# INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD

( ISSN: 2455-0620 )

( Scientific Journal Impact Factor: 6.719 )

Monthly Peer-Reviewed, Refereed, Indexed Scientific Research Journal

Index Copernicus International Journal Master list with - IC Value: 86.87

DOIs:10.2015/IJIRMF/ICGRTHE-2022


# International Conference on Global Research Trends in Higher Education

( 25 - 26 November, 2022 )

Jodhpur, Rajasthan, India


Conference Special Issue - 39 November - 2022


Jointly Organized by:

Management Institute, The Warsaw University of Life Sciences , Poland
Scientific Research Association
Research Culture Society
&
Swaraj Research Institute



RESEARCH CULTURE SOCIETY & PUBLICATION

Email: rcsjournals@gmail.com

Web Email: editor@ijirmf.com

WWW.IJIRMF.COM


# International Conference on Global Research Trends in Higher Education

## Date: 25 - 26 November, 2022

*Jodhpur, Rajasthan, India*

*Conference Special Issue - 39*

*The Managing Editor:*
**Dr. C. M. Patel**
( Research Culture Society and Publication )

*Organized by :*
**Management Institute, The Warsaw University of Life Sciences , Poland**
**Scientific Research Association**
**Research Culture Society**
**&**
**Swaraj Research Institute**

*Published by :*
**IJIRMF**
**Research Culture Society and Publication**
**www.ijirmf.com**

# International Conference on Global Research Trends in Higher Education

***The Managing Editor:***
**Dr. C. M. Patel**
( Research Culture Society and Publication )

**( Conference Special Issue )**



**Published By:**

**INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD (ISSN: 2455-0620)**
**Research Culture Society and Publication.**
(Reg. International ISBN Books and ISSN Journals Publisher)
Email: editor@ijirmf.com / rcsjournals@gmail.com
WWW.IJIRMF.COM

## About the organizing Institutions:

**Management Institute** was established in 2019. The Institute, in its assumptions, conducts research, as well as disseminates knowledge in the field of management science and quality, and in particular: knowledge management, digital management, or social corporate responsibility (CSR). The Institute attaches great importance to cooperation with domestic and, in particular, foreign universities and other research entities. The Institute takes care of the high level of knowledge, skills and competences of its staff.

**The Warsaw University of Life Sciences** is the oldest agricultural university in Poland and the fourth of this type in Europe. Its origins date back to 1816 and are related to the establishment of the Agronomic Institute in Marymont. The advocates of its foundation were Stanisław Staszic and Stanisław Potocki, and its first director was Jerzy Benjamin Flatt, one of the best experts in economic relations in the Kingdom of Poland.

**International Scientific Research Association** (Scientific Research Association) is registered and an esteemed research association working on to provide scientific research services, educational studies and activities at international level, also coordinate with other research organizations for the educational research events. Scientific Research Association as honorary partner of the 'Research Culture Society' with MoU – collaboration.

**'Research Culture Society' (RCS)** is a Government Registered International Scientific Research organization. Registered with several United or Government bodies. It is also an independent, professional, non-profit international level organization. RCS-ISRO shall also initiate and setting up new educational and research programs with other international organizations. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

**Swaraj Research Institute** is involved in sponsoring and organizing National/International Conferences, Seminars, Workshops and Faculty Development Programmes. The institute also provides the facility of publication of books and research papers to the research scholars in national and international journals since 2015. Swaraj Research Institute also has a publication tie-up with Research Culture Society.

**Supported by:** Institut für Dienstleistung, Germany.

## About the Conference and Publication:

The current trends in higher education and advances in the Social Sciences, Business Management research with the whole concept of this advanced technology is to process from the past, analyse the present and implement for the future the latest innovative evolving theories and technologies to surpass the hurdles and make modish frontiers.

Management of Business and Management of the Economy are two major pillars of world growth and wealth increase. The papers in this book cover various areas of the social sciences, commerce, management as well as varying aspects of higher education trends. Almost all papers are prepared as per the objectives : to observe scenarios towards the trends and advancement of common citizens' life by improving the theory and practice of various disciplines of Social Sciences, Commerce, Business, Management and Economy.

The edited issue is a collection of peer-reviewed scientific papers submitted by active researchers in International Conference on Global Research Trends in Higher Education - 2022. This edited issue can be important to understand the various concepts of Social Sciences, Commerce, Business, Management and Economy to the researchers and academia

## Objective of the International Conference:

The main objective of the scientific conference is to discuss issues, exchange of ideas and views towards the advancement of theory and practices and to create space for presentation of current results of scientific work in the field of Social Sciences, Commerce and Business Management. Our main Aim is to organize lectures by scientists and experts and to disseminate their ideas and concepts among the Social Sciences, Commerce, Business Management and Another aim of the conference is to provide an interaction stage for researchers and practitioners from academia and industries to deal with advancement in their respective fields.

WARSAW UNIVERSITY OF LIFE SCIENCES, POLAND
MANAGEMENT INSTITUTE

## MESSAGE

Dear Ladies and Gentlemen,

Thank you for your attendance at International Conference on Global Research Trends in Higher Education - 2022.

This year the Conference is jointly organized by the Scientific Research Association; Research Culture Society and the Management Institute from Warsaw University of Life Sciences, Poland.

The theme of the conference is very actual and worth discussing. It has a broad scope and great relevance in the context of the current scenario of the situation in the world during the COVID 19 pandemic. The Conference light on the consequences of the current global trends in education and will point out the new challenges in the business environment.

I would like to take the opportunity to thank you all for contributing to this Conference.

I look forward to meaningful presentations, discussions, and collegial networking.

Prof. dr hab. Joanna Paliszkiewicz

Director of Management Institute
Warsaw University of Life Sciences

**Dr.C. M. Patel**
**Director, RESEARCH CULTURE SOCIETY**
**Web: www.researchculturesociety.org**
**Email : director@researchculturesociety.org**

## Message

Dear Professional Colleagues.

I am very glad that 'Scientific Research Association', Management Institute, The Warsaw University of Life Sciences , Poland in collaboration with 'Research Culture Society' (Government Registered Scientific Research organization) are organizing - 'International Conference on Global Research Trends in Higher Education' at Jodhpur, Rajasthan, India during 25 - 26 November, 2022.

