kinds of information when utilized for mobiles, most commonly message; uniform asset finders (URLs); telephone numbers (inciting your telephone to call the number); instant message and number (provoking your telephone to message the number); and contact subtleties (vcard). The QR perusers most dependably work with the text furthermore, URL choices, especially as a portion of the suppliers of the product likewise give facilitating administrations. In facilitated arrangements, QR codes produced through their product connect to a re-heading join on their site, giving information on traffic from a specific code to their clients". Google offers two helpful instruments to make an individual QR Code. Google URL Shortener permits one to abbreviate a long URL, and at a similar time, it produces a going with QR Code for the abbreviated connection. The going with QR Code can be downloaded by just adding .qr toward the finish of the abbreviated interface. Another device is Google Chrome QR Code expansion, which empowers a client to make a QR Code while visiting a Site. Numerous web-based QR Code devices, as Qrstuff, permit bunch making QR Codes, yet they ordinarily expect clients to pay membership charge". QR code is exceptionally easy to use; at present days, it is key to use for fast recovery of library materials.
6. **Advanced Library:** The foundation of advanced library is PC and PC organization since the perusing material can't be handled in the computerized material without the PC and, surprisingly, no distributed books can be altered to advanced structure. In computerized libraries the whole perusing material like PDF, HTML, Sound, video, and administrations and so forth additionally rely upon PC and organization.
7. **Asset Sharing:** ICT can be utilized for asset dividing between libraries and data focuses. It gives an incredible possibility to sharing both the human and material assets of a library with others library. The job of innovation is without a doubt critical for helpful obtaining, agreeable handling (inventoring and characterization), trade of data materials (e-assets), joint distribution, organizing, cooperative preparation of faculty, exchange of staff for classes, and studios.
8. **Utilization of Library Mechanization Programming:** Library robotization is the astounding method of lessening the human association for library administrations. The points of the current robotization innovation is to offer greatest types of assistance in least time and most minimal cost. Library

mechanization is the utilization of ICTs to library activities and administrations. Numerous library mechanization virtual products are accessible for library activity like Libsys, Koha, SLIM21, and so forth. The components of the item are to robotize the library systems which covers procurement, indexing, course, serials the board, stock confirmation, and so on. ICT is utilized in different library housekeeping activities as well with respect to different library exercises and administrations.

9. ICT and Library Services: The following library administrations can delivered use data and correspondence innovation (ICT):

- a) **On-Line Community Inventory (OPAC):** ICT has altered the training of recording in the library. Utilizing OPAC clients can see the property of the library assortments. It lessens the expense of keeping a library inventory. It additionally kills pen also, desk work, alongside it helps in the readiness of association list. OPAC is the most straightforward method for getting the data of assortment, week by week fresh introductions and other later expansion to the libraries.
- b) **Reference/Sick Service:** By utilizing PC and web innovation, the reference administration has become exceptionally straightforward. Different kinds of data assets like the reference book, registries, word references, data sets, online library inventories, maps, histories, licenses and online data assets are accessible on the web which can be utilized to give expected data to the clients.
- c) **Reprographic Service:** Reprographic innovation is utilized for the propagation of the records. Utilizing innovation, the copy and the propagation of the records has become exceptionally simple and available. In this innovation, printed archives are changed over into computerized structure, then, at that point, copy is ready. For the equivalent, PC scanner and programming is required. This assistance is given to library clients to copy of certain pages of books, diary articles or different materials.

10. ICT and Library Services: The following library administrations can

delivered use data and correspondence innovation (ICT):

- a) **On-Public Access Catalogue (OPAC):** ICT has altered the training of recording in the library. Utilizing OPAC clients can see the property of the library assortments. It lessens the expense of keeping a library inventory. It additionally kills pen also, desk work, alongside it helps in the readiness of association list. OPAC is the most straightforward method for getting the data of assortment, week by week fresh introductions and other later expansion to the libraries.
- b) **Reference/Sick Service:** By utilizing PC and web innovation, the reference administration has become exceptionally straightforward. Different kinds of data assets like the reference book, registries, word references, data sets, online library inventories, maps, histories, licenses and online data assets are accessible on the web which can be utilized to give expected data to the clients.
- c) **Reprographic Service:** Reprographic innovation is utilized for the propagation of the records. Utilizing innovation, the copy and the propagation of the records has become exceptionally simple and available. In this innovation, printed archives are changed over into computerized structure, then, at that point, copy is ready. For the equivalent, PC scanner and programming is required. This assistance is given to library clients to copy of certain pages of books, diary articles or different materials.
- d) **Selective Dissemination of Information (SDI) Administrations:** SDI includes the utilization of the PC to choose from a progression of new records, those important to every one of various clients. This interaction might be considered the converse of data recovery. In data recovery, a client encourages a pursuit of a record of records. In SDI a record encourages the hunt of a standing document of client interests. Through the PC, the profile and record of client are ready and adjusted. According to the need of the clients or area of interest, different web-based data sets, electronic assets and different materials are seen and chosen; at last required data is shipped off library clients.

e) Report Conveyance Administration:

It is challenging for the library to secure each kind of assets distributed across the globe as a result of monetary imperatives. Thus, the trade of library assets like books, diaries, and so on among the libraries are without question fundamental. To defeat these issues PC and the web have an extraordinary commitment in DDS. Thereby first archive are changed over into advanced structure after that these can be gotten at any spot by clients through electronic mail. Also, the capacity perusing material like electronic periodicals, archives and so on can be scattered to clients on request.

f) Bibliographic Help: Through the PC, bibliographic administrations have become advantageous. These days, libraries and distributors are giving bibliographic administration to the library clients. Bibliographic programming like End Note, Ref Works, Zotero furthermore, Mendely are especially useful to assemble the rundown of references for the examination work.

g) Interpretation Administration: Mechanical interpretation is done with the assistance of ICT. For this reason, different internet based apparatuses like Bablefish interpreter and Google interpreter can be utilized to make interpretation from unknown dialects to English as well as the other way around.

h) Information base Pursuit Guide: as of now, data sets have turned into the focal concentration for investigation of assortments of the examination issue. Scientists are utilizing data sets enormously for their exploration work. Looking and recovering the internet based assets or information from the data set has become extremely simple in the ICT climate. For the most part, libraries give the data set looking through direction through the library site. The pursuit direction serves to analysts and resources for their exploration and learning.

Conclusion:

Successful utilization of data innovation in library sends clients' fulfillment. The current situation requests the refreshed innovation for the quicker and congenial library administrations. Steadily, new advances are created, thusly there is the

need to foster our abilities and ability to give upgraded library administrations. Library assets should be utilized at an enormous sum. The achievement of a library and the library proficient consistently relies upon the nature of the help. The rise of ICT is the new worldview to broaden the degree of library activity and administrations. Thus, it is unavoidable for the library experts to be refreshed with the innovation for the own reality.

References:

1. Bhoi, Narendra Kumar. "Use of Information Communication Technology (ICT) and Library Operation: An Overview", International Conference on Future Libraries.
2. Antherjanam, S. D., & Sheeja, N. K. (2008). "Impact of ICT on Library and Information Science: Major Shifts and Practices" in CUSAT Central Library.
3. Chandrakar, R., & Arora, J. (2010). "Copy cataloguing in India: a point-of-view". The Electronic Library
4. Cholin, V. S. (2005). Study of the application of information technology for effective access to resources in Indian university libraries. The International Information & Library Review.
5. Peyala, Venkataramana. (2011). "Impact of using information technology in central university libraries in India": Results of a survey



A Study on Consumer Perception and Attitude towards Organic Products in Tumkur City, Karnataka State

Dr. Noor Ayesha

Assistant Professor, Department Of Commerce, Government First Grade College
Madhugiri, Tumakuru District, Karnataka State

Corresponding Author- Dr. Noor Ayesha

Email- ayesharahmanklr@gmail.com

DOI- [10.5281/zenodo.8159215](https://doi.org/10.5281/zenodo.8159215)

Abstract:

The term organic refers to products, services, and practices whose manufacturing purchase and use allow for economic development while still conserving for future generations the earth's natural resource. This research is undertaken to study the people's conservative environmental behavior and on environmental factors which will be considered while purchasing the product. The objective is to know consumers' awareness towards the Organic Products and consumers' willingness to buy Organic Products. The data collected from 50 respondents through primary data. This study was confined only to Tumkur city, Karnataka State. The major finding is that respondents are using organic product between 1 to 5 years, as the trend of organic product gaining its importance in current scenario. The major suggestions are Price of the organic products may be reduced by the organic companies because customers are considered price and affordability. Government need takes the strict action against polluting and it has to implement further strongly rules regarding environment protection. Finally, motivate and aware the consumers to purchase products which has less negative impact on environment.

Key words: Consumers, Economic development, Environment protection, Natural resources, Organic product.

Introduction

The product has lesser or no adverse environmental impacts throughout the life cycle, as compared to other any product performing a similar function.

The term organic refers to products, services, and practices whose manufacturing purchase and use allow for economic development while still conserving for future generations the earth's natural resource.

Types of Organic Products or Eco-Friendly Products

The products are Solar products(Solar energy, kitchen appliance, solar heater etc), Eco-furniture, Electricity powered vehicles, Electric kitchen appliances, LED lights, CFL bulbs, Power from wind etc.

Characteristics of Organic Products

The characteristics of organic products are they are Recyclable, Reduced waste, Reusable, Ozone layer process, Degradable, Refillable, Water conservation, Energy conservation and Non-toxic etc.

Statement of the Problem

As the concept of "Organic" was introduced in the year 1975 but got more importance and more importance in the decade of 1980 and 1990. Even today, there are some myths about it still many people are most confused regarding the 'Organic' concept. They are not so much near to themselves. Organic marketing is a way to use the environmental benefits of a product or service to promote sales. This research is undertaken to study the people's conservative environmental behavior and on environmental factors which will be considered while purchasing the product. The present study will look into some of these problems which were faced by our society.

Objectives of the Study

1. To know awareness of Organic Products.
2. To find out consumers' willingness to buy Organic Products.
3. To find satisfaction level of existing products.
4. To analyze the potential market for organic products.

Scope of the Study

This study was confined only to Tumkur city, Karnataka State. Organic marketing is concept was concerned with various activities, but this study only limited to the consumer perception, awareness and environmentally friendly behavior, and satisfaction of the consumers towards attributes of the Organic products.

Research Method

The survey method is adopted to conduct this study. Tools used for Data collection Data are collected through questionnaires. 50 of various respondents are directly met and questionnaires are filled with the responses of the respondents.

Source of Data

Data can be classified in terms of its nature, design, and sources.

Primary data

The primary data collected by way of a structured questionnaire. The questionnaires were monitored through personal interviews. This method was preferred in this study due to the small size of the population which was conveniently reached and contacted and also due to the need to provide clarification where necessary.

Secondary data:

These are the data collected from various sources used in addition to the primary data in research. Books, journals, websites are the materials are used to collect secondary data.

Sampling Method

The convenience sampling method is used to collect the sample size of 50 respondents.

Limitations of the Study

1. The study is limited to Tumkur city, Karnataka state only, and therefore the findings of the study cannot be extended to other areas.
2. The sample size is restricted to 50 respondents only which may not reflect the broader picture.
3. Few people are aware of organic products.

Analysis and Interpretations

After collecting research data, it is necessary to analyze and interpret them.. Research is much more than just facts and figures. The purpose of analysis is to build up a sort of empirical model where relationship are carefully brought out so that some meaningful inferences can be drawn data has to be analyzed with reference to the purpose/objective of the study and its possible bearing on scientific discovery analysis is done with reference to the research problem.

Table No. 1: Gender-wise classification of the respondents

SL No	Description	No. of respondents	Percentage
1	Male	13	26%
2	Female	37	74%
	Total	50	100%

The above table reveals that the 13 respondents were belonging to male and remaining of the 38 respondents was belonging to female category. The majority of

the respondents that is 74% of the female were purchasing or using the organic products as compared to the male.

Table No.2: Age-wise classification of the respondents

Description	Number of respondents	Percentage
20 - 25	21	42
26 - 40	22	44
41 - 60	7	14
Total	50	100%

The above table shows that 21 respondents are in age between 20-25 years old, 22 respondents are in age between group of 26-40 years, 7 respondents are age between 41-60 years. The most of the respondents are

purchasing or using the organic products in age between 26-40 years, because they are more health conscious and are also wants to protect the environment.

Table No. 3: Table showing how long respondents are using organic products

Description	No. of respondents	Percentage
Less than 1 year	09	18%
1-5 year	21	42%
6-10years	15	30%
More than 10years	05	10%
Total	50	100%

The above table reveals that 18% respondents are using the product less than 1 year and 42% respondents are 1-5years 30% respondents are 6-10 and 10% respondents are using product more than

10years. Majority of the respondents are using organic product between 1 to 5 years, as the trend of organic product gaining its importance in current scenario.

Table No.4: Table showing Respondents opinion about the price of organic product

Description	Number of respondents	Percentage
High	17	34%
Low	22	44%
Moderate	8	16%
Very low	3	6%
Total	50	100%

The above information says that 22 respondents were opined that the organic products are low, and 17 respondents were opined high and 8 respondents were opined that the organic products price is moderate.

The most of the respondents were opined the price of organic products low and therefore the respondents are using the organic products.

Table No. 5: Table showing source of information about organic product

Description	No. of respondents	Percentage
Television	25	50
Magazines	10	20
Newspaper and other	15	30
Total	50	100%

The above information clearly says that 25 respondents are having the knowledge of organic products through Televisions, 20 respondents are having the knowledge of organic products through Magazines, 15respondents know about the organic product by way of newspaper and other

source of information . The majority of the respondents are getting information regarding organic products through television. Because the television as the most popular media for advertisement the more consumers aware about the organic products by this media only.74

Table No. 6: Table showing Respondent's opinion about the organic products

Description	No.of respondents	Percentage
Healthier	21	42
Safety	18	36
Less expensive	7	14
Durable	4	8
Total	50	100%

The above table indicates that the 21 respondents were opined that the organic products are healthier and 18 respondents were opined that the safety and very few members were said organic products are

durable. The majority of the respondents using organic products because they are considered as healthier and safety for the environment and also organic products are less expensive and more durable.

Table No. 7: Table showing increased the trust level towards product which clime to be organic

Description	No. of respondents	%
Scientific evidence onpack	31	62%
Celebrity endorsement	6	12%
Sustainable investmentmade by the brand	4	8%
Govt. regulation officialstamp	9	18%
Total	50	100%

The above table describes 31 respondents were said using the organic products on the basis of scientific evidence on pack and 6 respondents were said for celebrity endorsement, 4 respondents because of

sustainable investment made by the brand, 9 respondents having trust on organic product because of government regulation official stamp. It is reveals that the most of the respondents are satisfied with the

organic products because of scientific evidence on pack, they are real ecological products.

Table No. 8: Table showing Purchase places of organic products

Description	No. of respondents	Percentage
Supermarket	17	34
Online	23	46
Producer	4	8
Health store	6	12
Total	50	100

The 34% of the respondent are purchasing organic products from the supermarket, 46% from online mode, 8% from producer and 12% from the Health stores. The majority of the respondents will buy the organic products

through online. The majority of the respondents will buy the products through online because they aware of organic products from online advertisements than others.

Table No. 9: Table showing Satisfaction level towards organic products

Description	No. of respondents	Percentage
Highly satisfied	18	36
Satisfied	26	52
Highly dissatisfied	3	6
Dissatisfied	3	6
Total	50	100%

The above table shows that the 18 respondents were opined that organic products are highly satisfied and 26 respondents were opined that organic products are satisfied and 3 respondents

were opined that dissatisfied. It is reveals that the most of the respondents are satisfied with the organic products, they are real ecological products. Because these organic products maintain balanced biological system

Table No.10: Table showing what kind of organic products are purchased by respondents

Description	No. of respondents	Percentage
Cleaning products	12	24
Cosmetics products	10	20
Food	10	20
House hold products	18	36
Total	50	100%

The above table shows 18 respondents are using the household products, 12 respondents buying cleaning products and next category for using cosmetic products and food product. It is clear that majority of the respondents

will buy the house hold products on the basis of their requirements because household products are need for day to day living purpose.

Table No. 11: Table showing Reason for not purchasing organic products

Description	No. of respondents	Percentage
Not interested	13	26
Not much aware of Brand	10	20
Fixed with other products/brands	24	48
May not be satisfied	03	6
Total	50	100%

The above table shows that 26% respondents are not interested to purchase the organic products and 20% respondents are not much aware of brand and 48% respondents are fixed with the other brand, 6% of the respondent may not be satisfied. Hence, majority of the respondent are not buying the organic product because the consumers are fixed with other product or brands.

Findings and Conclusion

1. It is found that majority of the respondents are Female compare to the Male using or purchasing the organic products.
2. Most of the respondents' age group between the 26-40years are using.
3. Majority of the respondents are using organic product between 1 to 5 years, as the trend of organic product gaining its importance in current scenario.