The aim of the conference is to provide an interaction stage to researchers, practitioners from academia and industries. The main objective is to promote scientific and educational activities towards the advancement of common citizen's life by improving the theory and practice of various disciplines of social sciences, business management and global trends in higher education fields. Second objective is to provide the delegates to share their new research ideas and the application experiences face to face.

I believe, this International Conference will help in redefining the strong connection between students and academicians from different institutions. An additional goal of this international conference is to combine interests and scientific research related to Social Science, Commerce, Business Management and higher educational development; to interact with members within and outside their own disciplines and to bring people closer for the benefit of the scientific community worldwide.

My best wishes to the committee members, speakers and participants of this scientific conference.

Dr.C. M. Patel

Director, Research Culture Society.

# Conference Committee :

**Patrons: Conference Chair Members :**

Prof. Dr hab. Joanna Paliszkiewicz, Director of Management Institute, Warsaw University of Life Science - SGGW, Warszawa, Poland.

Dr. C. M. Patel, Director – Research Culture Society.

**Keynote Speakers:**

Prof. Dr hab. Joanna Paliszkiewicz, Director of Management Institute, Warsaw University of Life Science - SGGW, Warszawa, Poland.

Dr.Piotr Pietrzak, Adjunct Professor, Management Institute at Warsaw University of Life Sciences (SGGW), Warszawa, Poland.

Dr. Xihui Chen, Assistant Professor, Accounting and Finance, Edinburgh Business School, Heriot-Watt University, Edinburgh, United Kingdom

Dr (hc) Rania Lampou, STEM instructor and an ICT teacher trainer, Greek Ministry of Education, Greece and the Global Speaker.

**Session Chair :**

Dr.Piotr Pietrzak, Adjunct Professor, Management Institute at Warsaw University of Life Sciences (SGGW), Warszawa, Poland.

Dr. Xihui Chen, Assistant Professor, Accounting and Finance, Edinburgh Business School, Heriot-Watt University, Edinburgh, United Kingdom

Dr. C. M. Patel, Director – Research Culture Society.

Dr. Paresh Shah, Principal and Professor, Rai University. Alumnus of Indian Institute of Management (IIM) Ahmedabad, India. International Awardee, Author of Oxford University Press.

Dr.Anna Jasiulewicz, Assistant Professor, Management Institute at Warsaw University of Life Sciences (SGGW), Warszawa, Poland.

Dr. B Suresh Lal, Professor, Department of Economics, Kakatiya University, Warangal, Telangana State, India.

**Committee Members :**

Dr.Piotr Pietrzak, Adjunct Professor, Management Institute at Warsaw University of Life Sciences (SGGW), Warszawa, Poland.

Dr.Francesca Di Virgilio, Associate Professor, Department of Economics – University of Molise, Campobasso, Italy.

Dr.Yanina Lisun, Associate Professor, Head, Department of Journalism and Advertising, Kyiv National University of Trade and Economics, Ukraine.

Dr. Jessica, Founder and Head, International Scientific Research Association (ISRA).

Dr.(hc)Rania Lampou, STEM instructor and an ICT teacher trainer, Greek Ministry of Education, at the Directorate of Educational Technology and Innovation, Greece.

DR. Mangu Ram, Assistant Professor, Department of Accounting, Faculty of Commerce and management studies, Jai Narain Vyas University, Jodhpur, Rajasthan, India

Dr.Alimnazar Islamkulov, Associate Professor, The Academy of Public Administration under the President of the Republic of Uzbekistan.

Dr Harmeet Kaur, Dean, Faculty of Commerce & Management Jharkhand Rai University, Ranchi, India

# TABLE OF CONTENTS

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/001 --:-- Research Article/Paper

# Existential Poverty in the Farmers of India

**Vipin Behari Goyal**
Research Scholar
Department of English
JNV University

**Dr. Satish Kumar Harit**
Supervisor
Professor & Head of Department
JNV University, Jodhpur

Jodhpur (Rajasthan), India
Email : viping19@gmail.com

***Abstract :*** *Literature reflects the economic status of a country or a man. Literature is also a torch bearer to show the path on which future humanity will walk. After Marxism, the existentialism has emerged as a popular theory which acknowledges the present state of 'nothingness' as a 'existential crisis', and provides 'freedom of choice' to select the meaning or purpose of life. Paradoxically this is equally important for 1% population who hold 82% of the wealth of the world, as well as for fifty percent dark zone people who are struggling for two square meals a day.*

*Existential poverty denotes material poverty as well as dehumanization through society by marginalization or exclusion. Due to absence of resources, the freedom of choice becomes a myth and unaccomplished life causes a helplessness and anguish and thus lack of will to control the future. They are deprived to live a "authentic life', which results into bad faith. Bad faith according to Sartre is the phenomenon in which human beings, under pressure from social forces, adopt false values and disown their innate freedom, hence acting inauthentically.*

*Sartre's statement that "Existence precedes essence" establish that man is the sole director of his destiny, individually as well as collectively e.g. struggle against oppression. Thus emerges a overman or superman of Nietzsche and Sartre who has transcended himself, and has his own values. Existentialist believes that poor has right to live their life with dignity. It is possible by a virtuous cycle of existence and essence. The policies to eradicate zamindars and sahukar were made by the government when serious literature portrayed such evils. 11,379 farmers committed suicide in 2016, almost a 1,000 every month; because they have lost, the purpose to live. Will the capitalist come forward to stop dehumanizing poor and allow them to live a purposeful life?*

***Key Words****: Existentialism, Existential poverty, Dehumanization, Right to dignity.*

## 1. INTRODUCTION :

Literature reflects the economic status of a country or a man. Literature is also a torch bearer to show the path on which future humanity will walk. After Marxism, existentialism has emerged as a popular theory, which can pave the way for future civilisation. It acknowledges, the present state of 'nothingness' as an 'existential crisis', and provides 'freedom of choice' to select the meaning or purpose of life. Paradoxically this is equally important for 1% population who hold 82% of the wealth of the world, as well as for fifty percent dark zone people who are struggling for two square meals a day.

Existential poverty denotes material poverty as well as dehumanisation through society by marginalisation or exclusion. Due to absence of resources the freedom of choice becomes a myth and unaccomplished life causes a helplessness and anguish and thus lack of will to control the future. They are deprived to live an 'authentic life', which results into bad faith, adopt false values and disown their innate freedom, hence acting in authentically.

**2. Discussion and Analysis :**

Basic assumption of existentialism is that "Existence precedes essence".This axiom was first used by Jean Paul Sartre, while delivering a lecture at Club Maintenant in Paris in the year 1945 titled as *Existentialism is a Humanism*. It establishes that man is the sole director of his destiny, individually as well as collectively, e.g., struggle against oppression. Existentialist believes that the poor have right to live their life with dignity. It is possible by a virtuous cycle of existence and essence. The policies to eradicate zamindars and sahukar were made by the government when serious literature portrayed such evils. In post-modern era the literature created on the theme of existentialism has power to change our attitude towards some grave problems of socio-economic existence.

All humans have equal right on the natural resources of the universe. The human existence is under crisis for lack of material resources and dehumanisation by society. Lack of material resources is caused by uneven distribution of means of production, distribution and consumption. Most of the human survive critically in the absence of basic needs of existence, be it safe drinking water or calories intake or safe inhabitation. The list has evolved with advancement of civilisation and now life-sustaining services like sanitation, education, healthcare and internet have become an integral part of basic needs. Poor people deprived of basic needs can also live with dignity provided society does not tag and exclude them from mainstream to live a life with low self-esteem and low self-confidence.

The dehumanisation is further concretised by stripping off free basic rights guaranteed in a democratic set-up and the poor are compelled to toil to earn them back. The existential freedom and the right to self-identity of an individual or a group of individuals are denied. This kind of life disempowering experience could shift the focus of policy makers from development to growth. The human development issues like gender-discrimination, inequality, social injustice etc. become secondary and entire focus is on material well-being. John Dixon and Yulia Frolovo define existential poverty as "living in a state of, or near, persistent material poverty while also being socially excluded, marginalized, or disadvantaged."(Dixon). However, material possessions lead to nothingness. Human life lacks predetermined essence. In the core of human life lies nothingness. This lack of essential essence and nothingness gives us freedom to choose the type of life we want to live. In the absence of material resources and democratic socio-political system, such 'freedom of choice' becomes 'meaningless'. Viktor Frankl in his book "Man's search for meaning" says, "When we are no longer able to change a situation, we are challenged to change ourselves. Between stimulus and response, there is a space. In that, space is our power to choose our response. In our response lies our growth and our freedom. Everything can be taken from a man but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way." (72).

When we are free to choose, then we own the responsibility of our 'essence' i.e. our own state of 'being' as well as that of world around us, in a way we are responsible for our world. The universe is irrational, since things exist for no reason and events occur for no reason, we feel we are 'abandoned' in the universe. This causes Existential anguish that generally refers to the negative feelings that arise from the experience of human freedom and responsibility. In this situation, we are trapped between complacency and annihilation, which according to Kierkegaard is called vertigo and nausea according to Sartre.

Man is a bundle of facticity, but he is not facticity alone. The concrete facts of our existence like our sex, nationality, class, and race are examples of facticity and we can't escape the facticity. All of these provide a 'coefficient of adversity'. Life is making an achievement despite the facticity. Man is more than his class, race, gender and nationality. He has a project in his mind but he is too complacent to work for that. Sartre's statement in *Being and Nothingness* that "Man is what he is not and is not what he is" (Sartre 140). It shows eternal desire of man to work on the project and find a meaning to life is met with his helplessness and lack of will to control the future. He is afraid to transcend and discover his own values. He prefers the consistency and character of his state of being and tries to give meaning to this illusory and irrational world.

In such a world man fails to live an authentic life where he can decide about good and evil, irrespective of conventional morality and traditional virtues. When we say that poor has freedom of attitude towards certain set of circumstances, we also mean that he has freedom to explore alternative pathways that reframe challenges in new ways. For a poor man who is left with no other freedom except the freedom of attitude, to redefine his circumstances, is a Herculean task and causes bad faith if task is unaccomplished. He adopts false values; disowns his innate freedom and acts inauthentically.

Now one way suggested by psychologist to lift the people out from inauthentic life to a purposeful life is by 'Positive Organisational Behaviour'. According to John Dixon et al "it provide the cognitive change strategies that focus on building in people their sense of self-efficacy, optimism, hope, resilience, and subjective well-being, as well as their emotional intelligence, all of which are mental attributes that have demonstrable positive impacts on human performance". (Dixon pp.1-20).

This can enable people to pursue gainful, meaningful, and sustained self-actualising vocation, so lifting them out of persistent material poverty. Meaning thereby, now economist have to work on emotional life of man that they can count and model, rather than to study it as science devoid of human nature. Hope is a deeper, stronger feeling than optimism. It is dynamic, forward looking and seeks happiness as meaning. Victor Frankl, by logotherapy try to invoke hope in an individual or a group of individuals through cognitive change strategies, which result into positive organisational behaviour.

Existential Economics deals with advance basic needs, which considers traditional basic needs for granted and emphasises on service based needs like health, education, equality and internet, which improves the quality of life. In modern era, the service based needs are part of any program linked with eradication of existential poverty. We identify the key factors of human condition that play a role in economic phenomenon. Psychologist believes that those factors are fear of death and denial of death. Depending on one's location in socio-economic hierarchy, man will respond differently to his fear of death, suffering and fragility. If at all, life has a meaning, the suffering also has a meaning, and if life is absurd so is death. According to John Nixon et al, the public policy challenges are

(1) to determine whether it is in the public interest to redress the negative agental consequences of welfare dependency;
(2) to redesign the features of social assistance programs that aggravate learned helplessness amongst beneficiaries; and
(3) to determine how best to reduce the psychologically paralysing effects of welfare dependency.

In a complex economy the task of policy making keeps in view that every single agent in an economy faces the same existential anxieties and fear. For example, in agriculture sector the production of equipments like tractors, pumps, pipes, drilling machines, tillers and thrashers are owned by capitalists. They also control the supply chains of seeds, fertilisers, insecticides and pesticides. Post-production they provide transportation, warehouse, cold storage and food-processing units of the agriculture produces. At each level it is monitored by government to ensure desired output in favour of the farmers. Unfortunately, government also works with a capitalist mind-set of generating wealth through efficiency and growth. So they monitor provisions of subsidies, prices, quality by regulating demand and supply. Government also has a control over research and development in agriculture, management of warehouses, and Krishi Upaj Mandis. Besides this, government ensures loans to the farmers through banks, crop insurance, waiver of land revenue and provides compensation in case of natural disasters.