4. The majority of the respondents were opined the price of organic products low and therefore the respondents are using the organic products.
5. The maximum respondents are getting information regarding the organic products through television media.=
6. The maximum respondents are said that the organic products are healthier.
7. The majority of respondents were using the organic products because of scientific evidence on pack.
8. The most of the respondents were satisfied with organic product.
9. The study reveals that majority of respondents purchase the organic product through online.
10. Majority of the respondents will buy the house hold products on the basis of their requirements because household products
11. Majority of the respondent are not buying the organic product because the consumers are fixed with other product or brands.

Conclusion: This research examines the influence of consumer's environmental concerns, perception of organic product and price and brand image of organic products. From the results, it is interesting to note that consumer's awareness of price significantly influences the consumer to buy the organic products. Perception is the strongest factor that has positively influences the consumer to purchase the products. This study confirmed that a person who has some concern for the environment and food have a stronger preference in purchasing an organic product. This report examines the level of consumer perception and attitude on organic product and general environment the results from this study would be of interest to companies promoting organic products

However, consumers generally trust the performs of well-known brands, so organic products that work well and do not make over inflected organic claims could sell successfully under well-known brands.

The current low levels of consumer perception about global warming, India's brands need to help raise consumer consciousness. Overall, it is clear that the market for organic products is under exploitation by marketers within consumer groups with pro-environmental values. These findings suggest that the greater use of marketing brands to sell organic products that are genuinely environmentally friendly.

Suggestion to Government:

1. Government need takes the strict action against polluting and it has to implement further strongly rules regarding environment protection.
2. Provide tax incentive to environmental friendly companies.
3. Creating the awareness of the organic product

Suggestion to Companies:

1. Awareness about organic products among the consumers is not so up the mark so it may be improve through adequate advertisement in television, newspaper, internet, and social network.
2. Price of the organic products may be reduced by the organic companies because customers are considered price and affordability.
3. There is need for encouragement to marketers regarding utilization of natural resources and opportunities.
4. Implement energy, water, conservation alternative products.

Suggestion to Consumers

1. To assist consumers to become environmentally responsible in their daily lives by providing them information to take into account the environmental factors in their daily lives.
2. To motivate and aware the consumers to purchase products which have less negative impact on environment.

Bibliography

1. Dr. P. Santhi and Dr.U.Jerinab (2006) Purchase behavior of urban residents towards organic food products pp.15-19
2. Harper, G.C. and Makatouni, A. (2002). Consumer perception of organic food production and farm animal welfare. *British Food Journal*. 104(3/4/5): pp. 287-299.
3. Paul, Justin & Rana Jyoti (2012) Consumer behavior & purchase intention for organic food. *Journal of consumer marketing*, 29(6), pp. 12-422
4. Priya.S & Paramswari M (2016), Consumer attitude towards organic food products, *International journal of Applied research*, 2(4) pp. 723-725.
5. T. Bhama, Velleis Balaji (2012), Consumer perception towards organic food products in INOIA.
6. Zagata Lukas (2012), Consumer beliefs and behavioral intentions towards organic food. *Evidence from the CZEH republicAppettie*. 59(1), pp.3



“A Chronicle on Potency of Online Banking Services”

Dr. Rajini T V

Assistant Professor, Department of Commerce,
Government First Grade College, Varthur, Bangalore.

Corresponding Author- Dr. Rajini T V

Email- rajini2125@gmail.com

DOI- [10.5281/zenodo.8159244](https://doi.org/10.5281/zenodo.8159244)

Abstract:

Online banking, otherwise called internet banking, e-banking or virtual banking, is an electronic installment framework that empowers clients of a bank or other monetary foundation to lead a scope of monetary exchanges through the monetary foundation's site. The Online Banking Services are expanding step by step in the financial area in India. In this paper expects to look at the Online Banking Services. In this study exploratory research is used to gathered information from essential and optional sources which are collected from journals, sites and other different sources. The Internet Banking Services, for example, ATM-Mechanized Teller Machine, PC Banking, Telephone Banking and Portable Banking, Email Banking are included. Through this study it has been presumed that through essential information of online banking services will acquire the attention towards it.

Keywords: Online Banking Services, Elements, Innovation Acknowledgment Model, Benefits and Determents of Online Banking.

Introduction:

Online banking, otherwise called web banking, e-banking or virtual banking, is an electronic installment framework that empowers clients of a bank or other monetary foundation to direct a scope of monetary exchanges through the monetary foundation's site. The Online financial framework will commonly interface with or be essential for the center financial framework worked by a bank and is as opposed to branch banking which was the conventional way clients got to banking services. To access a monetary establishment's internet banking office, a client with online access should enroll with the foundation for the help, and set up a secret phrase and different certifications for client check. The qualifications for online banking is typically not equivalent to for phone or versatile banking. Monetary establishments presently regularly distribute clients numbers, whether clients have demonstrated an expectation to get to their internet banking office. Client numbers are ordinarily not equivalent to account numbers, in light of the fact that various client records can be connected to the one client number. In fact, the client number can

be connected to any record with the monetary establishment that the client controls, however the monetary organization might restrict the scope of records that might be gotten to, say, check, reserve funds, advance, charge card and comparative records.

Objectives:

1. To review the Online Banking Services.
2. To identify the factors influencing Online Banking Services.
3. To analyze the problems faced by Online Banking Services.

Research Methodology:

The data and information which is equipped in the audit is taken from the different assistant sources. Various reports and studies, books on friendly business venture have been refereed in the ongoing assessment. Research papers on related focuses have been taken for the wellsprings of information. The investigation technique which is applied during the assessment study is clarifying in nature.

Elements Inducing Online Banking Services:

The great worry of Ghanaian banks' clients in online financial reception is security and well being estimates PIN security, individual information assurance,

privacy, hacking are monstrous worries for the reception of online banking for clients. Since there are no human associations to guarantee the client of the achievement and securities of exchanges, numerous and more customers are hesitant in placing their confidence in non-individual administrations recognized by Benamati and Serva (2007). In any case, a review that genuinely deserve referencing is the one led by Mukherjee & Nath (2003) which specifies that the trust of online banking between the bank and its clients relies on steadfast collaborations and creative way of behaving. In any case, in an overview directed by Ling et al (2011) they contended that there are no such productive association among innovation and saw online trust. They proceeded to see that somewhat sites that are seen to be easy to use and advantageous are probably going to upsurge clients trust in online banking.

1. The apparent helpfulness of online banking:

There are two principal sorts of seen handiness and are arranged as planned and accidental prizes (Lee, 2008) . Lee made sense of that the expected prizes are the prompt and substantial prizes that customers appreciate utilizing internet banking administrations, for example, lower exchange expenses, high store rates, potential chances to prizes among others. The accidental prizes then again being those advantages that are discernible and extreme to gauge like administrations that permits clients to perform banking exchanges anyplace in the globe.

2. Innovation Acknowledgment Model (IAM):

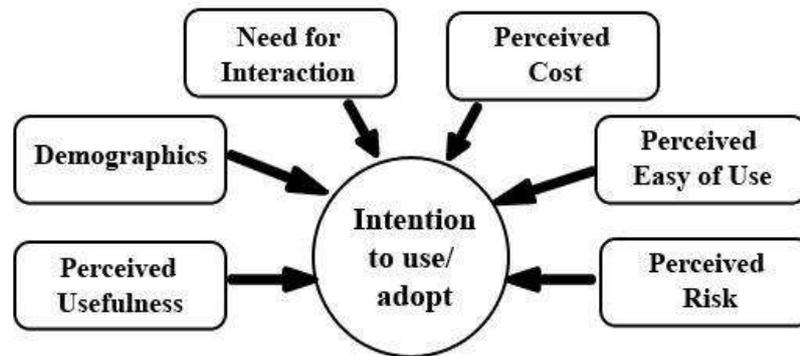
The writing has shown that IAM has expansively been involved by different examinations in this equivalent area of concentrate all over the planet to test how innovation is being acknowledged by buyers throughout the long term. IAM which was grown initially by Davis in 1989, is utilized to

make sense of how a client acknowledges or decline the utilization of an innovation in view of "saw usability" and "saw handiness" of an innovation (Aldas-Manzano, et al 2009).

3. Government's actions to help online banking

A review led by Chong et al (2010) in Vietnam figured out that an administration's help regarding customer aim to utilize web based banking is exceptionally fundamental. Moreover, it has been seen that in other to help the advancement of online administrations, for example, internet banking reception, internet shopping, online installment of bills among others, states ought to offer free fundamental ICT programs in essential schools that will focus on the educating of essential PC information and Web mindfulness (Nasri, 2011). That's what the explanation being, as additional individuals become IT literates, the more they will acknowledge online administrations and besides; internet banking reception will increment. The public authority of has established an empowering strategy and administrative climate to extend and interest in versatile and web based banking in the financial area. The point of the strategy is to empower the extension of a trustworthy and practical elite standard correspondences arrangement and offices, supported by reasonable cutting edge curiosities and reachable by work on the headway of financial seriousness in an information driven climate. Extra regulations that have being created to help the strategy are;

1. Digital protection Bill
2. Information Security Bill
3. Electronic Correspondences Guideline
4. Electronic Guideline on Unloading of Electronic Waste
5. Public Advanced Content Administration Bill.



Issues Encountered by Online Banking Services:

1. Technology and Security Norms

Banks ought to assign an organization and data set executive with plainly characterized jobs as demonstrated in the Gathering's report. Banks ought to have a security strategy properly endorsed by the Board of Chiefs. There ought to be an isolation of obligation of Safety Official/Gathering managing data frameworks security and Data Innovation Division which really executes the PC frameworks. Further, Data Frameworks Evaluator will review the data frameworks.

2. Legitimate Issues

Taking into account the legitimate position common, there is a commitment with respect to banks not exclusively to lay out the character yet in addition to make enquiries about uprightness and notoriety of the planned client. Subsequently, despite the fact that solicitation for opening record can be acknowledged over Web, records ought to be opened solely after appropriate presentation and actual confirmation of the personality of the client.

3. Managerial and Executive Issues

As suggested by the Gathering, the current administrative system over banks will be reached out to Web banking also. Only such banks which are authorized and regulated in India and have an actual presence in India will be allowed to offer online banking items to occupants of India. In this way, the two banks and virtual banks consolidated external the nation and having no actual presence in India will not, for the present, be allowed to offer online banking administrations to Indian occupants.

1. Menace

E-Banking represents a few unique dangers when contrasted with the conventional banking. These dangers are more articulated on account of online banking. The menace of mechanical changes, right off the bat, must be painstakingly watched. This is vital for update innovations and remain practical and client cordial.

2. B. Security Snag

While making on the online installments or moving cash starting with one record then onto the next, the internet based investors are constantly worried about the programmers and against social components. Hacking empowers the exploitative programmers to enter the records of online investors, and spend their cash.

3. C. Need of the internet

For profiting the advantages of online based financial one ought to approach the online. For this reason, he ought to claim a work area, PC or PDA gadget, and a online association.

Opportunities and Obstacles of Online Banking:

1. There are various advantages to internet banking, and it's actually worth having the choice to bank on the online. Be that as it may, you could likewise lean toward certain highlights of customary banks and credit associations.
2. In the event that you're not happy with innovation, online banking might be more difficulty than it's worth. Furthermore, misfires occur, and on the off chance that your PC (or the bank's PC) isn't working there's very little you can do. For complex circumstances (like bothersome client support issues or conversations about various kinds of credits), having an eye to eye conversation may be ideal.

3. There's additionally the issue of getting cash. Online-just banks commonly give a charge card that you can use to pull out cash, yet you'll have to track down free ATMs (or pay robust expenses).

Conclusion:

The banks need to do whatever it may take to instruct the customers in regards to the new innovation and different administrations presented by the banks. Banks might expand client meeting time with bank authorities and furthermore agreeable methodology is important. Certainly it will assist with holding the current customers and to draw in new customers. It will naturally further develop the financial help and improvement of banks in India and furthermore in abroad. The examination report is helpful to know the customer attention to online banking framework and what sorts of hazard implied in online Banking framework.

References:

1. M.A. Aladwani, "Online banking: a field study of drivers, development challenges, and expectations", international journal of information management, (2001), pp 213-225.
2. Prasad, K.V.N. and Ravinder, G. (2011), "Performance Evaluation of Banks: A Comparative Study on SBI, PNB, ICICI and HDFC", Advances in Management, Vol. 4(2) September, pp. 43-53.
3. Nayak, Nath and Goel. "A Study of Adoption Behaviour of Mobile Banking Services by Indian Consumers", International Journal of Research in Engineering & Technology, 2, (2014), pp. 209-222.
4. A. Vinayagamorthy, and C. Sankar, "Mobile Banking – An Overview, Advances In Management", 5 (10) (2012), pp. 24-29.
5. T.A. Satish, "Trends and Challenges before Banking Sector: A Study, International Journal of Research in Commerce, Economics & Management", 2, (2012), pp. 140-142.
6. Gokilamani, N. and Natarajan, C. (2014). Service Performance in The Retail Banking of The Commercial Banks in Coimbatore District: An Empirical Assessment, Research Explorer, 3 (8), 27-31.
7. Sonal Thakur, "Consumer Perception: A study on E- Marketing", International

Journal of Recent Research Aspects
ISSN: 2349-7688, Vol. 2, Issue 2, June
2015, pp. 256-262.



Termites Behaviour and their Effects on Ecology an Study in Mounds

Dr. Azra Parveen

Assistant Professor, Head, Department of Zoology
Government First Grade College, Vijayapur

Corresponding Author- Dr. Azra Parveen

Email- azrap49@gmail.com

DOI- 10.5281/zenodo.8159251

Abstract:

The many ways in which termites interact with the plant-soil-litter system are mapped into a conceptual network of pathways to show that discrete actions of termites positively or negatively impact ecosystem function. That is, because of their multiple methods of food and nesting, termites can act as agents of decay or pedogenesis, pests, competitors of livestock, or sources of greenhouse gases. In addition, these common feeding and nesting practices establish symbiotic interactions between termites and fauna, to invertebrates and vertebrates, and even plants. This gives all termites a role in ecosystem functioning that goes beyond being a mere link in the food web.

Keywords: Soil Organic Matter, Decomposition, Carbon Cycle, Ecosystem Engineers, Symbioses

Introduction:

The word termite is of Greek origin (Greek, tarmes = wood-boring worms) given to any of the order Isoptera (Greek, iso = equal and pteron = wings, referring to the same appearance of all four wings) of light-colored insects. Soft-bodied, live in colonies and damage wooden structures by gnawing. Engel and Krishna (2004) classified termites based on food source behavior and summarized them into parts of the kingdom Animalia, phylum Arthropoda, class Insecta, order Isoptera, and divided into six families:

1. Hodotermitidae (moist wood termites),
2. Calotermitidae (dry wood termites),
3. Mastotermitidae,
4. Rhinotermitidae (subterranean termites),
5. Termitidae and
6. Termopsidae.

Termites of the order Isoptera are very soft-bodied, usually light-colored, and small to medium-sized insects that live in social groups or colonies and are characterized by their highly developed caste system.

Termites live in colonies ranging from several hundred to several million individual species at maturity, including reproductive

females and males, sterile workers, and soldiers that usually consist of equal numbers of males and females of both sexes, each developing from fertilized eggs; There are two pairs of membranous wings, nearly equal in size which break off along the suture when shedding, only the base or scale of the thorax being attached to the thorax, which is the most distinguishing feature of isopteran termites. The body structure of termites consists of a thorax broadly joined to the abdomen without the features of a waist similar to that of bees, ants and wasps. Behaviourally, termites are prime examples of using decentralized and self-organized social living systems through swarm intelligence and cooperation to exploit food sources and environments that may not be available to any single insect alone. A typical colony of termites consists of nymph alates, workers (pale-colored heads), soldiers (red-colored heads), and reproductive individuals of both sexes, with multiple egg-laying queens. Termites have a complex social structure of workers, soldiers and alates alongside a queen and king with complex interplay between guts and fungal farming groups.



Termites prefer to eat by using their mouthparts to chew dead plant material in the form of wood, leaf litter or soil, buildings, crops or plantations and forests. They damage buildings, flooring, carpeting, artwork, books, clothing, furniture and valuable documents. Subterranean termites are ground-dwelling social insects that live in colonies and feed on dead parts of plants but are not known to attack living plants. Termites are generally grouped according to their feeding behaviour such as subterranean, soil feeding, dry wood, moist wood and grass feeding, of which subterranean and dry wood are primarily responsible for damage to man-made structures. Termites are weak and relatively fragile insects that need to stay moist to survive and, if not, can overpower when exposed to ants and other predators. In response to enemies, they protect against danger by covering their tracks with droppings, plant material, saliva and soil, nests and debris to hide and avoid adverse environmental conditions.

Geographically, termites are mostly restricted to tropical and subtropical ecosystems, with the greatest biomass between approximately 50° north and south, with diversity occurring in tropical forests and Mediterranean scrublands. About 600 of the world's extant termite species are found in Africa alone. Termites build mounds and nests of various sizes to house the entire colony. Ground termites typically build mounds with various sculptures, while arboreal termites build nests in trees that provide sheltered living space and water protection through controlled condensation, with nursery chambers existing deep within the nest where eggs and in-star larvae are located. The structure of the mound is reasonably complex in that its thin end faces the sun at its highest intensity allowing the

termite to remain above ground, where other species are forced to burrow deeper into the subsoil. A column of hot air rising into the soil mound above helps drive air circulation within the underground network to distribute the temperature required for species that cultivate fungal gardens and expend much energy to maintain brood within a very narrow temperature range ($\pm 1^\circ\text{C}$) throughout the day.