This needs to be addressed by specific approach, keeping in view the existential poverty, collective distribution system owned by capitalist, monitored by state agencies and personal responsibility of farmer. According to Christine Leonard "the conduct of public policy by officials, the competition between firms, and the consumer behaviour of individuals are all driven by existential fear." Now we focus on the personal responsibilities of farmer within a capitalist system of agriculture. Farmer performs his duty of ploughing, sowing, weeding, irrigating, fertilising and harvesting of the crop. He also protects his crop from infections, thieves, stray animals, locust and birds. If you ask any farmer, what is the value of this crop? He would say "more than my life". In case the whole crop is destroyed by hailstorm, flood, locust, fire or theft the farmer has a feeling of meaninglessness, nothingness, emptiness, void and absurd. No rationale can justify this absurdity.

The human quest for purpose is absurd. Not all the decisions we make are rational. Often we are governed by passions, emotions, and temptations which are irrational. Life is not a sequence of rational events sometimes we opt for irrational to live the life up to fullest. Austine Cline says that to solve the absurdity of life one has to rebel against his fate to die. Here, to rebel means to reject the idea that death must have any hold over us. Yes, we will die, but we should not allow that fact to inform or constrain all of our actions or decisions. We must be willing to live in spite of death, create meaning in spite of objective meaninglessness, and find value in spite of the tragic, even comic, absurdity of what goes on around us". (Cline,Austin.) Peasants, who opt not to rebel, succumb into the cruel hands of death. Death toll in farmers is increasing at an alarming rate; almost 1000 farmers are committing suicide every month.( PTI.)

Since such incidences of farmers' death do not make a claim on us, we do not encounter them as someone "to be helped". Albert Camus suggests that fleeing from the absurdity of reality into illusions, religion, or death is not the way out. Instead of fleeing the absurd meaninglessness of life, we should embrace life passionately. The main issues are isolation, meaninglessness, and death. One cannot opt for a choice which inhibits his future right of making a choice. It is not wise to find a permanent solution of a temporary problem.

Farmers are true victims because all other agents of system put too much responsibility on their shoulder to succeed due to fear driven inequality dynamics. No economy can afford to overlook the data of human nature that explains many phenomena. The existential anguish, which arises from the consciousness of freedom, determines individual's responsibility. Not only capitalist who are direct beneficiary of agricultural economy but the policy makers and executing agencies have tinted views to support industrialist interest. Afraid to own responsibility they have fear and denial of death, causing existential guilt and anguish. If they were conscious and own collective responsibility, they would come forward to create a benevolent fund to help farmers in distress that may give some meaning to their life. To reduce the inequality of responsibility the farmers may be offered to become the stockholder in the agriculture-based industries. Allotment of stock shall be made to the small farmers on ex gratia basis and to other farmers at subsidised rates.

**3. Solution and Conclusion :**

In my opinion, government may make it mandatory for agriculture based public undertaking to allot certain percentage of share capital to different categories of farmers such as medium, small or landless farmers. The farmers having more than 5 acre of land may have more share in big industrial units engaged in production of agricultural equipment, small farmers in medium industries which distribute seeds and fertilisers and marginal and landless farmers in small scale industries such as food processing industries . They may also offer seasonal employment to farmers in case of natural calamities. The allotment of shares to all the farmers can be linked with Kisan Credit Card and Aadhar Card to make the system transparent, efficient and effective. This step will cure the isolation problem of the farmers and will boost their self-esteem and moral, by generating hope and adding meaning to life.

To understand man, his nature and his needs, it is essential to know the purpose of his life and his basic needs to attain that purpose of life. Despite individual differences, few essential needs are common to all. Those who are struggling to fulfill the basic needs need to be redressed by integrated development approach. Paul Badey says, "To eradicate existential poverty, all forms of dehumanisation of man, which leads to alienation, pauperisation, oppression of man that leads to poverty and denial of nobility; and seeks to re-establish "authentic values" of human existence is required." (Badey, Paul B.7/7). In *Being and Having* existentialist philosopher Gabriel Marcel defines "having" as mode of human existence that concentrates on material possession while "Being" focus on sharing and caring. The former leads to power, which is a tool for oppression, while the latter to contentment and a state of being oppressed. Being and having in our society teaches us how to take possession of things, when it should rather initiate us in the art of letting go. For there is neither freedom nor real life without an apprenticeship in letting go. He says "A dead man is the man who no longer has anything." (Marcel,Gabriel 94)

The resources are plenty and enough to sustain human life, but are mismanaged due to greed of people responsible for fair distribution causing poverty. Society is a complex unit characterised by movement and dynamism. The complexities of life have complex solutions. The fabric of the society is woven by its population, culture, material products, social organisation and social institutions. The individuals are the basic building blocks of the society. The basic human needs and ancillary services to sustain life have not changed in certain societies over a period of time. The political economy approach has failed to ensure the material well being of the masses. This uncertainty of human existence evolves a "tragic optimism', in which one remains, optimistic in spite of the tragic triad of pain, guilt and death. According to Viktor Frankl "human potential to transform a personal tragedy into a triumph, to turn one's predicament into a human achievement. When we are no longer able to change a situation we are challenged to change ourselves.(112). Thus to turn suffering into human achievement and accomplishment, guilt, to change oneself for the better and transitoriness of life into incentive to take responsible action and finding a meaning of life when we are confronted with hopeless situation or fate that cannot be changed is unique quality of human beings.

Dehumanising of an individual or group of individuals may be intentional or unintentional. It is product as well as an instrument for further dehumanisation. Subjective dehumanisation identifies people as having a lesser degree of humanity than others have. The lack of empathy is non-conscious and causes lack of response, sensitivity, and responsibility, which every human should have, for other humans. Murrow suggests how identity based hate speech bears responsibility for dehumanisation in first place. Dehumanisation is a curse and would lead society to holocaust. The role of social media in promoting and propagating hate-speech is obvious. Formulation of global law to prohibit hate speech could be the first step to save the humanity from imminent disaster.

Poverty is multi-dimensional. To sustain human life, human dignity and human satisfaction a multi-dimensional approach is required. Individual's conscious efforts to prevent dehumanisation accompanied by collective conscious efforts to eradicate physical poverty are desired. Advancement of technology can help to redress socio-economic ills caused by existential poverty. Target groups can be identified and a detailed database can be prepared of marginalised groups such as of beggars, homeless, prostitutes, labor engaged in agriculture and construction activities. Society as a whole and affluent in particular should own the responsibility by sponsoring a target group. Group consciousness can be developed in such oppressed minority groups through literary and social movements. This will ultimately provoke the elite into action. Individual member of such groups will be a part of existential project evolved and financed by elite class of society.

These projects may uplift existential poverty prevailing in beggars, homeless people, prostitutes and un-skilled labors who are the poorest of the poor segment of the society. It may be a Herculean task but not an impossible dream. The political system has failed to deliver and sectors worst effected by poverty are un-organised and do not form a vote bank. Politicians have no motivation to plan their upliftment.

The journey is long, path is arduous, environment is adverse, means are meager and aim is high, but every step each day shortens our journey. And it's the journey of mankind.

**REFERENCES :**

1. Badey, Paul B. *Existentialism A philosophy against poverty alleviation in Nigeria*. Conference proceedings of seventh International conference on sustainable development. Chinua Achebe arts theater, University of Calabar. Nigeria. Volume 7(7).
2. Christine Daigle, *Existentialist Thinkers and Ethics* McGill-Queen's press, 2006,
3. Cline, Austin. *Existentialist Absurdity*. Learn Religions, Sep.16, 2021, learnreligions.com/absurd_and_absurdity-249953.
4. Dixon, John. Frolova, Yuliya. Wiley Online LIibrary. *Poverty &Public Policy*, Volume 3, issue 2. 10 Aug. 2012. pp.1-20.
5. Detmer, David. *Freedom as a Value: A Critique of the Ethical Theory of Jean-Paul Sartre*. La Salle:Open Court, 1988.
6. Frankl, Victor E. *Man's Search for Meaning*. Touchstone Book by Simone and Schuster, 1984.
7. PressTrust of India. *46 Farmers commit suicide everyday in India*: Research. The Tribune, Online edition, 15 Dec. 2008, Chandigarh. https://m.tribuneindia.com/2008/20081215/main6.htm.
8. Marcel, Gabriel. *Being and Having*. Read Books, 2008
9. Martin, Thomas. *Oppression and the Human Condition: An Introduction to Sartrean Existentialism*. Lanham: Rowman and Littlefield, 2002
10. Sartre, Jean Paul. *Being and Nothingness*. Washington Square Press, 1943
11. Sartre Jean Paul, *Existentialism is a Humanism*: Lecture delivered at Club Maintenant in Paris, 1945.

DOIs:10.2015/IJIRMF/ICGRTHE-2022/002 --:-- Research Article/Paper

# Impact of Technology on Higher Education System in India

**Gulnasin**
Ph.D Scholar, Department of Education, Aliah University
Kolkata, West Bengal
gulnasin@gmail.com

***Abstract :*** *The prevalence of technology affects the education system at large. Technology has greatly impacted the way things are presented and taught in the class room. Technology has revolutionized the field of education. Students not only have computer and other gadgets to help in higher education work, they have easy access to research tools and other related materials, while teachers use technology to improve the impact of the lessons. Technology has greatly impacted the way things are presented and taught in the class room, this paper focuses to elaborate those impacts. This paper is to study role of Education Technology in higher education in India and the measure that could be taken to bring in effectiveness for more utilization of technology in the field of higher education. There is an emerging broad consensus around the world about the benefits that can be brought to education system through the appropriate use of evolving information and communication technologies, many complex and critical processes can be carried out with ease and greater efficiency with the help of modern technology. Computers in education, has helped teachers to impart knowledge and for students to acquire it. The use of technology has made the process of teaching and learning all the more enjoyable.*

***Key word :*** *Higher education,* learning, *Technology.*

## 1. INTRODUCTION :

Information and Communication technology has great impact towards the progress and development of quality and improvement of Higher education. Technology has helped to meet the changing and increased demands in the educational institutions, Technology has also helped to bring in a changing scenario in teaching learning process. These technological devices in classroom has helps in enhancement of academic performance of the students in the system of education. Introduction of technology has made learning to be more student centered, it encouraged Individualized Learning as well as Group learning & stimulated interaction among Students, it was also revealed that the use of modern equipment and tools, has helped the learning and interactivity of students. They also found that learning was it much more interactive, as well as full of interest, when aided by technology. The transfer of knowledge becomes very easy and convenient, as well as effective. The reliance and dependence of such an innovation, that simply makes life an easy, smooth journey is completely unavoidable these days even in schools, universities and colleges. Students today can make use of technology in the following ways: Internet connection and round the clock connectivity, Using projectors and visuals, Digital footprint in the education sector, Online degrees with the use of technology.

In the modern system of education, the teacher has to help, to guide and facilitate the learner’s development. It’s a flipped Classroom where teacher on stage to guide by side has taken place. The teachers have to inspire and motivate the young leaners in their quest for knowledge and skills for better acquisition of knowledge.

The word technology is derived from the two Greek word **Technic and Logia**. 'Technic' -means 'art or skill. ''Logia'– means 'Science or Study'. Thus, Educational Technology (ET) is the study and ethical practice of facilitating e-learning, which is the learning and improving performance by creating, using and managing appropriate technological processes and resources. Educational Technology relies on a broad definition of the word "technology" which significant the tools and the sources to enhanced, to develop the skill of the Education. Educational Technology is not limited to the use of audio-visual aids and does not symbolizes merely educational hardware such as the sophisticated gadgets and mechanical devices used in education. For the effective management of the total teaching learning process it tends to utilizes the results of all good, experiments and researches in the field of human learning and the art of communication and employs a combination of all possible human and non-human resources to achieve the desired educational objectives.