In tropical savannas, mounds can be very large, up to 9 m high, such as the cone-shaped mounds built by some species in well-forested areas, or 2–3 m, with typical shapes ranging from somewhat shapeless domes or cones. Usually grasses and/or woody shrubs to sculptured hard soil mounds or a mixture of the two. In parts of the African savanna or scattered woodlands, a high density of above-ground dunes dominates the landscape with small dunes about 1–1.5 m in diameter with a density of between 50–55 large trees per hectare in grasslands. study site. In the southern and eastern parts of Ethiopia, termites build mound towers 6-9 m tall in a variety of types and architectural styles of many steps, hollows and mounds in scattered wooded perennial lowlands. Cavities in subterranean termite colonies can be 6 to 7 meters deep into the ground to protect the termites from extreme weather, wildfires, and disasters so that the termites can reach food sources through soil (soil) tubes.

In a swarm, a colony reaches its maximum size in approximately 4-5 years and may consist of 60,000 to 200,000 workers, consisting of the winged male and female of the parent colony in flight or dark brown to brownish black and two pairs. Wings of equal size spread across the body. The process of feeding one colony member to another is key to termite success. Termites are cellulose eaters and destructive agents using their population size, so studies of eggs

laid per queen show how much they affect the environment during their life cycle. However, studies of isopteran termites to investigate behaviour, determine their ecological effects which require the recommendation of potential solutions.

Material and Method:

Termites remain primarily underground or spread under conditions appropriate to each species' behavior and relationship to food sources. Tools used for research work are microscope, spade, mattock, measuring meter, plastic box and bottles, wooden box with built-in chamber for queen, tweezers, plastic spatula, hand lens, plastic sheet, digital watch and crucible tong and others.

Four different sized mounds in different localities (M1, M2, M3 and M4) were identified, selected and their height and width above the ground were measured to detect and investigate the crypt covered under each mound. Each mound was excavated vertically down into the earth, the profile displayed, the structure and system of the mound exposed, the termites and queens exposed along with the mature males.

Vertical cutting of the mounds revealed a complete profile, gathering essential data on termite behavior and life cycle, finding multiple queens laying eggs, number of queens present per mound, division of labor between termites and counting and counting. Number of eggs laid by the queen per minute, per day and per year. Generally, in each mound, the number of eggs laid per minute by selected queens was counted, counted and recorded at 08:00, 12:00 and 16:00 for three consecutive days. Unlikely, Mound Four (M4) was used to dissect the queen's body to study its composition, size, and abundance, and to observe the interior using a special hand lens and then a microscope.

The M1 is slightly larger in size with a height of 1.36 m. They dug vertically into the earth to discover new information about the entire termite colony. While digging through the rubble, it was found that the termites were agitated and running fast to find strong protection for the colony, especially the queen. Several queens were found at different depths of the mound next to which lay slender mature males (kings) in a small chamber. For the purpose of the research, one of the queens found at a depth

of 3 m under the mound laying eggs in the royal cell was randomly selected for egg counting.

The second mound (M2) was triangular in shape with a flat base and a height of 1.72 m. They were excavated vertically using a similar approach to collecting existing data on termite colonies. In M2, the three queens were found in three separate royal cells each with a mature male, watched by soldiers 2 to 3 m below the hill steps. Of the three queens found, only one queen found at a depth of 3 m was selected for counting and counting.

The third mound (M3) was 2.3 m high and 1.89 m wide with a conical structure, which was excavated vertically at the bottom to unravel the mystery. Accordingly, several queens were found in different species of termite colonies in different rooms and termites from each colony were found scattered throughout the underground passageways and corridors. Therefore, one of the queens found at a depth of 3.20 m was selected to examine her sattva, counting, counting and recording the number of eggs per minute. The fourth mound (M4) was in a lower location where the soil is dark brown in colour. It is smaller than the others, 1.20 m in height, smaller in width, dug in the same way and two queens were found in the royal cell in different rooms. With this in mind, a royal cell found 1.15 m below the mound was selected, located and excavated to measure queen size, dissect and count ovaries, and monitor queen fertility. It was extracted with some soil and stretched on a transparent film in an ambient environment for testing. The queen was dissected and the interior was found to contain two ovaries filled with fertilized eggs.

Result:

A great mystery surrounds the behavior and life cycle of termites. Accordingly, a mature termite colony consists of three main castes:

1. reproductives (both king and queen),
2. soldiers, and
3. instar larvae and workers existing at the immature stage.

The period of swarming is most dangerous when millions of young females and males emerge in the evening in spring or shortly after the rains in a decentralized, self-organized system of activity guided by the intelligence of the swarm, to which the

winged males and females return. fell to the ground and tore off their wings. The royal couple resides in a royal chamber in the mud, entering the chamber and sealing the opening. The queen is originally a slender and winged corpuscle that develops into an amorphous shape with a cream-colored body about 6 cm long and lives in a special isolated chamber or royal cell and usually mates with an adult male (the king) for fertilization. After mating, the queen starts laying yellowish white eggs and hatches after an incubation period of 50-60 days. Freshly hatched chicks resemble small termites that grow without significant morphological changes (except for wing and soldier specializations), as termites usually undergo incomplete metamorphosis.

In all the sites, it was determined that the termite mounds are made of different materials, which are stronger than the normal clay assembly, and the wall of the royal cell is made of a special material, which is more solid than any of the other chambers. Structurally, the interior of each mound is made up of various networks interconnected by cavities and soil tubes or passages through which termites shine for various tasks, including a field of fungi, naturally forming at the bottom of the mound. Vertical profiles of the mounds revealed the interior structures, cavities, and duties of the termites: Soldiers watch nonstop at the mound gates, alternately placing their heads over the side of the hole, workers immediately begin to maintain the broken sections by making mud tubes, and others hurry. As soon as any threat is uncomfortably close, they use the natural siren messages of pheromones to sound the alarm, warning the colony and summoning more soldiers to fight back. When the mound was dug up, the termites became enraged and reacted against the unknown strangers, quickly exploding and sending a siren message to the other termites that immediate action was required. Workers are male and female termites, their job is to secure food, create corridors, passages (cavities) for the entire colony. Full-grown workers are soft-bodied, wingless, blind, creamy white, and once they are able to digest wood, the workers feed the entire colony. Workers perform all tasks in the colony such as foraging for food, feeding other cast members and immature groups,

extracting wood and building tunnels. They build and maintain nests in elaborate structures made of soil, mud, chewed wood, or a mixture of cellulose, saliva, and faces to live in colonies. Some species maintain fungal gardens from plant material that provides nutritious mycelium, on which the colony feeds, and nurse nymphs that melt several times during development. An arboreal or subterranean nest of worker-made termites is punctuated by a maze of gallery-like tunnels that provide air conditioning, carbon dioxide and oxygen balance, and allow termites to move through the nest. Some termite species do not have true workers and instead rely on nymphs as workers. Termite soldiers are creamy white, soft-bodied, wingless and blind, and are very long, brown, hard and equipped with two jaws, they must be fed by workers as they mature within a year and cannot live up to 5. For years they are outnumbered by workers in the colony, immature and marked by large head-biting teeth, and their sole function is to defend the colony from invaders and castes. They have physical and behavioural characteristics of strength and armor, which are mainly useful against ant attacks. In some species, soldiers have biting teeth, secured in mask-like antennae on their heads that produce a protective hormone called chitin, which they use as weapons to shoot, defend, and repel enemies from the colony. For proof, even when provoked, these great soldiers of termites do not defend themselves, but retreat deep into the mound, and can forcefully attack the larger and stronger ants, and overcome their population proportions. As a result, when a stranger disturbs the pile, it is observed that the workers immediately start rebuilding the clay tubes, the soldiers run in different directions with their armoured heads and strong jaws to fight the enemies and protect the colony from danger.

In all mounds, the central chamber gradually develops into passages and corridors in all directions and at the bottom of each mound; A 30 cm long area is filled with a labyrinthine fungal garden that is grown to feed the entire colony. In each mound, queens were found at different depths from the surface; The termites were spread out in the cavities and performed various labors and tasks with iron discipline 24 hours a day. The queen was found

occupying a royal cell measuring approximately 10 cm (length), 5 cm (width) and 5 cm (height) with an area of more than 250 cm², and observed the nurse while laying eggs, feeding the workers, and feeding the workers at each time budget. And the fungus carries the eggs to a special protective cavity near the farm. In all colonies, stunted and winged standby females replace or become queens after the death of the existing queen.

Accordingly, a queen from M1 can lay about 37,000 eggs per day and 13,156,000 eggs per year, a queen from M2 can possibly lay about 28,800 eggs per day and lay 10,678,000 eggs, and M can lay eggs at 3 years of age. Possibly lays 44,300 eggs per day and 15,895,000 eggs per year. On average, the termite queens of the study site's mounds can lay about 25 eggs per minute, 37,000 eggs per day, and 13,156,000 eggs annually. M4 was assigned to study the structure and internal parts of the queen, so that a queen was discovered and found to be a queen, adding an extra set of ovaries, resulting in an enlarged abdomen and increased body size.

Discussion:

Termites live deep in mounds or nest cavities, and most of the laid eggs are deposited in a special chamber for direct feeding until they develop into the imago stage. A termite colony consists of a pair of reproductive groups and a fixed proportion of soldiers and workers and nymphs. If a member of any caste is lost, additional members develop from the nymphs to restore the balance, and the number of termite individuals within the castes in the colony is naturally closely regulated. Both reproductive and soldiers release pheromones (chemical signals) that are transmitted to other members of the colony through food allocation and grooming, and inhibit the development of reproductive groups or soldiers. If the racial balance in the colony is disturbed, some inviolable nymphs do not receive the pheromone message and thus develop into reproductive groups or soldiers, restoring the balance.

Termites damage wooden objects, eating everything, living plants, grass, litter, fossils, fungi, building materials, flesh, bones and structures. Usually, the removal of vegetation cover leads to environmental climate changes that result in the

appearance of new types of diseases, which more or less affect humans, animals and plants. Thus, when the environment loses its vital biological resources, the biological ecosystem is transferred to the abiotic landscape, which removes vegetation cover, destroys species, disrupts the hydrological cycle, and changes the environment to desertification and destructive conditions, in which humans and other living organisms suffer greatly. Termites often cause food, fodder, fuel energy, construction and industrial materials, wildlife mortality and depletion of natural resources. In addition, due to translocation of various vectors and vectors, various types of disasters, droughts and hostile ecosystems appear or occur, which is ecologically and economically devastating.

To reduce or combat the impact of termites on the environment, the use of insecticidal chemicals can be somewhat effective, but are not the best chemicals to recommend because they are environmentally harmful. However, some biological methods or barriers are recommended to control population size and termite aggressiveness. It is proven that red ants enter the worker pile, spread through all the cavities and collect and destroy or eat all the eggs. Red ants are the true enemies of termites, and so the soldier ants perform a practical defense against the ants, often winning by force and proud to die for their colony.

Conclusion:

The life cycle of termites is amazing. A queen with multiple ovaries can lay an egg every 2-4 seconds on average for several years, and the colony performs all of its naturally assigned duties nonstop in 24 hours. Termite soldiers are usually blind, but in some families, particularly moist wood termites, the soldiers may develop at least partially functional eyes. Termites' contact with the outside world is a narrow and small passage, through which workers constantly come to remove queens, nurses and laid eggs. Ecologically, termites have both negative and positive effects. Its positive benefits are that they help break down hard soils and allow air to penetrate deep into the soil for further decomposition, recycling of nutrients, and mounding above ground or deep into the soil to create favorable shelter or habitat for reptiles and others. Large termite mounds

also provide habitat for animals, especially in the plains of Africa, for small animals, birds, scorpions, lizards, snakes, and the like that come under water during the rainy season.

References:

1. Abe, T., Bignell, D.E. & Higadhi M. (2002). Termites: evolution, sociality, symbiosis, ecology. Dordrecht: Kluwer Academic Publishers.
2. Becker, G. (1976). Concerning termites and wood (in Spain). *Unasyuva*, 28(111).
3. Breznak, J.A. & Brune A. (1994). Role of microorganisms in the digestion of lignocelluloses by termites. *Ann. Rev. Entomol.*, 39, 453–487. DOI: 10.1146/annurev.en.39.010194.002321.
4. Carpenter, L.P. (1967). *Microbiology*. Philadelphia, London: W.S. Saunders Company.
5. Donovan, S.E., Jones, D.T., Sands, W.A. & Eggleton P. (2000). Morphological phylogenetics of termites (Isoptera). *Biol. J. Linn. Soc.*, 70, 467–513. DOI: 10.1111/j.1095-8312.2000.tb01235. x.
6. Duur, K.A., Eggleton, P., Rouland-Lefevre, C., Guldberg-Fróslev, T., Rosendahl, S. & Boomsma J.J. (2002). The evolution of fungus-growing termites and their mutualistic fungal symbionts. *Proc. Natl. Acad. Sci. USA*, 99(23), 14887–14892. DOI: 10.1073/pnas.222313099.
7. Eggleton, P. (2000). Global patterns of termite diversity. In T. Abe, D.E. Bignell & M. Higashi (Eds.), *Termites: evolution, sociality, symbioses and ecology* (pp. 25–51). Dordrecht: Kluwer Academic Publishing.
8. Eggleton, P. & Tayasu I. (2001). Feeding groups, life types and the global ecology of termites. *Ecol. Res.*, 16(5), 941–960. DOI: 10.1046/j.1440-1703.2001.00444. x.
9. Wako S.E. (2015). Behaviour and Ecological Impact of Termites Fecundity Investigation in Mounds. *De-Gruyter*, Vol. 34, No. 1, p. 72–81.



India's Tax Structure Starts Afresh

Harish H. N

Assistant Professor, Dept. of PG studies in Commerce, GFGCW Hassan.

Corresponding Author- Harish H. N

Email- hariravi2006@gmail.com

DOI- 10.5281/zenodo.8159269

Introduction

Direct Tax Code (DTC) could replace India's Income Tax Act 1961 "If existing laws are to be replaced by a new law, the change must be radical and revolutionary," Union Finance Minister Pranab Mukherjee said when submitting the draft all taxpayers tax code. If passed, it will become the new Income Tax Act, replacing the six-decade-old Information Technology Act of 1961. The new IT law came into force on April 1, 2011, but has not been implemented. The goal of DTC is to eliminate distortions in the tax structure, introduce moderate tax rates, broaden the tax base, improve tax compliance, simplify tax language, and reduce tax disputes. Background information/analysis shows that most of these objectives can be achieved by amending certain provisions.

DTC Act has 319 articles and 22 programs. The current IT law consists of 298 articles and 14 annexes. This DTA grants a significant tax credit and eliminates many tax-free benefits. Any tax offense provided for in the law is punishable by imprisonment and, in the case of fraudulent commission, a fine. On the one hand, non-payment is punishable, on the other hand, it is proposed to punish tax advisors who help with tax evasion.

Objectives of the Paper:

1. To know the concept of DTC
2. To understand the changes in applicable DTC and GST regulations.
3. To assess the tax reform issues.
4. To propose a good tax structure.

Regulation of the Direct Tax Act:

The Direct Tax Code (CDI) provided for the calculation of the MAT based on the company's "gross asset value" and proposed replacing the old practice of basing the MAT on book profits. DTC will propose in the bill that gross asset value is the sum of the total gross value of the company's gross fixed assets, expenses, and work-in-progress value of the company's capital and all other assets of the company's book value as of the last day of the fiscal year in question, after deducting accumulated depreciation on the gross value of the Fixed assets and the negative balance of the profit and loss

account, provided that this is included in the book value of other assets.

According to DTC, the MAT tax paid by banking companies is calculated at a rate of 0.25% of their gross assets, while the rate for other companies is 2% of their gross assets. However, the deduction of liabilities was not provided for in the calculation of the gross asset value and in subsequent years the MAT loan could not be taken into account. The reason for basing the MAT on gross asset value seems to be that investors can expect a certain average rate of return on their assets in advance. This will be an incentive for efficiency.

A look at the comments on the DTC:

According to Shan Nair, CEO of Nair & Co., "Once enacted, the DTC will eliminate many of the challenges related to Indian taxation that are that currently impact M&A transactions that, although executed overseas, encompass the transfer of the ownership stake from the ultimate financially foreign seller to the "Overseas buyer of company segments of assets in India either individually or alongside with resources in other countries,"

"A corporate tax rate below 30% is welcome, although as previously proposed we would have been content with a rate of 25%." — Uday Phadke, President of Mahindra and Mahindra (M&M).