Thus educational technology denotes wider term comprising the of all that covers during the planning, implementation, and evaluation of teaching learning process. Educational technology devises ways to explore and utilize all the resources to bring improvement in the teaching learning process. Mangal(2009)

**2. Review of Literature :**

**Sai, Kumar & Prasad (2011),** in their paper states to outline the future drivers behind learning technology in order to understand what may be coming next. The paper is limited to the field of higher education applications such as E-learning technologies that have great potential to spread learning however, the benefits of these technologies have to reach masses of India, The paper presents two emerging technologies - The Next Generation Internet and Natural Language Interfaces and discusses their potential for E-Learning in Rural India and states Higher education technology to be useful to society, as it enriches education itself as education aided with proper technology dos wonders.

**Padma (2013),** states about the trends and development of Educational Technologies in higher Education, mentions about the role of the UGC, the National Assessment and Accreditation Council (NAAC) in established to assess the quality of higher education, to enhance the technological deployment in Higher Education, foe effective utilization of Information Technology in universities and colleges as the parameters of evaluation of the quality. And states about various research projects formulated for the enhancement of educational technologies. It also highlights about the Promotion of Technology Enabled Higher Education by University Grants Commission (UGC) and Consortium for Educational Communication (CEC). And concludes that Information Technology revolutionizes higher education, to techno-rich environments changes the cognitive architecture of students.

**Altaf and Abraham (2021)** in his study presents effectiveness of ICT based learning materials based on the principals of programmed learning an ICT based material was devevlpoed on the sample of 180 students,a quasi-experimental research design was adopted, the study involved the dependent variable and independent variable, the data was analyzed by using the Mean, S.D and Analysis of Variance. The analysis of data revealed that teaching with an ICT based learning material is more effective for the students as compared to the conventional method of teaching.

**Nethra (2019)** in his paper analyses the impact of technology on education, which affects the society in so many positive and negative ways and that includes the education sector too. Technology has greatly affected and impacted the way things are presented and taught in the class room, this paper focuses to elaborate those impacts. Technology has revolutionized the field of education, with digital Educational Tools such as Clickers, Kindle, Interactive white board, and Coursera. Educational Technology also has its Negative impacts of technology were also mentioned such as Distraction, Mental health: , Physical health, Social health of students on education. Students not only have computer and other gadgets to help in college work, they have easy access to research tools and other related materials ,while teachers use technology to improve the impact of the lessons.

**Goswami (2014)** In his paper study the role of Education Technology in India where he states about what is Educational Technology and how it was evolved, and why technology was used in educational industry, he also mentioned about the tools of teaching in the classroom, and how they have benefited the teachers, he also mentioned about the different educational project setup in India and the challenges used for educational technology, he further added There is an urgent need to demystify this technology and de-emphasise the learning of specific tools. A balanced generic curriculum, where computers are relegated to their due place as tools, and where they extend the horizons of other subjects is a must. To enable technology in India, computer based learning system must be introduced from the junior level so that the students become computer savvy from very young age and are not afraid of using Education Technology when actually needed.

**Maţa, Ghiaţau (2019)** in his paper, explore the attitudes of university teachers towards the use of mobile technologies and to explore their perception of the ethical aspects related to the integration of new technologies. There was applied a questionnaire with closed-ended and open-ended questions. The results of this research highlight university teachers' positive attitudes towards the use of mobile technologies in higher education. These technologies become pedagogical tools in higher education with multiple valences on teacher professional learning.

### 3. Technology in higher education

Higher education contributes vastly not only in national development but also in developing critical abilities of people to face challenges. The everchanging explosion of knowledge forces higher education to become more dynamic in nature. In last decade, the Indian Government has initiated programmes for providing greater opportunities of access to quality higher education through greater investment in infrastructure and recruitment of adequate and good quality faculties in the institution of higher education, promoting academic reforms, with aims of improving quality education in higher education. Technical education in the country has also expanded significantly. government, play an important role in the technical education system of the country. The National Policy on Education (NPE) speaks about Open University and Distance Learning in order to augment opportunities for higher education and to make it a life-long process.

### 3.1 Measure for ET in Higher Education in India

Establishing a Centre for Education Technology (CET) in the NCERT. Recently, Information and Communication Technology (ICT) for education, initiative by UNESCO, conducted an extensive consultation to identify the competencies that teachers should develop to use technology effectively in the classroom. It is basically an umbrella term that encompasses all communication technologies such as internet, wireless networks, cell-phones, satellite communications, digital television computer and network hardware and software; as well as the equipment and services associated with these technologies, such as videoconferencing, e-mail and blogs etc. that provide access to information.

- **All India Council for Technical Education (AICTE)** established in November 1945 as an advisory body for promoting development in India in a coordinated and integrated manner. AICTE also conducted surveys on the facilities that were available for technical education. The purview of AICTE (the Council) covers programmes of technical education including training and research in Engineering and Technology,

- **RUSA** – Under the Centrally Sponsored Scheme of Rashtriya Uchchatar Shiksha Abhiyan (RUSA), financial support is provided to improve infrastructure availability in the State Higher Educational Institutions and also to promote research and innovation.

**The National curriculum framework 2005 (NCF 2005**) has also highlighted the importance of ICT in school education. With this backdrop, major paradigm shift is imperative in education characterized by imparting instructions, collaborative learning, multidisciplinary problem-solving and promoting critical thinking skills. Government of India has announced 2010-2020 as the decade of innovation. Reasoning and Critical thinking skills are necessary for innovation. Foundation of these skills is laid at school level. It is desirable that affordable ICT tools and techniques should be integrated into classroom instructions right form primary stage so as to enable students develop their requisite skills.

**Recommendations of NEP-2020** Given the pace and depth of technological developments worldwide, NEP 2020 calls for addressing the broader consequences of disruptive technologies that are relevant to education. These include research, de-skilling and awareness raising to enable our education system to cope with the rapid and disruptive changes that places us individually and nationally at a perilous disadvantage in an increasingly competitive world. . The thrust of technological interventions will be for the purpose of improving teaching-learning and evaluation processes, supporting teacher preparation and professional development, enhancing educational access, and streamlining educational planning, management, and administration including processes related to admission, attendance, assessment, etc. To achieve these objectives, NEP, 2020 envisions creating an autonomous body, the National Educational Technology Forum (NETF), which will be the vehicle for integrating technology into different aspects of school education and higher education.

**3.2 Impact of educational technology on teaching and learning-**

Technology has played an extensive role in content learning. It has encouraged collaborative learning, with the help of technology learning students share their views and also help their peers to solve subjected related problems using technology. It encourages group learning & stimulated interaction among students, Technology has also simplified the process of teaching and learning It has not only reduced the burden of teachers but has also helped in imparting knowledge to the students. Technological devices like Over Head Projector, animated software's and other audio-visual aids and power point presentation have made teaching learning more and more interactive and lively in the class room. Now a day due to raid development of technology, Information can be easily accessed via internet, an effective tool for teachers to acquire knowledge, there are several websites that provides educational information on everything newly updated.

**3.3 Further recommendation of NPE 2020**

The National Educational Technology Forum will have the following functions:

i) To provide independent evidence-based advice to Central and State Government agencies on technology-based interventions;
ii) To build intellectual and institutional capacities in educational technology;
iii) Envision strategic thrust areas in this domain, and
iv) Articulate new directions for research and innovation.

It also talks about strengthening Central Institute of Educational Technology (CIET) to promote and expand Digital Infrastructure for Knowledge Sharing (DIKSHA) as well as other educational technology initiatives.

Further, the NEP, 2020 has recommended following key initiatives:

i) To conduct a series of pilot studies for online education,
ii) Invest in creating digital infrastructure,
iii) Promoting appropriate online teaching-learning platforms,
iv) Creating e-Contents, digital repositories and their reliable dissemination,
v) Focus on addressing digital divide in the country,
vi) Leveraging technology for creating virtual labs for easy and equal access to all students,
vii) Training of teachers and incentivizing their digital literacy,
viii) Extensive use of online exams and assessments including on 21st Century skills, emphasizing the importance of blended learning,
ix) As technology gets integrated, laying down standards will assume significance, and
x) A rich variety of educational software in all major Indian languages will be developed.

**3.4 Problems of Educational Technologies in Higher Education**

Education system in India faces various problems for the new technologies in education as there are not enough access to Computer hardware and Computer software in education institutes, there is also lack of adequate technical support for Higher Educational Institutes, there are not enough teacher training opportunities found in the system there is also lack of knowledge about ways to integrate technologies to enhance curriculum, The quality of higher and technical education in India is low due to lack of employability and skill development. There is huge difference among universities and colleges are centered in a metropolitan and urban city, thereby leading to the regional disparity in access to higher education, due to the budget deficit, corruption and lobbying the universities in India lack the necessary infrastructure, many Colleges and Universities classrooms are also not well maintained and equipped for the ICT classroom, or easy accessibility for learning. There is outdated and irrelevant curriculum, a wide gap between requirements and universities' curriculum is the main reason for not having advance technological use in Universities. Poor fund allocation in Research, and low levels of engagement and PhD enrolment, has led to fewer opportunities for interdisciplinary and multidisciplinary research affecting the Higher Education in India. Education in India faces the problem of regularity the challenges of over-centralization, lack of accountability and transparency, and bureaucratic structures has increased the burden of administrative functions of Universities and the core focus on academics and research is diluted.

### 3.5 Impact of ET on Higher Education System in India

Educational Technology has a tremendous impact on education system for absorption of knowledge to both teachers and students through the promotion of:

i) **Active learning:** Technological tools help for information obtained for students' they are all being computerized and made easily available for inquiry. Memorization-based or rote learning is also reduced, Technology promotes learner engagement as learners choose what to learn at their own pace and work on real life situations' problems.

ii) **Collaborative and Cooperative learning**: Educational Technology encourages interaction and cooperation among students, they get a chance to work with distance people of different cultures and working together in groups, hence it helps students to enhance their communicative skills as well as their global awareness.

iii) **Creative Learning:** Educational Technology promotes the manipulation of existing information and create own knowledge and understanding, it also helps in to get creative enhancement of learning among students.

iv) **Integrative learning:** Educational Technology promotes an integrative approach to teaching and learning, by removing the barrier between theory and practice.

v) **Evaluative learning**: Educational Technology for learning is student-centered and provides useful feedback through various interactive features. It allows students to discover and learn through new ways of teaching and learning which are sustained by constructivist theories of learning rather than students do memorization and rote learning.

Thus, Educational Technologies has played an extensive role in the field of higher education as these technological developments like digital cameras, projectors, mind training software, computers, Power point presentations, 3D visualization tools; all these have become great sources for teachers to help students grasp a concept easily. It has to be understood that visual explanation of concepts makes learning fun and enjoyable for students. They're able to participate more in the classroom and even teachers get a chance to make their classes more interactive and interesting, it has also bridge the gap of geographical imitations, with the introduction of online degree programs there is less need of being present physically in the classroom. Several universities have started online degree courses that has helped students join Distance learning and online education. Education technologies have been taken quite seriously by many state governments and by certain private sector initiatives, most of these programmes are aimed at preparing students for their Future needs. To enable technology in India, computer based learning system must be introduced from the junior level so that the students become computer users from very young age and are not afraid of using Education Technology when actually needed.

## 4. CONCLUSION :

Technology can reduce the tremendous effort given by students to gather books and journals for acquiring knowledge and increase students' focus on more important knowledge gathering specific information. Technology represent education in ways that help students understand latest concepts and ideas. The Educational Technology enables teachers to integrate project based learning. With guidance from effective teachers, students at different levels can use these tools to construct knowledge and develop skills required in modern society such as presentation skills and analytical skills. In the present time the teacher's role in teaching is not just to guide but also to facilitate the students. The teacher has to facilitate the learning by providing students with access to technology. The teachers can find the means to engage students more easily in learning and to cater to the various needs of different student.