DTC Important features:

1. Short-term capital gains are taxed at half rate
2. Subsidies and tuition fees abolished.
3. Continuation of tax exemption for student loans.
4. Abolition of the LTA.
5. Capital gains on listed securities held for more than one year are not taxed. If held for less than a year, it is taxed at 5%, 10% or 15%
6. Dividend tax: Dividends are taxed at 5%.
7. Section 80C allows a deduction of up to 1.5 lakh.
8. When the DTA comes into force, it will replace the Income Tax Act 1961.
9. However, many provisions of the Income Tax Act will also be part of the Technical Inspectorate.

MAT under DTC:

Direct Tax Code proposed changes to the calculation of the Alternative Minimum Tax (MAT) paid by a company. MAT is now calculated at 2% of the gross value of company assets for all companies except banks, which pay a 0.25% tax. This shift of MAT from accounting result to gross assets is intended to promote optimal utilization and increase resource efficiency. It aims to encourage capital investment to increase production. Under the proposed code, even loss-making companies could end up paying MAT. Additionally, companies making large investments would only benefit from a 100 percent write-off of capital expenditures in the first year, but this benefit would be partially negative as they would pay MAT on the value of the assets created. The discrimination between banking companies and other companies in the tax rate requires a serious reconsideration of the MAT proposed in the DTA.

The Tax Law No. is good and valuable in providing relief to taxpayers, and it also makes life difficult for those who use fraudulent means of tax evasion (tax evasion). It is proposed that any tax offense under the law should be punishable by imprisonment and a fine if the person dishonestly commits fraud. On the one hand, delays are penalized and on the other hand, it is proposed to penalize tax advisors who help with tax evasion. It empowers and protects income tax officials in cases of tax evasion.

Purpose of Tax Reform**A. Basic Objectives**

The main goal of tax reform would be to solve the problems of the current system. Create a tax system that is inexpensive and efficient to use, simply attractive, and easy to administer.

As Ahmad and Stern (1991) have pointed out, distributional or sectoral considerations have driven the excessive differentiation of the Indian tax system, but the goals are frustrated by the cascading effects of taxes. The optimal design of the excise tax system, taking into account both production efficiency and distribution problems, cannot mean the uniformity of the entire tax structure, the desired structure can be achieved by combining taxes and transfers.

B. Autonomy and tax harmonization GST

It is a federal tax and all GST revenue collected by the center is returned to the states. In order to give political weight to the federal structure in India, the states (as well as the center) are likely to have some autonomy in exercising their fiscal powers. Full autonomy means retaining the power to collect the tax and enjoying the risks and benefits of "owning" the tax (ie. not isolated from fluctuations in revenue collection), being accountable to their voters, and being able to use taxation as a tool of social or economic policy

C. Central and State Tax Powers

The current constitutional distribution of power is restricted to both the center and the states. None of them is capable of modeling a global and neutral tax on goods and services along the lines of modern tax systems. A notable feature of the current division is that the two tiers of government have no competing jurisdictions other than stamp duty.

D. Centre and State GSTs (Options)

The basic structure of the tax is the starting point for defining reform options. For the purposes of this discussion, we will assume that the possible replacement of current taxes takes the form of a classic excise tax (allowing for full and immediate compensation of current expenses and capital expenditures on taxable supplies) and destination (e.g. a tax). would be based on where goods and services are consumed, not where they are produced). With this system, it is possible to offset the tax collected based on the invoices of the taxable sellers. It is the

most commonly used design style in the world. Its superiority over other forms of excise tax is widely recognized both in India and elsewhere. The remaining options then basically consist of giving the center and the states the authority to levy taxes, the tax base, and the tax rates.

Key VAT attribution options include 1) Dual Concurrent GST, 2) Domestic GST, and State GST. All of these options require a constitutional amendment. For the sake of completeness, another option is also examined, the non-simultaneous double VAT, which does not require a constitutional amendment.

E. Tax Base and Tax Rate Tax Rates

During discussions on India's proposed GST, it was proposed that the tax be levied at a combined central government rate of 20%, with 12% going to the center and 8% to the states (see for example the Kelkar task force report). Although GST at these rates is lower than the current combined central and state statutory rate of 26.5% (Cenvat at 14% and VAT at 12.5%), it would face significant consumer resistance, particularly in retail and consumer markets when lobbying for exceptions and/or reductions. Prices for everyday items.

F. Harmonization of Laws and Administration

The need for inter-central and inter-state harmonization is essential in the context of dual GST. The ultimate goal would be a consistent basis and set of rules for both taxes. What should be the mechanism to achieve this harmonization? Different options have been adopted in other trade associations or blocs. An extreme case is the example of Australia, where GST is levied and administered as a single tax levied by the national government. All tax revenues are then distributed to the states. Another example is Canada's Harmonized Sales Tax (HST), which is levied in three out of ten provinces. The tax is levied and administered under legislation enacted by the national government, similar to Australia's GST. The main difference is in the system of income distribution. In the Canadian system, provincial participation in the HST is optional and not mandatory. The tax will be levied at the national rate of 7% (currently reduced to 5%), increased by 8% in the provinces that choose to join.

Findings & Proposals:

1. Tax planning involves a great deal of uncertainty and may not have an immediate positive impact on business results.
2. Government with ammunition to drastically increase the MAT rate from the current 15% to 25% – the corporate tax rate set in the original draft DTC. So what if DTC Bill offered 20% MAT at no additional cost?
3. Effective ways to mitigate tax risks, including doing business with relevant tax jurisdictions.
4. These advantages essentially depend on a neutral and rational conception of GST.
5. The discussion of selected topics in this article suggests that such a project has many potential challenges. The problems are not technical. This would require extensive research and conclusions, a skillful balancing of competing interests from different interest groups, and full political commitment to meaningful reform of the system.
6. The GST will change the tax system by sharing the tax burden evenly between production and services. GST will broaden the tax base, which will further lower the effective tax rate.
7. Can provide a tax base for local governments to discharge their responsibilities. This makes it easier to make investment decisions for purely economic reasons, independent of tax considerations

Conclusion:

The Direct Tax Code (DTC) is intended to replace the Indian Income Tax Act 1961. The effectiveness of any tax plan and regulation depends on their understanding and acceptance. Another issue is to ensure the transparency and quality of administration in the tax area. In place of the gross asset value suggested in the DTC, book profit is once again used in the DTC Discussion Papers to determine the MAT. The GST is "another major enhancement - another logical step" towards "a complete overhaul of indirect taxes in the country," according to The Empowered Committee. In fact, it has the potential to become the largest single initiative in India's tax history. This can pave the way for modernizing tax administration, making it simpler and more transparent, and significantly improving voluntary compliance. This switch is

estimated to have increased potential GDP by 1.4% and 0.5% respectively. Increase in national income by 9% due to higher factor productivity and increase by 0.5% due to the increase in capital stock (due to the elimination of tax cascades). .

References:

1. New Direct Tax Code mostly profitable for India Inc., ET Bureau, 13th August 2009.
2. Bhawna Gulati, MAT IN New Direct Tax Code, 8th August, 2010.
3. **India Budget : Direct Tax**
4. Reduces Corporate Tax: Nair & Co., India Budget 2011 Confirms Implementation of Direct Tax Code.
5. October 11th, 2010 Implications for policyholders.
6. Cho, M. 1998. Ownership structure, investment, and the corporate value: An empirical analysis. *Journal of Financial Economics* 47: 103-121.
7. J.D. Roth, A Brief Overview of the Alternative Minimum Tax, Wednesday, 2nd January 2008.



Effect of Coping Strategies on Burnout among the Online Food Delivery Professionals

Dr. Mamatha K R

Assistant Professor, Department of Commerce
Government First Grade College, Tiptur, Karnataka.

Corresponding Author- Dr. Mamatha K R

Email- mamathakr65@gmail.com

DOI- [10.5281/zenodo.8159278](https://doi.org/10.5281/zenodo.8159278)

Abstract

The review displayed here is the investigation of the impact of the survival techniques of people on burnout levels. The review is finished among the experts of the web-based food conveyance administrations in Chennai. The example size of the review is 100 and the respondents are chosen through basic irregular inspecting. The information assortment instrument is a poll and the investigation of the information is finished with the assistance of relapse. The discoveries of the review that survival techniques exceptionally diminish the burnout conduct of food conveyance experts.

Keywords: Survival techniques, Burnout, Online Food Conveyance.

Introduction

One of the peculiarities which are found in the workplace is burnout (Freudenberg, 1975). Burnout influences the prosperity and soundness of people in a pessimistic manner (Acker, 2010; Maslach, 1978) which eventually influences the companions, colleagues, family, and furthermore others in a pessimistic way. The disorder of burnout is viewed as the mental reaction to persevering through a tirelessly horrendous climate at work (Maslach et al., 2001). Burnout is highlighted by diminished sensations of achievement, close-to-home fatigue, and depersonalization (Maslach, 1978).

As indicated by Gonzalez-Spirits, Rodriguez, & Peiro (2010), the survival technique of a singular influences burnout and its levels. The survival technique alludes to the mental and social exertion which is utilized to deal with the requesting and distressing circumstances (Folkman, Lazarus, Dunkel-Schetter, DeLongis, & Gruen, 1986). While adapting is viewed as the three-crease system, it is perceived as the activities and contemplations which are well defined for the upsetting circumstance. At the point when viewed as a logical idea, the survival technique alludes to the combination of the climate and the evaluation of the

climate by the individual alongside the individual's capacity to deal with the distressing circumstance. The methods for dealing with especially difficult times are not assessed as right or off-base, awful or great, triumphant or not successful, rather, it alludes to only the activities which are embraced to deal with the climate (Folkman et al., 1986).

Proclamation of Issue

Burnout was at first investigated in the labor force of the administration area. This was found on the grounds that few examinations were finished around here to investigate burnout levels. Burnout was then observed to be predominant among people working in any area or calling. It adversely influences the prosperity and well-being of a person. However, burnout is found in practically every one of the areas of work and had been concentrated on by a larger number of people, not many investigations had been finished to investigate the impact of the techniques of adapting on the burnout of the experts in the web-based food conveyance area.

Need of the Review

The ongoing review will be additional information to every one of the individuals who try to know the impact of the way of dealing with hardship or stress on the

burnout of the web-based food conveyance experts. The creator here had attempted to contribute the writing to the field by investigating burnout among a populace (online food conveyance proficient) which is generally inclined to the higher burnout level.

Objectives

The principal point of this study is to investigate the impact of survival methods on the burnout of the experts in the web-based food conveyance area.

Literature Review

HyojungShin et al., (2014) investigated the connection in the midst of burnout disorders and the survival method. The review was a Meta-Logical Methodology. The creators had surveyed around 36 papers prior to directing this examination. The example size of the review was 9729 respondents. The discoveries showed that the survival technique which is centered around issues was adversely connected to the side effects of burnout and the methodology which is centered around feelings was decidedly related to the side effects of burnout. The reappraisal, strict coping, and social help were connected adversely with burnout and acknowledgment was seen with a positive connection with burnout. The results of the investigation through control showed that the various types of jobs had influence over the connection in the midst of burnout side effects and the methods for dealing with especially difficult times.

Huaqing Wang (2018) investigated the effects of survival techniques and social help on burnout and work pressure. Many examinations had been finished to track down the connection between friendly help, burnout, and work pressure. Yet, not very many investigations exist to characterize the system which prompts the connection between these factors from a causality point or viewpoint. Further, very few examinations had been finished to track down whether the methods for dealing with stress (issue centered versus feeling centered) which are confident affected the decrease of pressure and burnout levels, than the social help. The current exploration was finished by the creators to investigate the two targets expressed here. This study uncovered the level of each and every causal relationship and furthermore gave exact verification of supporting the overseers of the hierarchical

preparation. The review result will help the chiefs in choosing the technique for carrying out their preparation content in the projects of preparing for assisting their representatives with embracing the survival method which will decrease their pressure in work and their burnout disorders.

Henrique Pereira et al., (2014) considered the burnout levels among the clinical understudies of Portugal. The review was finished by thinking about the survival method as the interceding variable. Many investigations had been finished among the clinical understudies to concentrate on the connection between burnout and survival technique. Be that as it may, no such examinations had been finished among the clinical understudies of Portugal. The fundamental point of this study was to make sense of the burnout levels among the Portuguese understudies as an example. The review was cross-sectional in nature and the example size was 658 understudies of the clinical field. The information required for the review was gathered through a socio-demographic questionnaire, the Approaches to Adapting Poll, and the Maslach Burnout Stock - Understudies Overview. The findings showed that burnout was seen more among the understudies experiencing issues accomplishing the objectives and students who have any issues. Burnout was likewise observed to be more among the female understudies. To close, the author expressed that burnout was more among the understudies who had deficient systems of adapting. Hence, it was proposed to foster projects for advancing mental prosperity by the use of legitimate coping policies and procedures

Research Methodology

The review is finished among the experts of the web-based food conveyance administrations in Chennai. The example size of the review is 100 and the respondents are chosen through basic arbitrary examining. The information assortment instrument is a survey and the investigation of the information is finished with the assistance of relapse.

Confabulation and Interpretation

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.700a	.489	.457	14.860	.000b

Predictors: (Constant), coping strategy

Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.928	.261		7.387	.000
I've been turning to work or other activities to take my mind off things.	-.026	.077	-.042	-.342	.733
I've been concentrating my efforts on doing something about the situation I'm in	.059	.069	.093	.851	.397
I've been saying to myself "this isn't real."	.341	.067	.554	5.100	.000
I've been getting emotional support from mothers.	.089	.056	.137	1.587	.116
I've been giving up trying to deal with it.	-.155	.071	-.235	-2.181	.032
I've been taking action to try to make the situation better.	.223	.073	.311	3.047	.003

a. Dependent Variable: Burnout

It is reasoned from the model rundown above table. The above table addresses the relapse investigation between the dependent variable (burnout) and the free factor (survival technique). The F-esteem of 14.860 is significant (<0.000). The table demonstrates that the survival technique diminishes burnout and this shows factual significance. Here, $p < 0.000$, which is under 0.05, demonstrates that the model applied can measurably and significantly predict burnout. And that implies survival techniques essentially decrease burnout conduct among food delivery employees.

In this review, the model applied can genuinely and altogether anticipate burnout. And that implies adapting strategy significantly lessens burnout conduct from food conveyance experts. Methods for dealing with stress profoundly diminish the burnout conduct of food conveyance experts.

Conclusion: It is just the compelling methodologies of adapting that the degrees of burnout can be decreased and furthermore the evil impacts of burnout on the wellbeing of people can be cut down.

Reference

1. Hyojung Shin, Yang Min Park, Jin Yuan Ying and Boyoung Kim (2014); Relationships Between Coping Strategies and Burnout Symptoms: A Meta-Analytic
2. Approach; Professional Psychology Research and Practice 45(1):44 · February 2014
3. Freudenberger, H. J. (1975). The staff burn out syndrome in alternative institutions. *Psychotherapy: Theory, Research, and Practice*, 12(1), 73-82.
4. Acker, G. M. (2010). The challenges in providing services to clients with mental illness: Managed care, burnout and somatic symptoms among social workers. *Community Mental Health Journal*, 46(6), 591-600.
5. Maslach, C. (1978). The client role in staff burn-out. *Journal of Social Issues*, 34(4), 111-124.
6. Maslach, C., Schaufeli, W. B., & Leiter, M. P. (2001). Job burnout. *Annual Review of Psychology*, 52, 397-422.
7. Gonzalez-Morales, Rodriguez, & Peiro (2010). A longitudinal study of coping and gender in a female dominated occupation: Predicting teachers' burnout. *Journal of Occupational Health Psychology*, 15(1), 29-44.
8. Folkman, S. Lazarus, R. S., Dunkel-Schetter, C., DeLongis, A., & Gruen, R. J. (1986). Dynamics of a stressful encounter: Cognitive appraisal, coping, and encounter outcomes. *Journal of Personality and Social Psychology*, 50(5), 992-1003

9. Wang, Huaqing, 'The Effects of Social Support and Coping Strategies on Job Stress and Burnout' (April-13, 2018).
10. Debra Marie Dix (2017); The Relationship between Coping Strategies and Burnout for Caregivers of Adjudicated Youth; Walden Dissertations and Doctoral Studies
11. Pereira H, Fernandes M, Costa V, Amorim L, La-Rizza F, et al. (2014) Burnout in Portuguese Medical Students: Coping Strategies as a Mediating Variable. J Community Med Health Educ 4:306.



Employment Generation through Micro, Small and Medium Enterprises in Dharwad District of Karnataka

Mahalakshmi N

Assistant Professor of Commerce

Smt & Sri Y. E. Rangaiiah Shetty Government First Grade College, Pavagada,
Karnataka

Corresponding Author- Mahalakshmi N

Email- Mahamanju29@gmail.com

DOI- 10.5281/zenodo.8159290

Abstract

The industrial sector has a relatively high marginal propensity to save and invest and contributes significantly to the eventual realization of a viable economy with high and sustained levels of investment and rapid growth in industrial income and employment. In addition, the industrialization process is associated with the development of mechanical knowledge, industrial work attitudes and skills, industrial management experience, and other characteristics of modern society, which in turn promote productivity growth in agriculture, trade, distribution, and other related sectors. Business. Because of these factors, any successful transfer of labor from agriculture to industry rapidly contributes to economic development. Industrialization is therefore inextricably linked to substantial and sustainable economic development, as it is both a consequence of higher incomes and a means of increasing productivity. Industrialization serves as a tool to both create the capacity to absorb excess labor and meet market diversification needs in the higher stages of economic development. This study focuses on MSME job creation in the Dharwad district of Karnataka.

Introduction

India is one of the fastest-growing industrialized countries in the world. Industrialization is seen as the best solution to many Indian problems such as alarming population size, rising unemployment, low per capita income, illiteracy, socioeconomic disparities between people and regions, and high levels of poverty and living standards among residents. People. Aware of this reality, India's policymakers paid much attention to the promotion and development of the industrial sector, beginning with the Second Five-Year Plan. The industrial policies of 1948, 1956, 1977, and 1991 and the subsequent extraordinary measures of the Five Year Plans and ad hoc institutional initiatives also contributed to the development of the industrial sector. First, India has achieved spectacular growth in science, information and communication technology, and manufacturing. Thus, India is now the fastest-growing economy in the world in both the public and private sectors. The sector employs 23.79% of all labor force

(2017), contributes 31% of the Indian GDP and 53% of the service sector to the Indian economy, generates foreign sales of US\$303.5 billion, and is growing at a rate. Industry at eight percent.

The industrial sector has a relatively high marginal propensity to save and invest and contributes significantly to the eventual realization of a viable economy with high and sustained levels of investment and rapid growth in industrial income and employment. In addition, the process of industrialization is associated with the development of mechanical knowledge, attitudes, and skills in industrial work, experience in industrial management, and other features of modern society, which, in turn, positively affects the increase in productivity in agriculture, trade, distribution, and others Areas impact related industries. Because of these factors, any successful transfer of labor from agriculture to industry rapidly contributes to economic development. Industrialization is therefore inextricably linked to significant sustainable economic development, as it is both a

consequence of rising incomes and a means of increasing productivity. Industrialization serves as a tool to both create the capacity to absorb excess labor and meet the needs of market diversification with the increased demands of the stages of economic development.

MSMEs' critical role in development

MSMEs (micro, small and medium-sized enterprises) are considered the backbone of every country because they create jobs, leverage local resources and skills, and implement technology implementations that are less capital-intensive, simple and flexible, and can be reproduced as needed across the region. Also, ancillary units serving mega-industries are MSMEs providing supporting services. They contribute to social justice and the decentralization of economic activities. The concept of cluster development has been the driving force to support the development of MSME and the craft sector. These clusters help the economy thrive. Around the world, MSMEs are accepted as actors in local economic growth to promote equitable development. MSMEs account for more than 90% of all businesses in most economies. They are believed to generate the highest employment growth and account for a significant proportion of industrial production and exports. In India too, MSMEs also play a significant part in India's overall industrial sector. It is estimated that this sector accounts for about 45% by value, industrial production and about 40% the country's total exports. In addition, the MSME sector has consistently recorded a higher growth rate than the industrial sector as a whole in recent years. Over 6,000 products are manufactured by MSME. According to the available statistics, this

sector employs about 1,109.89 lakh people in over 633.88 lakh companies and the labor intensity in the MSME sector is estimated to be almost four times that of large companies.

Need for the study

MSMEs have played an important role in the development of the national economy. By doing so, they made efficient use of the available resources such as the surrounding natural resources, local people, machines, materials, etc. Therefore, they provide a large amount of products, jobs, and the largest share of the national economy. This study focuses on micro, small, and medium enterprise job creation in the Dharwad district of Karnataka.

Objectives:

1. To study the conceptual framework of MSMEs in India
2. To show the importance of MSMEs in rural areas
3. To analyze MSMEs in job creation in the Dharwad district..

Sample Project:

In this district, most MSMEs are located in three areas such as Belur, Rayapur, Vidya Nagar, and Tarihal. Therefore, three areas based on population were selected for the study. The researcher chose a practical sample selection. 30 respondents were selected for each region. The district selected a total of 120 sample participants.

Data collection

A combination of primary and secondary sources were used to create this study. The main survey was collected as part of an interview program from selected MSME staff, and the side surveys were also collected from various sources such as newspapers, books, magazines, official reports, and websites.

Table 1: Position wise Classification of MSMEs Workers in the Study

Position	Frequency	Percentage
Accountant	9	7.50
Production/manufacturing	89	74.17
Purchasing/procuring	14	11.67
Marketing	8	6.67
Total	120	100.00

Source: Primary data

The table reveals that the position of workers in various MSMEs in the Dharwad district of Karnataka it can be found from the above table that, majority of the sample workers are working in manufacturing organizations, it representing 74.17 percent,

11.67 percent of the sample workers have been working in purchasing/procuring functional areas, 7.50 percent of the sample respondents have been working in accounting section and rest of the sample respondents have been working in sales/marketing

department and it represents 6.67 percent only.

It can be concluded that most respondents in the sample of the study area work in MSME production units.

Table 2: Length of Service of Sample Respondents as a MSMEs Worker

Service	Frequency	Percentage
<1 Year	5	4.17
1-5 Years	29	24.17
5-10 Years	59	49.17
10-15 Years	23	19.17
15 Years and above	4	3.33
Total	120	100.00

Source: Primary data

Experience is one of the most important factors to improve and expand skills and knowledge about a specific task/job/position in any organization. Whatever experience everyone has, their performance will be perfect. Therefore, the researcher asked all surveyed MSME employees a question about their experiences

in these organizations. The table shows that employees from age groups such as MPMI work less than a year, 1 to 5 years, 5 to 10 years, 10 to 15 years, and more than 15 years.

Most workers worked less than 5-10 years, i.e. 49.17%, followed by 24.17% (1-5 years), 19.17% (10-15 years), 4.17% (less than 1 year), and 3.33% (15 years and older).

Table 3: Type of Service of Sample MSMEs workers in Dharwad

Type of service	Frequency	Percentage
Permanent & confirmed	23	19.33
Contract	25	21.01
Temporary/ daily wage	71	59.66
Total	120	100.00

Source: Primary data

The table shows the type of services available to MSME workers in Dharwad district. It was found that almost 60% of the respondents in the sample (71 workers in the sample) out of 120 work on fixed-term

contracts/day, 21.01% of workers work on an employment contract, and the rest, i.e. 19.33% of those surveyed are fixed or fixed. In this case, by analyzing the table, the researcher found that most employees work as time/daily wage earners in MSMEs.

Table 4: Opinion of respondents on MSMEs are major source of employment

Opinion	Frequency	Percentage
Strongly agree	10	78.33
Agree	94	8.33
Disagree	16	13.33
Total	120	100.00

Source: Primary data

Employment is one of the biggest problems in underdeveloped countries like India. Industrially developed countries offer many jobs to residents of the country of origin and the country of destination. The researcher wanted to find out if MSMEs are an important source and also an important source of employment opportunities, especially in India. Here, most people live in rural areas, so MSMEs are also located in rural areas and use local resources

efficiently. With this in mind, the researcher addressed the interviewed workers with the statement "MSMEs are the main source of employment" about MSMEs

The table above shows that the opinions on this statement were collected, analyzed, and reported by employees in sample 4. The survey shows that 78.33% of the respondents in the sample only said they apologized and agreed and the Rest did not agree with this statement.

Table 5: Opinion of respondents on MSMS are largest source of domestic employment

Opinion	Frequency	Percentage
Strongly agree	103	85.83
Agree	9	7.50
Disagree	8	6.67
Total	120	100.00

Source: Primary data

Liberalization, privatization, and globalization are negatively affecting MSMEs in India as many multinational corporations use the latest technology to offer goods and services at the lowest cost. Due to the country with the largest workforce, however, there is no need for retraining. Multinational companies are increasingly using Indian customers. Indian customers are middle-income people and therefore prefer cheaper products. As a result, Indians became dependent on foreign products, which

negatively affected the domestic market and the commercial organization of the LPG concept.

In this context, the researcher addressed a statement to all MSME staff: "MSMEs are the main source of local employment." In this case, the majority of respondents in the sample indicated that MSMEs use local resources efficiently, hence all respondents indicated in indicated to the sample that they strongly agreed with this statement.

Table 6: Opinion of respondents on reduced unemployment problem by MSMS in Dharwad district

Opinion	Frequency	Percentage
Strongly agree	81	67.50
Agree	25	20.83
Disagree	14	11.67
Total	120	100.00

Source: Primary data

MSMEs have played a dominant role in the national economy by generating income, creating jobs, and providing goods and services in the country. The researcher surveyed selected MSME workers on the topic of "MSMEs reducing unemployment in India". Selected employees took the view that

67.50% of the respondents in the sample totally agree, 20.83% of the respondents indicated that they only agreed and the rest expressed the opinion that they do not disagree with the above statement.

The analysis clearly shows that most of the employees interviewed expressed a positive opinion, namely only 11.67%.

Table 7: Opinion sought from MSME workers on creating job opportunity in rural areas by the MSMEs

Opinion	Frequency	Percentage
Strongly agree	9	80.00
Agree	96	7.50
Disagree	15	12.50
Total	120	100.00

Source: Primary data

India is primarily an agricultural country, with two-thirds of the population and 70% of the workforce living in rural areas. The rural economy accounts for 46% national income. The growth and development of the rural economy depend on the nation's efficiency and capabilities. Agriculture is the primary industry in which the majority of people are employed. Unfortunately, Indians are migrating from agriculture to industry.

In this context, the researcher added a statement like "MSMEs have created jobs in rural areas". On this basis, the opinions of the interviewees were obtained, analyzed, and presented. From the table, it can be concluded that 80% of the MSMEs surveyed in the sample indicated that they "totally agree", 7.50% of them indicated that they were right, and the other respondents in the sample indicated the above statement disagreed.

Table 8: MSMEs have eliminate poverty through employment

Opinion	Frequency	Percentage
Strongly agree	89	74.17
Agree	24	20.00
Disagree	7	5.83
Total	120	100.00

Source: Primary data

In developing countries like India, central and state governments focus on

meeting the minimum needs of every citizen in society. The majority of the population lives in rural areas and also below the

poverty line. Therefore, the central and state governments implement various anti-poverty programs to eradicate poverty. With this in mind, the researcher focused on the fact that MSMEs are among the activities that eliminate poverty by creating employment opportunities.

This table shows that staff views on MSME activities eliminate poverty. 74.17% of employees totally agree, only 20.00% of respondents agree and only 5.83% of employees disagree.

Conclusion

This survey found that the majority of employees in the MPMI sample worked as temporary workers/day laborers. Because there is no life safety and security. As a result, workers will move from one organization to another. From this, it can be concluded that MSMEs have a significant impact on job creation in the study area.

References

1. RudraDatt. K.P.M., Sundaram (1996), Indian Economy, S.Chand & Company Ltd., P.553.
2. Sarma (2016), "Performance of MSMEs in India - Problems and Prospects", International Journal of Social Science and Technology and Humanities Research, Vol. 14m Issue 3, pp: 23-30.
3. www.dcmsme.gov.in/publications/committees
4. Government of India, Ministry of Commerce and Industry, Department of Industrial Policy and Promotion.
5. MSMEs, Government of India, 2015-16.



Dr. B. R. Ambedkar's Vision on Gender Equality: Relevance in the Present Indian Society

Dr. Gayathri

Assistant Professor, Department of Sociology, University College Mangalore

Corresponding Author- Dr. Gayathri

Email- gayathriaminmaroli@gmail.com

DOI- [10.5281/zenodo.8159294](https://doi.org/10.5281/zenodo.8159294)

Abstract:

Dr. B. R. Ambedkar made a tremendous commitment to the improvement of ladies in India. His vision for ladies' improvement incorporates abrogation of odd notions, undesirable conservatism, orientation fairness, schooling, financial and political upliftment, and ladies' privileges through the Constitution. The standard of orientation fairness is cherished in the Indian Constitution in its Preface, Major Privileges, Key Obligations, and Order Standards. He set out the establishment for civil rights that, there can be no civil rights without orientation balance. This has been unequivocally supported by our constitution through articles 14, 15, 16, 42, 313, the Extraordinary Marriage Act, and so on. Our State leader N. Modi additionally said that Dr. B. R. Ambedkar was a visionary and a significant mastermind whose financial idea and vision are as yet not completely perceived and should be valued, despite the fact that his commitment towards civil rights has been perceived. In this association the current paper centers around how far his vision for orientation equity has been accomplished in the current social situation of India.

Key Words: Orientation, Orientation Uniformity, Crucial Freedoms, Strengthening, Conservatism

Introduction:

Dr. Babasaheb Ambedkar was a rescuer of the stifled classes, a prominent law specialist, the main modeler of the Indian constitution, a significant researcher, a trying pioneer, generally a complex character, a scholarly progressive, a beam of expectation for the discouraged and oppressed segment of Indian culture. He likewise worked resolutely all through his life to challenge the authenticity of universal Hindu social requests that maintained unjust orientation relations in a regulated manner. (Barnwal-2014)

Dr. B.R. Ambedkar's Battle towards Orientation Balance:

Dr. B.R. Ambedkar's way to deal with ladies' strengthening is altogether not quite the same as other social reformers like Mahatma Jyotiba Phule, Raja Smash Mohan Roy, Ishwar Chandra Vidyasagar, Sumy Dayanada Sarawati and E.V Ramasamy who attempted to change the Hindu society of specific obsolete traditions and practices without scrutinizing the progressive social request. His methodology additionally

contrasted with Bhakti development which talks about fraternity without going after the detestable in the Hindu social request that depended on the evaluated arrangement of rank pecking order. Dr. B.R. Ambedkar's main purpose for existing was to challenge the philosophical underpinnings of reviewed arrangement of station pecking order that denied correspondence, opportunity, and human pride to ladies in Hindu society. Thusly, to recreate Hindu society along current vote-based thoughts of freedom, equity, and brotherhood, he recommends in "The Obliteration of Rank Framework" To cite him, "Make each man and lady liberated from the bondage of the Shastras, purify their psyches of the malevolent ideas established on the Shastras and the person in question will between eat and between wed without your advising that person to do as such". He tracked down training, between station marriage and between dining as techniques by which position and man-centric society, kept up with through endogamy, can be killed.

Dr. B. R. Ambedkar started to voice his anxiety about the low status of ladies in Indian culture while he was all the while concentrating on Columbia College. He saw instruction as a component for sped-up change. He started to speak more loudly for the freedom of ladies through his papers MookNayak (1920) and Bahishkrit Bharat (1927). Through his compositions in these papers, he raised the issue of orientation disparity predominant in Hindu society and the need for ladies' schooling to raise their economic well-being. He included ladies in his social change developments against social wrongs and requested financial and political freedoms for the discouraged classes and ladies. In 1927 at a Meeting of Discouraged Classes held at Mahad, Dr. B.R. Ambedkar made a huge fire of Manusmriti in the presence of in excess of fifty ladies to challenge the segregation of ladies and untouchables maintained by it. Toward the finish of the Meeting, Dr. Ambedkar likewise tended to a gathering of around 3,000 ladies, the principal meeting of its sort in modern India, and prescribes them to dress well and carry on with a spotless life. He encouraged ladies not to take care of their companion and children in the event that they are plastered, and send their youngsters to schools since training is vital for females for what it's worth for guys.

Dr. B. R. Ambedkar supported the reason for ladies inside the Authoritative Committee too. As an individual from Bombay Regulative Gathering, he raised the issues of Indian ladies in the conversation inside the Board and looked for their answers. His contentions on the Maternity Advantage Bill and on Anti-conception medication were very pertinent to perceive the pride of ladies. Supporting the Maternity Advantage Bill for ladies workers in his discourse, he said: 'It is in light of a legitimate concern for the country that the mother must get a specific measure of rest during the pre-natal time frame and furthermore in this way and the Bill depends completely on that standard'.

In January 1928, a Ladies' Affiliation was established in Bombay with Ramabai, Ambedkar's better half as its leader. Ladies likewise had their different meetings. In the popular Kalaram sanctuary section development at Nasik (1930) around 500 ladies partook in the peaceful Satyagraha

and a large number of them were captured alongside men and abused in prisons. To confront torments alongside their men, ladies likewise coordinated their SamataSainik Dal. At the point when Dr. Ambedkar got back to India in the wake of going to the Round Table Gathering (1932) many ladies were available for the panel gatherings. At different spots, discouraged classes ladies' gatherings were held and they started to confidently introduce their requests.

The support from Dr. B.R. Ambedkar engaged ladies to stand up strongly to their sentiments. In a public interview held in 1931, RadhabaiVadale said, We ought to get the political right to govern, sitting close to the seat of the Emissary. In his location at the Discouraged Classes Ladies' Gathering held at Nagpur (1942) under the presidentship of Mrs. SulochanabaiDongre in which 25000 ladies joined in, Dr. B. R. Ambedkar said, "I'm an extraordinary devotee to ladies' associations. I understand how they might work on the state of society assuming they are persuaded. In the annihilation of social wrongs, they have delivered extraordinary administrations". He likewise underlined that ladies ought to figure out how to be spotless and get themselves far from indecencies. They ought to teach their youngsters and impart high desire in them. Talking about marriage and parental obligations, he encouraged ladies to get hitched just when they are monetarily capable. They ought to remain by their significant other as a companion and equivalent and decline to be his slave. He advised them that having an excessive number of kids is a wrongdoing. The fatherly obligation lies in giving every youngster a preferable begin once again its folks had. He closed his location, "I'm certain in the event that you heed this guidance, you will carry honor and greatness to yourselves".¹⁶ As the main Regulation Clergyman of autonomous India, Dr. B.R. Ambedkar presented Hindu Code Bill in the Parliament in 1951, in order to classify Hindu regulations relating to marriage, separate, legacy that tried to give equivalent privileges to ladies opposite men in these viewpoints.

Objectives:

1. To grasp the thoughts and vision of Dr. B. R. Ambedkar on orientation equity.
2. To examine the significance of his vision in the current social situation of India.

Research Methodology:

Device for information assortment: The current review is enlightening in nature. It depends on optional information gathered from verified sources. The information has been taken from research diaries, Newspapers, books, articles, web sources, and so on.

The pertinence of Dr. B. R. Ambedkar's Vision on Orientation Uniformity:

The situation with ladies is a vital component for deciding the improvement of any general public. Consequently, the Legislature of India and our constitutions concentrate on the government assistance of them. Orientation-based Planning these days felt fundamental for the upliftment of ladies socially and monetarily. From the Fifth Long-term Plan (1974-78) onwards there has been an obvious change in the way to deal with ladies' issues from government assistance to improvement. The Public Commission for Ladies likewise was set up by a Demonstration of Parliament in 1990 to defend the privileges and lawful qualifications of ladies. The 73rd and 74th Corrections (1993) to the Constitution of India have given to reservation of seats in the nearby collections of Panchayats and Municipalities for ladies, establishing serious areas of strength for a point for their cooperation in decision making at the neighborhood levels. Indian Culture is moving way towards Dr. B. R. Ambedkar's vision yet, not full achievement even following 80 years, his yearning for orientation uniformity isn't completely understood. That's what the extensive measurable confirmations show, orientation disparity proceeds with t exists in schooling, vocations, strategy, and the economy in Indian culture.

Violations against Ladies in Karnataka:

The Public Family Wellbeing Study 5 (2019-20) information has uncovered that 44% of ladies, matured somewhere in the range of 18 and 49 years, studied in Karnataka have encountered spousal viciousness (physical and additionally sexual) in the course of their life. With this rate, Karnataka bested the rundown of 17 states and five UTs remembered for the overview. The factsheets of the review, delivered by the Association Wellbeing Clergyman Dr. Unforgiving Vardhan on Tuesday, showed that Bihar had the second-most elevated

level of such cases at 40%, trailed by Manipur (39.6%), Telangana (36.9 percent), Assam (32%) and Andhra Pradesh (30%). Contrasted and NFHS-4 (2015-16) information, instances of spousal viciousness in 2019-20 in Karnataka and Assam have expanded by 20.6 percent and 24.5 percent separately. Notwithstanding, in Manipur, Bihar, Andhra Pradesh, Telangana, and West Bengal such wrongdoings have plunged starting around 2015-16, (The Hours of India).

We are a little glad for the number of females per 1000 guys according to the 2011 evaluation is 973 and according to the 2001 registration it was 965, subsequently, there is a slight expansion in the number of females. In contrast with 2001 kid populace statistics figure with that of 2011 there is a general absolute decrease in both male and female kid populace. The sex proportion in the 0-6 age bunch has declined pointedly from 960 in 1991 to 946 in 2001 and again there was a slight raise from 946 in 2001 to 948 according to the 2011 Evaluation. The administration of India planned a parcel of policies and programs for the upliftment of their life. Like, another plan called "Rajiv Gandhi" plot for Strengthening of Young adult Young ladies "SABALA" blending "KISHORI SHAKTI YOJANA" (KSY) and Nourishment Program FOR Juvenile Young Ladies (NPAG). The new plan "SABALA" is carried out on a pilot premise in 9 locales specifically Gulbarga, Kolar, Dharwad, Chickmagalur, Bangalore Provincial, Bellary, Bijapur, Kodagu, and Uttara Kannada. In the excess 21 Region, Kishori Shakti Yojana functional part like Professional Preparation is being given under this plan.

Summary:

Dr. B.R. Ambedkar was an extraordinary hero of orientation correspondence is obvious from his different compositions on Hindu social requests. To figure out the underlying driver of the corrupted status of ladies in Hindu society, he concentrated on Shastras, Smritis, Buddhist writing, Kautilya's Arthshastra, etc. Through his basic evaluation of these authentic and strict texts, Dr. Ambedkar obviously lays out the way that while ladies in Pre-Manu days delighted in equivalent societal positions opposite men and even were financially free, their status declined in the post-Manu period was affected by

Manusmriti. The connection of standing and orientation imbalance in the conceptualization of Hindu social requests by Dr. B. R. Ambedkar is a significant hypothetical contribution to understanding the obstacles to strengthening ladies in the Indian social milieu and should be observed by the Indian women's activists. At the end of the day, any women's activist talk/plan for the strengthening of Indian ladies should consider the real factors of Shastras (Manusmriti). It was because of the consolation by Dr. Ambedkar that countless ladies came out straightforwardly on the public roads to recover their social privileges and confidence. Dr. B.R. Ambedkar was on the very front in advocating the reason for ladies' strengthening by strongly contending for the entry of the Maternity Advantage Bill. As the Executive of the Constitution Drafting Council, Dr. Ambedkar made a spearheading commitment to presenting Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c), 42 and change 73 and 74 of the constitution is of explicit significance in such manner that ensures security to ladies from any sort of separation. This shows the extraordinary significance he joined in the reason for orientation fairness in India.

Conclusion:

Dr. B. R. Ambedkar has made a prominent commitment toward the liberation of Indian ladies through his rich and enlightening understanding of Hindu social requests. The contemporary women's activist talk in India has to a great extent overlooked this rich exemplary writing. Notwithstanding, it should be understood that any women's activist talks on orientation correspondence in India. Except if this social reality day breaks Indian women's activists, they would be without any substantial plan that genuinely engages average people. There is, consequently, a requirement for Indian women's activists to go to Dr. B. R. Ambedkar to figure out the mind-boggling framework of position and orientation in this way, as to fabricate a counter-story that challenges the authority of male-centric, Hindu social request which repeats orientation disparity and brutality in an efficient way. He is viewed as one of the best learned and social reformers of present-day India who battled all through his life for the freedom of Indian ladies from the long-lasting subjugation and subjection under the

heaviness of Hindu social organizations. By conceptualizing position and orientation imbalance as indivisible constituents of Hindu social request, Dr. B.R. Ambedkar established the groundwork for the progressive change of Indian social cognizance and orientation equity in India.

References:

1. Rege, Sharmila (2013), *Against Madness of Manu: B R Ambedkar's Writings on Brahmanical Patriarchy*, Navayana Publishing, New Delhi.
2. Ambedkar, B. R. (1916), "Castes in India: Their Mechanism, Genesis and Development", in Dr. Baba Saheb Ambedkar: *Speeches and Writings* (1979), Vol 1, Education Department, Government of Maharashtra.
3. Ambedkar, B.R. (1935), "The Annihilation of Caste", text of the Presidential Address to Jat-Pat Todak Mandal Annual Meeting, Lahore.
4. Keer, Dhanjay (2009), *Dr. Babasaheb Ambedkar: Life and Mission*, Popular Prakashan, Bombay.
5. Mallik, Basant Kumar, "Ambedkar on Women's Progress", in Grover, Verinder (Ed.) (1993), *B.R. Ambedkar*, Deep & Deep Publications, New Delhi.
6. Government of Karnataka (2014) *Men and Women in Karnataka 2013-14*, Training and Co-ordination Division Directorate of Economics & Statistics, Bangalore
7. Jayashree A. Handigol, S. S. Guledgudda and S. D. Dabali (2009) *Gender inequality among farm women in Dharwad district*, Karnataka Department of Agriculture Economics, College of Agriculture Dharwad - 580 005, India.
8. Badigerchaya, Sethurao, M.K. and Uma gavimath, 1990, *Pattern of decision-making among farm families*, Karnataka J. Agric. Sci., 3: 290-293.
9. Brijbala, Moorti, T.V. and Sharma, R.K., 1993, *Participation of rural women in Decision making*, Indian J. Extn. Edu., 29:40-47.
10. Masur Shakunthala, B., 2000, *Decision making pattern of farm families in home and farm related activities*, Karnataka J. Agric. Sci., 13: 235-237.
11. <https://www.timesnownews.com/india/article/karnataka-tops-in-cases-of-spousal-violence-against-women-govt-data/695155>



Impact of Goods and Services Tax on Msme

Puttaraju B P

Assistant Professor, Department of Commerce
Government First Grade College, Madhugiri, Tumakutu-District, Karnataka

Corresponding Author- Puttaraju B P

Email- puttarajubp2010@gmail.com

DOI- 10.5281/zenodo.8159302

Abstract:

On July 1, 2017, the intricate system of many indirect taxes was replaced with the unified multipurpose goods and services tax (GST). In India, it represents the largest tax overhaul in history. As a result of the recent tax change, our economic situation and the MSME sector's business dynamics are changing. Small and medium-sized businesses (MSMEs) are the backbone of our economy and have a significant effect on the overall state of the economy. This article examines the impact of the GST and how it affects the MPPI industry.

Keywords: Goods & Services Tax, MSME, SGST, and CGST

Introduction

The goods and services tax, better known as the GST, is a reform of our economy's indirect tax system. On August 8, 2016, the GST law (which was long overdue) was passed in Lok Sabha and came into force on July 1, 2017. The GST led to changes in the tax structure between the center and the state. India has experienced significant indirect tax reforms over the past two decades. Even after these reforms, indirect taxation was a highly fragmented and distorted tax structure characterized by multiple tax rates, barriers to interstate trade, and tax cascades. However, the VAT reform has paved the way for the introduction of a global goods and services tax (GST). Kautilya's Arthashastra, the world's first book on economics, states that the best tax system is one that is "liberal in assessment and ruthless in collection" (Oliville, 2013). In India, the Goods and Services Tax (GST) is a kind of indirect tax structure that unifies the majority of levies into a single tax structure..

Objectives

1. To research how the GST affects MSMEs.
2. To understand GST MSME issues.
3. To find resources for GST-related MPPI issues.

Study Hypothesis

H1. GST has a more positive impact on MSMEs.

H2. The negative impact of GST on MSMEs is even more negative..

Research Methodology

This study is based on a descriptive testing method. Both primary data and secondary data are used by the researcher.

Origin of GST

GST is based on Value Added Tax (VAT) rules. VAT was first introduced in the 18th century by the German economist Dr. Developed by Wilhelm von Siemens. In 1954, France became the first nation to implement a VAT system. Currently, the VAT-based tax system has been introduced in more than 150 countries. The majority of nations use a standard GST system. Brazil and Canada use a dual system, with GST collected by both the EU and state governments. In some countries, GST fees apply as follows:

Domestic GST Rate Japan 5%, Singapore 7%, Canada 5%, France 19.6%, Australia 10%, France 19.6%, Canada, Germany, Japan, and New Zealand 15%.

GST in India

It was introduced as the Constitutional Law (One Hundred First Amendments) of 2017 following the passage of the 122nd Amendment Law. The GST is governed by the GST Council, chaired by the Minister of Finance of India. Under GST, goods and services are taxed at the following rates: 0%, 5%, 12%, 18%, and 28%. A special rate of 0.25% applies to uncut precious and semi-precious stones and 3% to gold. In

addition, various items such as soft drinks, luxury cars, and tobacco products are subject to access fees of 22% or other fees above 28% GST. GST has replaced a multitude of indirect taxes with one unified tax, and as such is poised to radically transform the economy of a \$2 trillion country. The Uniform Goods and Services Tax (GST) replaced several previous taxes and duties including Central Excise, Service Tax, Surcharge Tax, State Sales Tax, and Subsidies. Other duties levied on the movement of goods between states have also been removed from the GST system. All transactions involving the sale, transfer, purchase, barter, lease, or import of goods and/or services are subject to the GST. India has chosen the dual GST approach, which implies that both the federal and state governments are in charge of administering taxes. State GST (SGST) is collected from state governments while Central GST (CGST) is collected from the central government for transactions that take place inside a state. For intergovernmental transactions and imported goods or services, the central government collects an integrated GST (IGST).

Old tax system

The old tax system in India was not very intuitive as one had to keep track of various indirect taxes such as subsidies, Central Sales Tax (CST), Goods and Services Transport Tax, State VAT, Service Tax, Stamps, and many more. With the introduction of GST, all of these indirect taxes will disappear. GST will benefit MSMEs and large companies by streamlining processes, saving time, and increasing productivity.

Impact of GST on MSMEs

Beneficial Effects of GST:

1. **“One Nation, One Tax”:** GST is promoted as “One Nation, One Tax” and is the flagship business facilitation in India. GST provides consistent procedures, consistent tax rates, and a smooth and consistent tax structure across all states, facilitating multi-state business processes.
2. **Interstate trade:** Previously, MSMEs were not heavily involved in interstate trade as it entailed higher taxes and higher costs for customers, thus reducing their customer base. With the introduction of GST, interstate trade becomes cheaper because the tax credit

can be transferred regardless of the location of the buyer and seller. SMEs can thus expand their activities across borders.

3. **Reduces the tax burden:** GST eliminates the cascading effect of taxes by incorporating various state and central taxes. Businesses can also benefit from the GST tax credit. This reduces the corporate tax burden, lowers commodity prices, and increases profit margins for MSMEs.
4. **Save time and effort for MSMEs:** In accordance with the GST, all compliance procedures such as registration, payments, returns, and refunds are handled through web portals. The burden on MSMEs of interacting with departmental compliance officers is removed. In this way, GST saves MSMEs time and effort.
5. **Promotion of the manufacturing sector:** With the introduction of the GST, the tax burden should decrease for both the manufacturer and the end consumer. The manufacturer is entitled to input tax credits and the final consumer only has to pay the input tax to the last reseller or retailer in the supply chain.

Negative effects of GST

1. **Floor:** Under the old excise tax system, a manufacturer whose gross sales are less than Rs. 1.50 crore pays no tax. However, once GST is in place, the exemption limit will be sharply reduced to 20 lakh rupees. As a result, numerous MSMEs and start-ups fall into the GST network.
2. **Selective taxation:** The GST does not apply to alcoholic beverages intended for human consumption and petroleum products, creating an additional loophole and not supporting the GST's “single market” ideology.
3. **Compliance costs:** The GST system is based on a self-assessment model that requires MSMEs to submit various declarations and other compliance activities on a monthly basis. More compliance would lead to higher costs.
4. **Technological readiness:** Modernization of IT systems by MSMEs requires significant investments. In addition, the expenditures of training personnel on the recently implemented GST system can have caused a boost in expenditures for MSMEs.

5. **Financial Readiness:** Since outbound and inbound shipments would be reconciled electronically on a monthly basis, the buyer's benefit from the input tax credit would be based on compliance with supplier regulations. Failure by the supplier to properly communicate outbound shipments would result in non-compliant returns, which would result in the cancellation of credits used by MPMI's.

Suggestion

The overall impact of GST on the MSME sector needs to be regularly reviewed by the Center and States, and any observed adverse impacts need to be addressed in a timely manner for the new tax regime to be successful.

Conclusion

It was about the need to integrate India into an economy and abolish many taxes and their cascading effects. The introduction of GST has simplified the indirect tax system in the country and ensures smooth economic transactions in our country and in the world. With the introduction of GST, the MPMI sector has forced a reorganization of its strategies, systems, supply chains, and costs, as well as compliance with quality standards in line with international standards. So far, India's paradigm change to the Goods and Services Tax (GST) regime has drawn most MSMEs into the web of indirect taxes for the first time, consequently raising compliance costs for MSMEs. GST compliance is currently somewhat difficult for MSMEs. In the longer term, however, this will benefit both small and medium-sized businesses and consumers.

References

1. Dr. I.Siddiq & Dr. K.Sathya Prasad. (2017). Impact of GST on micro, small and medium enterprises. *Journal of Management and Science*, Special Issue-1, 180-183
2. Ms. Rani Jacob Research Scholar, Research & P G Department of Commerce, Marian College Kuttikkanam, *Imperial Journal of Interdisciplinary Research (IJIR)* Vol-3, Issue-10, 2017 ISSN: 2454-1362, <http://www.onlinejournal.in> Page 87.
3. R. Lavanya Kumari. (2017). Impact of goods and service tax (GST) on Indian MSME. *International Journal of*

Research in Economics and Social Sciences, 7(7), 334- 348.

4. Rani Jacob. (2017), The impact of goods and service tax on the micro, small and medium enterprises, *Imperial Journal of Interdisciplinary Research*, 3(10), 86-66.
5. The Impact of Goods and Service Tax on the Micro, Small and Medium Enterprises, ISSN (ONLINE): 2250- 0758, ISSN (PRINT): 2394-6962, Volume-8, Issue-2, April 2018 *International Journal of Engineering and Management Research* Page Number: 91-95



Educational Issues of Third Gender in India

Shashikala K

Associate Professor Sociology

Government First Grade College for Women Balmatta Mangalore-575001.

Corresponding Author- Shashikala K

Email- shashikalabalmatta@gmail.com

DOI- 10.5281/zenodo.8159308

Abstract

The current paper manages instructive issues of third orientation in India. The idea of "Third Orientation" is a cutting-edge idea wherein people are portrayed, either without anyone else or by social request, as neither man nor lady. In India Third orientation local area is frequently alluded to as Hijras, Eunuchs, Kothis, Aravanis, Jogappas, Shiv-Shakthis, and so forth. Third orientation networks have areas of strength for a foundation in the Hindu folklore and other religious texts of India. In middle age India they assumed an essential part in the imperial courts of the Mughal heads and some Hindu rulers. In the eighteenth century when the English rule sanctioned a regulation to manage the deeds of the Third gender community, known as the Criminal Clans Act, 1871 which brought a critical fall for the transsexual. Indian Enumeration never recognized third orientation for example Transsexual while gathering enumeration information for a really long time until 2011. Enumeration 2011 information collected details connected with transsexuals' work, proficiency, and position the education rate among third-orientation people is 46% while among everyone it is 74%. There is a low proficiency rate among third-orientation understudies as they face physical, sexual, close-to-home savagery, and disregard and separation in instructive foundations, constraining them to exit the school. The battle in getting to training is made by prohibition from society and family, making them live in 'segregated' eunuch settlements. Educators and school staff overall are inert to transsexual people, prompting the latter to withdraw from formal examinations. The low degree of instruction either pushes third orientation to sex work, making them vulnerable to HIV and Sexual Sent Contamination, or powers them to ask for endurance. The negative social mentality of society toward third orientation is a fundamental obstacle in the schooling of third sexes. Indian culture should be sharpened about third orientation to break stereotypes about the transsexual local area, this will give a favorable instructive climate to transsexuals to pursue advanced education and adventure into work with pride which will be socially OK and financially beneficial ensuring updated economic well-being in standard society..

Keywords – Instructive issues, Third orientation, India.

Third gender

The idea of "Third Orientation" is a cutting-edge idea wherein people are portrayed, either by themselves or by social request, as neither man nor lady. It is likewise a gathering present in social orders that identify at least three genders (Roscoe, 2000). Science decides if a human's chromosomal and anatomical gender is male, female, or one of the rare minor departures from this sexual dimorphism that can make a degree of vagary known as intersex. 'Transsexual' (TG) or 'trans' is a shade term alluding to a heterogeneous gathering of people who don't

distinguish totally with the sex as well as orientation to which they were doled out upon entering the world. They might be classified as neither male nor female or as both. The term transmen (female-to-male: FTM) alludes to people of female sex upon entering the world yet who experience themselves as men and are alluded to as transgender ladies or as both. The term transmen (female-to-male: FTM) alludes to people of female sex upon entering the world however who experience themselves as men and are alluded to as transgender ladies. Transwomen (male-to-female: MTF) are people allocated to the male sex at birth who

experience themselves as ladies, frequently alluded to as transgender men. The various versions of Diagnostic and Factual Manual (DSM) have incorporated trans-sexualism (American Psychological Association [APA], 1980, 1987) and orientation character jumble (GID; APA, 1980, 1987, 1994) as classifications of mental well-being issues. (Factor and Rothblum, 2007) A few terms are utilized by 'trans' people who do not feel that male or female, man or lady, is a finished or exact portrayal of their orientation as well as sex. Based on a decision of 36 descriptors (e.g., female, male, orientation blender, sex revolutionary, omnisexual, butch, and so on) in which participants could circle however many terms as applied to them, the term genderqueer was embraced most frequently. (Factor and Rothblum, 2014) There are many terms utilized reciprocally to characterize this populace, such as transgender people, orientation variation people, Tran's people, etc. Subsequent to understanding the expansive idea of the third orientation now we will investigate the Indian idea of the Third gender (Ramanathan & Bhavanani, 2018).

Indian setting of Third gender

In India Third orientation local area is frequently alluded to as Hijras, Eunuchs, Kothis, Aravanis, Jogappas, Shiv-Shakthisetc. Third orientation networks have serious areas of strength for a foundation in the Hindu mythology and other strict texts of India. The idea of Tiritiya Prakritior Napunsakahas likewise been a fundamental part of Vedic and Puranic written works. The word 'Napunsaka' has been utilized to signify the nonappearance of ripeness for example inability to reproduce.

In the amazing Ramayana, Ruler Rama overpowered with the dedication of the transsexuals, embraced them the ability to present endowments on individuals at favorable events like labor and marriage, and at inaugural functions. The third orientation of Tamil Nadu thinks about Aravan (the child of Arjuna and Nagakanya in Mahabharata), their predecessor, and calls themselves Aravanis. Jain Texts likewise make a thorough reference to transgender which specifies the idea of 'mental sex'.

In middle age India likewise, they assumed a fundamental part in the illustrious courts of the Mughal heads and some Hindu rulers. In the eighteenth century

when the English rule sanctioned a regulation to manage the deeds of the Third gender community, known as the Criminal Clans Act, of 1871, which considered the whole local area of third gender persons as innately 'criminal' and 'dependent on the orderly commission of non-bailable offenses' brought admire succumb to the transsexual. After Freedom, the law was repudiated in 1949, however, doubt about the transgender community has been supported till now. Indeed, even today, they remain socially precluded, living on the peripheries of society, in ghettoized networks, distressed by the police, and abused by general society.

All Italian citizens have the right to vote and participate in elections. However, in 2003 only two gender categories were mentioned among voters - male and female, which is the reason for the unfair treatment of transgender woman Kamala Jaan by Madhya Pradesh's Honorable High Court. In 2009, the Indian Electoral Commission took the first step by allowing transgender people to indicate their gender as "other" on ballots. The April 2014 Supreme Court ruling issued Principle that "the transgender community is entitled to fundamental rights by virtue of constitutional guarantees, viz. the right to personal liberty, dignity, freedom of expression, the right to education and self-determination, the right to fight against violence, discrimination and exploitation and the right to work. In addition, everyone must have the right to make choices about their gender expression and gender identity, including transsexuals, transgender people, and Hijri people, and should have the right to freely express their gender identity and be recognized as a third type. Thus, transgender people in India today are a third gender (Mittra, 2017).

Status of Enlightenment about the third gender in India

The Indian census never recognized a third gender viz Transgender in census data collection for years. However, in 2011, records of transgender people were collected, detailing their employment, literacy levels, and caste. In India, the total transgender population is about 4.88 lakh according to the 2011 census. Transgender figures were recorded under "males" in the Census Bureau's baseline data. Separate data on transgender people were collected for educational purposes. It can be seen that the

literacy rate for the third gender is 46% compared to 74% for the general population.

According to Jain, in 2018 education is an important way to connect the third gender with mainstream society, especially for those who want to learn or take up unconventional jobs. Furthermore, the right to free and compulsory education, which is a constitutional right and entitlement for children aged 6 to 14 in India, can achieve its purpose in a safe educational environment that is protected through respect for human dignity, but also through inclusion. Being characterized by transgender people in schools and universities is a major challenge. Until 2004 no one even thought about the integration of transgender people and they were denied the right to education.

The challenges faced by the third gender in the existing educational environment stem from the influence of a broader society that recognizes “binary gender norms” (Department of Social Justice and Empowerment Report, 2014, p. 44). For example, the National Transgender Commission report highlights the following key characteristics of transgender people who face discrimination because of their upbringing.

Third-gender students face physical, sexual, and emotional abuse, neglect, and discrimination in educational institutions, forcing them to drop out of school. This is partly why their average qualifications are mediocre or higher, compounded by very low enrollment rates. The struggle for access to education is caused by exclusion from society and family, forcing them to live in more “segregated” eunuch colonies (Rajesh and Naved, 2013, p. 111). While a Section of the Transgender Persons (Protection of Rights) Act 2016 provides for a transgender person's right to live with their parents or “immediate family members”, the reality on the ground will be the yardstick for their success. Teachers and school staff do not seem to respond to transgender people at all, leading to transgender people being withdrawn from formal education. For example, when sharing a personal story with Julie McCarthy, Aher, a former male Hijra, said her teacher was indifferent to peer bullying and instead told her, “Your friends do this to you because you're extremely feminine and that's that problem.” (McCarthy, 2014). Like this, a concentrate by Nevatia, Mahajan, and Shah

(2012) in the Indian city of Mumbai, in the province of Maharashtra, found that educators menace youngsters who distinguish as orientation non-adjusting and that orientation choices concerning garbs, sports, and goes against cause nervousness for trans-peer bunch PAGFB [Person Relegated Female Births]. As UNESCO noted, “Access to the school is an issue for transgender students because issues such as school uniforms and hygiene are binary and do not involve transgender people” (p. 20). Finally, low levels of education push third-sex people into prostitution, make them vulnerable to HIV and STDs, or force them to beg to survive (Rajesh & Naved, 2013; Pattnaik & Mohanty, 2014).

Conclusion

Although the Constitution of India, recently enacted laws, and the Supreme Court ruling on Section 377 guarantee equal rights and opportunities to all citizens of India, including the third sex, the societal attitude towards the third sex constitutes a major obstacle to the third sex. Education. Indian society needs to raise awareness of the third gender to eliminate misconceptions and stereotypes about the transgender community. This will create a conducive learning environment for transgender people to continue their education, which will lead to more traditional occupations such as dancing during marriage or childbirth, begging, prostitution, and acceptance of decent, socially acceptable, and economically beneficial work performed at a higher level social status in society as a whole.

References-

1. Factor, J., & Rothblum, D. (2007) A Study of Transgender Adults and Their NonTransgender Siblings on Demographic Characteristics, Social Support, and Experiences of Violence. *Journal of LGBT Health Research* 3(3): 11-30.
2. Factor, J., & Rothblum, D. (2014) Exploring gender identity and community among three groups of transgender individuals in the United States: MTFs, FTMs, and genderqueers. *Health Sociology Review* 17(3) 235-253.
3. Jain, R. (2018). Education for the Hijras: transgender persons of India. *Knowledge Cultures*, 6(1), 51-61.
4. McCarthy, J. (2014, April 18). A journey of pain and beauty: on becoming transgender in India. NPR.org. Retrieved

- from
<http://www.npr.org/sections/parallels/2014/04/18/304548675/a-journey-of-pain-and-beauty-onbecoming-transgender-in-india>
5. Ministry of Social Justice and Empowerment Report, India, 2014. Retrieved from <http://socialjustice.nic.in/pdf/chapter7.pdf>
 6. Mitra, A. (2018). Education in Inequality in India: A review paper for Transgender Population. *International Journal of Trend in Scientific Research and Development*, 2(1), 1578-1584.
 7. Nevatia, S., Raj, Mahajan, S., & Shah, C. (2012). Bound by norms and out of bounds: experiences of PAGFB within the formal education system. *Contemporary Education Dialogue*, 9, 173–196.
 8. Pattnaik, I., & Mohanty, A. (2014). Social exclusion: A challenge for the status of third gender people of Odisha. *International Journal of Scientific Research*, 3, 477–479.
 9. Ramanathan, M., & Bhavanani, A. B. (2018). UNDERSTANDING THE THIRD GENDER: A YOGIC PERSPECTIVE. In “Swastha Manas: Mental Health and Well-being through Yoga” IDY National Seminar-cum-CME at SBV, (pp. 57-62). Pondicherry.
 10. Roscoe Will, R. (2000). *Changing Ones: Third and Fourth Genders in Native North America*. Palgrave: Macmillan.
 11. The Transgender Persons (Protection of Rights) Bill, 2016 (TPR Bill) (2016). Retrieved from <http://www.prsindia.org/uploads/media/Transgender/Transgender%20Persons%20Bill,%202016.pdf>



Social Attitude towards Girl's Education

Dr. Vyshali U

Assistant Professor, Department of Sociology
Government First Grade College, Punjalkatte.

Corresponding Author- Dr. Vyshali U

Email- vyshaliuv3@gmail.com

DOI- 10.5281/zenodo.8159318

Abstract

Each individual has the major right to training. This is a significant and similarly significant stage for the liberation of ladies, which is related to reinforcing the social and financial improvement of our country. An engaged lady in India implies an enabled mother. The female populace makes up around half of the total populace. Numerous ladies all over the planet are jobless. The world economy experiences enormously the disparity of chances for ladies in the work environment. The motivation behind this article is to feature society's mentalities towards young ladies' schooling, the difficulties they face in procuring a higher education, and the significance of young ladies' schooling for young ladies' strengthening. Numerous researchers and articles have observed that young ladies' schooling is a vital figure in the general improvement of society.

Keywords: Women, Disposition, Society, Improvement, Training

Introduction

Schooling is the most common way of becoming more grounded and safer, especially in dealing with one's life and implementing one's freedoms. It can likewise be viewed as a wellspring of establishing a social climate wherein simply decide decisions for the social turn of events and social change, independently or all things considered. Schooling has become one of the fundamental requirements of each and every person, including young ladies, however in many spots in India, for some explanation, we are as yet battling for the training of young ladies. Since we are mindful of the oppression of ladies from the belly to the grave. Disparity and the weakness of ladies continue in all areas and ladies are mistreated in all everyday issues. They should be engaged in varying backgrounds and this must be accomplished through schooling.

Because of the many estimates taken by the public authority for young ladies' equity lately, we have begun to give our young ladies fundamental training, yet later need to manage an expansion in female school dropouts. Young ladies experience impediments to schooling consistently

because of neediness, social practices, insufficient foundation, viciousness, and delicacy. Schooling for young ladies plans to offer them the chance to learn and have a solid sense of safety, empowering them to be cutthroat in the gig market and foster the social, profound, and fundamental abilities they need to move and adjust in an impacting world, settle on conclusions about their own lives, and add to the development of the local area and the more extensive world. Young ladies' schooling isn't simply restricted to essential training.

Instructive Fulfillment of Women in India

The legitimate commitment to give free and obligatory training to all kids younger than 14 remaining parts unfulfilled. Teachers concede that this disappointment is generally because of slow advancement in young ladies' schooling. The proficiency rate and instructive fulfillment of Indian ladies are expanding; be that as it may, there is as yet a hole between male and female education rates as displayed in the table underneath.

Table 1: Literacy Rate in India

Year	Persons	Male	Female
1901	5.3	9.8	0.7
1911	5.9	10.6	1.1
1921	7.2	12.2	1.8
1931	9.5	15.6	2.9
1941	16.1	24.9	7.3
1951	16.7	24.9	7.3
1961	24.0	34.4	13.0
1971	29.5	39.5	18.7
1981	36.2	46.9	24.8
1991	52.1	63.9	39.2
2001	65.38	76.0	54.0
2011	74.04	82.14	65.46

Source: Census of India (2011)

Instruction is the essential right of every individual. A well-rounded schooling makes an individual develop personally, socially, as well as financially. Schooling assists us with doing our everyday exercises in the most ideal ways. It makes us devoted and mindful. It assists us with securing new abilities and information that will affect our development throughout everyday life. It is an extremely essential device that is utilized in the current world to succeed. Our nation can be educated in the genuine feeling of the term when its whole populace is taught. Throughout the long term, India's literacy rate has worked on a great deal from 12% in 1947 to 74.4% in 2011. According to the 2011 registration report, out of 77, 84, 54, 120 individuals who are viewed as proficient in India, 44,42,03,762 of them are male and 33,42,50,358 are female. If we take a gander at the level of educated individuals, there is an immense hole between male (82.14% in 2011) and female(65.46% in 2011) proficiency rates in India. There is a gigantic adverse consequence on the whole development and improvement of society because of low ladies' proficiency. Public Arrangement on Training (1986) by the Public Authority of India promoted instruction as the organization for strengthening. We can see the exceptionally low education pace of Indian Ladies. Out of every ten young ladies, two young ladies in the age gathering of 6-11 are as yet not signed up for schools. There is a high pace of drop-out and stagnation among young ladies all over India.

The Explanation for Training Dropout among Women in India

The UNESCO 2012 report shows that 13.54 million South Asian understudies leave school before completing their essential

instruction. To use one state as an example, in 2013, instead of the 11.7% in 2012, more than 14% of female pupils between the ages of 7 and 16 in Maharashtra stopped attending school. The impact of this issue for sure deteriorated where ladies are worried, as compelling scholarly rates in 2011 was at about 82.14% for men versus 65.46% for ladies. A profound idea ought to be given why young ladies rate in education dropout increments.

There is evidently no legitimate response, nor there is any appropriate information to show us the specific elements of young lady's school dropout, yet through different other examination papers and articles we can distinguish a scope of conceivable outcomes that could suggest few explanations behind the sidelining of young ladies from the school system.

1. **Expectation of Home life:** In Indian culture still, individuals have an idea that the main quality girls ought to have is household work/homegrown work so they can assume the part of sister, wife, daughter-in-regulation, mother, and so on better. Also, Instruction is given less significance, and because of this reason, many young ladies face trouble finishing their schooling.
2. **Safety:** 'Wellbeing' is an exceptionally huge issue looked by numerous young ladies and their parents. Because of expanded crime regarding young ladies, many guardians dread sending their young lady kids for additional examinations particularly when the education establishment is nowhere near their occupant or on the other hand assuming the course for their foundation is perilous. A review in India in 2016 observed that a portion of all young ladies

were physically bothered while heading to their school. They often suffer sexual brutality, kidnapping, terrorizing, and provocation.

3. **Infrastructure:** Numerous young ladies, particularly youths who have their monthly cycle don't go to school because of the absence of security, inaccessibility of clean removal offices, and water deficiencies. In many regions of India, young ladies pass up a major opportunity five days of school consistently or quit going to class completely because of deficient admittance to water, cleanliness office, and the absence of sterile supplies.
4. **Socio- Economy Status:** Putting resources into young ladies' schooling, particularly in the lower working class and poor families is seen as a not entirely beneficial business for the overwhelming majority of guardians in India. As the conviction arrangement of these families allows young men to procure for family and they feel that young ladies would get going in the family thing after marriage and there won't be any utilization of training for them. Thus, young ladies don't get an equivalent open door to continue their higher investigations as families don't uphold financing for their schooling, rather they think they can involve this cash for their marriage cost or for the settlement which will be required during the marriage.
5. **Early Marriage and Pregnancy:** In India marriage is given the highest level of significance than education. And young ladies are more impacted than young men with kid marriage or early marriage. After marriage, a large portion of the girls drop their schooling to get changed with the new family and spot. Furthermore, the young ladies who conclude to continue their schooling after marriage have a high possibility of passing on instruction on account of pregnancy due to the absence of childcare and the inaccessibility of adaptable training programs.
6. **Disability:** Young ladies with handicaps face separation both in light of their orientation and handicap. Being disabled makes them the most minimized gatherings of kids. As per the cause Leonard Cheshire Disability, Handicapped young ladies are nearly

"undetectable" in existing schooling programs in many pieces of the world.

Significance of Education of Girls

It is because of the presence or nonappearance of training that causes improvement or under development. There is a major hole among people in light of training. Consequently, the ladies strengthening and development are fundamentally connected with education more the instruction, the more noteworthy ladies' strengthening and development. Education is vital apparatus that society can use to coordinate the course of progress and improvement toward designed objectives.

In 1912 the renowned Respectable Laureate Bengali writer Rabindranath Tagore advised, "On the off chance that we don't spread female training, the amicability among a couple will be obliterated in current taught Indian society". The assemblage reacted to Pandit Jawaharlal Nehru, the first State Head, who said, "The affirmation of India demonstrates an administration's sensitivity of the vast majority who suffer," in his speech in the Constituent. It implies the closure of poverty and obliviousness, sickness, and disparity of chance. The finest men of our age have sought to erase everything from every eye. That could be beyond our control, but as long as there remain tears and suffering, our task won't be done. He additionally featured the benefit of teaching ladies, while addressing a yearly meeting on local area advancement: "To alert individuals, it is the women who must be stirred. When she is on the move, the family moves, the town moves, the nation moves and thus we assemble the India of tomorrow (Nehru, G.O.I. Report, 1958)..

Ladies have a place to be the biggest minority in India with a number of social and financial handicaps and this keeps them from practicing their common liberties and opportunity in the public eye. In current culture, Training plays a key job in accomplishing fashionable status and power. Ladies' schooling will ultimately acquire changes the family size, richness, navigation, and support in all circles of life. In this setting, Prof. Ghose handwrote: "Better training of ladies by and large outcomes in expanded life choice, for example, marriage choices, increased sharing of power inside the family, low ripeness designs more noteworthy cooperation in friendly and political activities

and expansion in monetary power. Monetary power is normally acknowledged as the most compelling component in determining power and honor. In this way, the general effect of imbalances, in and obstructions to, schooling difference in the situation with people" (Ghose, 1987).

Advantages of Instruction for Women's Empowerment

1. In 1997 UNICEF review, as detailed by Charlotte (1997), analyzed the effect of wellbeing, nutrition, water, disinfection, and training mediations on wellbeing in nine nations and in the Indian state of Kerala, all of which had made huge decreases in newborn child mortality of the intercessions, education was found to greatly affect wellbeing markers, including paces of baby and under-five mortality, future upon entering the world and complete richness. Thus the more taught a mother is, the more infant and kid mortality is diminished.
2. Children who are dealt with by an informed mother will quite often be better fed and experience less illness. Youngsters, particularly little girls of informed ladies are bound to instruct themselves and get proficient.
3. The instructed ladies have what it takes, data, information, and fearlessness, and can turn into better parents and residents.
4. Educated young ladies will guarantee the course of ladies' monetary strengthening. Thus it will give her liberty and will liberate her from the reliance on her dad, spouse, and sibling. Bringing in cash will build her confidence and substitute for her home and society. It will likewise push her out of destructive relationships or will urge her to change its term.
5. An taught housewife demonstrates more capability in showing her youngsters, and in giving qualities to him. A taught working lady encounters different agreed impacts. The effect is further facilitated by the family, society, and eventually to the country.
6. As females are alternate sex, their assorted perspectives about different things vary as of men. This attribute emerges in various arrangements, helping the general public to a more prominent degree. Just men's insights of envisaging things can get unexceptional.

Driving this, we could miss a fringe approach to things.

7. To keep up with the harmony in our general public, their support is a critical element for a family circle. With their successful perspectives and choices, they have advanced different fields like-legislative issues, education, entertainment, social help, cordiality, and so on.
8. Women's schooling likewise gives a boost to those guys, who don't hold positive assessments regarding women's strengthening through instruction.
9. The real impacts of conventional mentalities will allow those young ladies to emerge from their shells, who desire to see this amazing world. This way they'll have the option to give their commitment to making not just this country, but this world, a delightful planet..

Review of Literature

Glick & Sahn, 2000, and Kingdon 2005 in their writing uphold the view, that, there is an orientation predisposition or pro-male inclination in the event of parental interest in kids. Furthermore, Leung and Zhang (2008) found that parents' preferences for children urge a greater amount of them to put their child's prosperity to deal with guardians in the future.

As per Singh Khushboo (2016), her concentrate on, the Significance of Training in Strengthening Ladies in India her decision of the review is that the disasters of neediness, joblessness, and imbalance cannot be destroyed by man alone. The equivalent and dynamic interest of ladies is mandatory. Except if ladies are educated, they cannot figure out their privileges and their significance. "People for advancement" the time has come to move concentration to "ladies being developed", with the collaboration of men through bunch engagement and the board. That will without a doubt be a "quality" change for balance. While being drawn in by modernization and globalization we should be sure to express no to minimization.

As Brock & Cammish, 1997 in their review, they demonstrate that female understudies will generally drop out of school to deal with their more youthful kin. That's what another investigation discovered if kids under 6 years of age are present at home,

senior sisters are bound to quit (Canagarajah and Coulombe, 1997).

As Dr. Gupta Vibha (2014) contemplated, "Ladies Strengthening through Instruction". Her conclusion for this study is that Training ladies in the schooling of ladies is the most amazing asset of change of position in the public arena. Schooling likewise gets decreases imbalances and capabilities as a method of improving their status inside the family. To empower the training of ladies at all levels and for the weakening of gender predisposition in giving information and training, laid out schools, universities, and colleges even exclusively for ladies in the state. To bring more young ladies, particularly from minimized groups of BPL, into mainstream schooling, the public authority is giving a bundle of concessions through giving free books, uniforms, boarding and housing, clothing for the threats late morning dinners, grants, free circles, and so on.

Bhat Rouf Ahmad (2015), contemplated, "Job of Training in the Strengthening of Women in India" Through this study he reasoned that Schooling likewise gets decrease disparities and functions as a method for working on their status inside the family. To support the training of ladies at all levels and for the weakening orientation predisposition in giving information and training laid out schools, schools, and universities even only for ladies in the state. The schooling fosters the possibility of support in government, panchayats, public matters, and so on for the disposal of orientation segregation.

Karlapudi Janki Devi (2017) her paper on "Ladies Strengthening through Education" concluded that an environment is expected in which schooling would bring about setting out equivalent open doors in higher education in the gig market, equivalent wages for equivalent work, and last however not the least, make administration qualities that make for their equivalent cooperation in the public parliament. It is the quantitative part of education, leading to this change offering equivalent chances in tutoring to enabled ladies in the parliament is the generally overwhelming of all. Training can possibly accomplish this.

Conclusion

Considering the discoveries of the review following end is framed. Because of many estimates taken by the government, our general public has begun instructing young ladies yet they neglect to contribute something else for their further higher education. The conviction of our general public that young ladies are intended for homegrown work and contributing to their schooling is a waste, or essential tutoring is enough for them, actually exist. Numerous different factors such as well-being, monetary issues, marriage, pregnancy, and so on likewise are the central justification behind instruction dropout for some young ladies. It ought to be noted that education for ladies strengthening ought to be on improvement plan of our country. Ladies are the point of support in the advancement of our country. They assume many parts in family and out of family. Furthermore, they take major responsibilities being developed of kids and families. So they must be created and empowered which is unthinkable without schooling.

References:

1. Bhagya Lakshmi, 'Attitude of Rural Parents toward Girls Education, Edutraks, Vol-7, No.2, Oct 2007.
2. Buch, M.B., Chief Editor (1997), V Survey of Educational Research, New Delhi, NCERT
3. Kotwani, Suresh T., "Attitude of Parents towards Girl's Education", International Research Journal, Jaipur, India, April 2012
4. Sekhar, T.V., "Special Financial Incentives Schemes for the girl child in India." International Institute for Population Sciences, Mumbai, 2010.
5. Avasthi, A , Srivastava, A.K ed., Modernity, Feminism and Women Empowerment
6. Gupta, A., Sinha, S. ed, Empowerment of Women, Language and other facets.
7. Alele-Williams, G. (1992): Women a power Education is the key, National Concord, May 9, P. 6.
8. A male, E. (1991): Developing Nigerian Women Managers for Socioeconomic transformation Nigeria. Management in Nigeria, 27 (6). 7.
9. Anumna, ST. (1996): Education as a forward looking strategy for the Nigerian

- women. Journal of women in Colleges of Education 1, 90-97.
10. Bowman, M.J., Anderson, C.A (1980). The participation of women in education, World Comparative Education Review 24 (2), Part 2, 513-532.
 11. Ghosh, S. Personnel Management, Oxford & I.B.H. Publications, New Delhi.
 12. Singh, K. (2016), Importance of Education in Empowerment of Women in India, Volume I, Issue I, August 2016, pp. 39-48
 13. Mukhejee, D. (2005). Women and Urban Crime. New Delhi:
 14. Tripathi, R.S. & Tiwari, R.P. (1999) Perspective on Indian Women New Delhi
 15. Bhat, R. (2015) Role of Education in the Empowerment of Women in India, Vol.6, No.10,
 16. <https://aif.org/the-3-biggest-reasons-that-indias-girls-drop-out-of-school/>
 17. <https://theirworld.org/news/13-reasons-why-girls-are-not-in-school>
 18. www.un.org/millenniumgoals/gender.shtml
 19. <http://www.usaid.gov/what-we-do/gender-equality-and-womens-empowerment>
 20. <https://www.importantindia.com/19050/essay-on-women-empowerment/>
 21. <https://timesofindia.indiatimes.com/topic/Women-Empowerment>
 22. <http://www.indiacelebrating.com/essay/women-empowerment-essay/>



Dream of Ideal Nation in the Poem” Where the Mind Is Without Fear”

Dr. Jyoti Annarao

Assistant Professor, Department of English
SSA GFGC(A) Ballari, Karnataka

Corresponding Author- Dr. Jyoti Annarao

Email- [jyotiapatil82@gmail.com](mailto: jyotiapatil82@gmail.com)

DOI- [10.5281/zenodo.8159322](https://doi.org/10.5281/zenodo.8159322)

Where The Mind is Without Fear

By:- Rabindranath Tagore

Where the mind is without fear and the head is held high
Where knowledge is free
Where the world has not been broken up into fragments
By narrow domestic walls
Where words come out from the depth of truth
Where tireless striving stretches its arms towards perfection
Where the clear stream of reason has not lost its way
Into the dreary desert sand of dead habit
Where the mind is led forward by thee
Into ever widening thought and action
Into that heaven of freedom, my Father, let my country awake.

Abstract:-

The poem “Where the Mind is Without Fear” is in the form of prayer to God to elevate the nation to heaven . This article analysis Tagore’s vision of India as a nation after independence. The poem is sung in most of schools. This is a special prayer to God for the welfare and upliftment of common people. Thus the nation will reach the perfection.

Key words:- Heaven, vision, nation ,education, perfection, horizon etc..

Analysis of the poem:-

Rabindranath Tagore has a versatile and multi-faceted personality. He is a poet, director, actor, playwright, social reformer, novelist, prose writer, educationalist etc. “The Poem Where the Mind is Without Fear” is written before the independence of India in 1910 in Bengali language and published in 1912 in *Gitanjali* as ‘Poem 35’. Tagore received the Nobel Prize for literature in 1913 for translating Gitangali into English as *Song Offerings*.

“During the composition of the poem India was fettered by shackles of colonialism and India was trying hard to come out of clutches of British rule. The poem is a prayer to Bharatvidhat, the God of India where the speaker prays for the freedom of nation and expresses what freedom should be like”.

Tagore’s vision of India as a nation is expressed in the poem. Each citizen of the

nation should hold his or her head high. When a person is truthful, sincere, heard working and perfect then he can hold the head high. Knowledge should be free to all without any watertight compartment of Arts, Science and Commerce. Education should be free of cost to all courses like medicine, engineering, agriculture, nursing etc. It’s a very pathetic condition in India that parents spend half of their income for their children education. Education should serve the purpose of serving the nation, freedom should be given to students to select the subjects as they are interested and teachers are also to be free to impart the knowledge as the time needs to widen the horizon of the knowledge. Thus Tagore’s vision of nation will be fulfilled.

Whole world is one united family Vasudaiva Kutumbakamb is an elevated concept present in the poem where “the world

has not been broken up into fragments by narrow domestic walls.” Walls like geographical boundaries, religion, caste, color, creed, gender, class and other narrow and illogical thoughts. Every citizen of the nation should be brave enough to speak truth and there should not be space for any other word except truth.

Tagore dreams everyone to work hard till they reach their goals without any compromise. Perfection must be the motto of each citizen of the nation, perfection has to be achieved in every field be it technology, defense, education, agriculture, etc. Everyone must be guided by 'clear stream of reason'. Scientific thought, logical application of knowledge, need not to fall prey to dead taboos, superstitious actions, 'dreary desert' and 'dead habits'. There should be progressive mind. Finally Tagore praise God that spiritual path should be followed to reach the nation into the heaven of freedom.

“Where the Mind is Without Fear” consist of 11 lines, these lines are not divided into stanzas and written in free verse without any rhyme scheme or meter. The poem is one single complex sentence with the sub clauses beginning with Where and the main clause coming at the end. The literary devices used are figures of speech e.g. Repetition, metaphor, alliteration, personification etc.

Personification – striving is given human qualities of being tireless and stretching. The country is to be awoken.

Alliteration -The sound letter w and b, letter h, s, d are used frequently “Where the world has not been broken up into fragments”, “head is held high” “striving stretches”, “dreary desert sand of dead habit”

Metaphor – Narrow domestic wall is indicated as narrow mindset of people.

To conclude, Tagore believes God and prays intensely for the welfare of the country. The nation to be a heaven and all his countrymen to work hard, tell truth, and approach in the rational and forward manner. Poet prays for prosperity, peace and unity of the nation. The poem is a clear picture of post independent India as a widened thinking and attitude, free from the clutches of superstitious ideas, clear vision and stretching the hard working hand towards perfection. Tagore prays for “a heavenly freedom”, this country will be a

place of spiritual freedom rather than material wealth. This poem is a timeless creation and gives clear picture of vision of independent India.

Reference:-

1. <https://allpoetry.com> “Where the Mind is Without Fear”.
2. Anju Boruah “Where the Mind is Without Fear” <https://literaryyog.com>. March 7,2023
3. <https://Englicist.com>. “Form and Style of the poem Where the Mind is Without Fear”
4. Board of Editors *Beyond Words*, Orient Black Swan publisher.

Chief Editor

P. R. Talekar

Secretary,

Young Researcher Association, Kolhapur(M.S), India

Editor

Divakara K

Assistant Professor Department Of Political Science Government First
Grade College Madhugiri-572132
Tumkur (Dist) Karnataka

Editorial & Advisory Board

Dr. S. D. Shinde

Dr. M. B. Potdar

Dr. P. K. Pandey

Dr. L. R. Rathod

Mr. V. P. Dhulap

Dr. A. G. Koppad

Dr. S. B. Abhang

Dr. S. P. Mali

Dr. G. B. Kalyanshetti

Dr. M. H. Lohgaonkar

Dr. R. D. Bodare

Dr. D. T. Bornare