**REFERENCES :**


1. Altaf, F., & Abraham, J. (2021). Effectiveness of ICT Based Learning Material in Science Learning. *Indian Journal of Educational Technology*, *3*(1), 1–9.
2. Goswami, C. (2014). Role of Technology in Indian Education. *International Proceedings of Economics Development and Research*, *79*(2), 6–10. https://doi.org/10.7763/IPEDR
3. Mangal, S. K., & Mangal, U. (2009). *Essentials of educational technology*. PHI Learning Pvt. Ltd.
4. Mata, L., & Ghiatau, R. M. (2019). TEACHERS' ATTITUDES TOWARDS UNETHICAL USE OF MOBILE TECHNOLOGIES IN HIGHER EDUCATION. *Proceedings of the 3rd International Baltic Symposium on Science and Technology Education*, 126–129.
5. Padma , B. (2013). ICT IN INDIAN HIGHER EDUCATION: TRENDS AND DEVELOPMENTS. *Shanlax International Journal of Education* , *2*(1), 15–28.
6. R, N. (2019). IMPACT OF TECHNOLOGY ON EDUCATION. *Journal of Emerging Technologies and Innovative Research (JETIR)*, *6*(7), 166–169.
7. *Raja, R., & Nagasubramami, P. C. (2018). Impact of modern technology in education. *Journal of Applied and Advanced Research*, *3*, 33–35. https://doi.org/ https://dx.doi.org/10.21839/jaar.2018.v3S1.165
8. *Role of Ncert in development of educational technology - module details role of Ncert in development*. Studocu. (n.d.). Retrieved November 30, 2022, from https://www.studocu.com/in/document/saurashtra-university/communication-technology/role-of-ncert-in-development-of-educational-technology/18995488
9. Sai, N. R., Kumar, S. C., & Prasad, K. D. (2011). IMPACT OF TECHNOLOGY ON HIGHER EDUCATION IN INDIA. *Journal of Software Project Management and Quality Assurance*, *1*(1), 5–9.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/003 --:-- Research Article/Paper

# Kanyashree Prakalpa and Galatea effect on minority students

**Samrat Sikder**
Ph.D Research Scholar
Baba Saheb Ambedkar Education University
(Erstwhile The West Bengal University of Teachers' Training, Education Planning and Administration), Kolkata.
Email - samrat.edu86@gmail.com

## 1. INTRODUCTION:

The Government of West Bengal launched different schemes for developing the Girls' education. There are large number of girls students, are not able to get their education because of economic problems. And to overcome this situation the West Bengal Govt. launched Kayanshree Prakalpa. Under the Kanyashree Prakalpa the girl students of West Bengal will get economical help/support from the government fund in order to finance their education. The main objective of this scheme is to ensure that girl students receive education at least till the age of 18 yearsand delay their marriage. Through this prakalpa, the life and status of girls student will improved as they will get education. Deb, P. (2020) has worked on Effectiveness of Kanyashree Prakalpa, for the women empowerment in Murshidabad district of west Bengal. Result found that Kanyashree Prakalpa, an initiative taken by the Government of West Bengal has successfully spread among the community-at a large by the public libraries.

In the other factor of the study, the Students believes that they can succeed and contribute their performance/academic achievement for rises the level of their own expectations. The Galatea Effect: The Power of Self-Assessment, even more powerful than the Pygmalion effect, the Galatea effect is a compelling factor in students' performance. A Teacher, who can helps the student to believes in them and their effectiveness has used as a powerful performance-enhancing tool. When applied as a Galatea effect, these words means that a person's opinion of his ability and his self-esteem about his performance greatly determine his performance. If a student thinks she/he can succeed, she/he is more likely to succeed. Therefore, a teacher may take any action for increase the students' sense of positive self-esteem; to help the students improve their productivity.

In general, we direct and judge the galatea effect inside the classroom but many external factors are there that make the students self-confident, self-motivate, make them interested in their studies, and lead to achievement. McNatt and Judge (2004) in their research paper in Model of Self-Fulfilling Prophecy Relationship mentioned that the components of Galatea effect is Self-Efficacy, Motivation, and Performance.

Daodo, K. and Itoh, H. (2007) created an Agency Model on the Pygmalion effect and galatea effect. Researcher showed that high efforts a personal parity if the agent's ability is sufficiently high. The agent's self-expectation about his/her performance condition actual performance. Hence, researchers concluded that the agent with high expectations about the performance can be induced to choose high effort with low-powered incentives. Biswas, S. and Deb, P. (2020) worked on effectiveness of kanyasree in women empowerment in Murshidabad. Investigator conclude that solution may be done to all the problem of rural development and empowerment of economically backward section of society, especially women by Kanyasree Prakalpa. Karim, A. Palit, K. and Guha, D. (2021) worked on present scenario of Kanyasree Prakalpa on girls students. The main objective of the study is to analysis of the Kanyasree Prakalpa on girls' education and capacity building of women. Through this investigation, the investigator was found that the girls' who were enrolled in the Kanyasree Prakalpa,help them for self-empowerment.

## Research Questions:

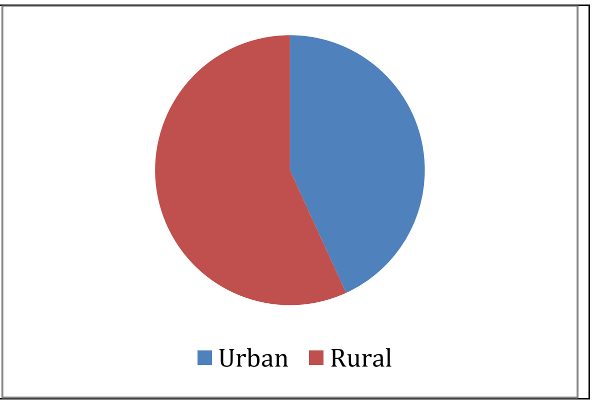
Here is the researcher to show how the Kanyashree Prakalpa helps minority students for galatea effect?

**Population and Sample of the study:**

All high secondary girls' students of Murshidabad District of West Bengal constituted the population of the present study.

**Table: 1.** Sample Statistics Location of School wise

| Categorical Variables | | Frequency | Percent |
|---|---|---|---|
| Valid | Urban | 60 | 43.17 |
| | Rural | 79 | 56.83 |
| | Total | 139 | 100 |




### 1.1. Statement of the Problem:

The purpose of the study was to examine the galatea effect of the high secondary minority girls' students as a result of the Kanyashree Prakalpa.

## 2. MATERIALS & METHODOLOGY/PROCEDURE OF THE STUDY:

Here independent variable is Kanyashree Prakalpa and dependent variable is Galatea effect. There rsearcher have employed survey method. The primary data was collected from January 2021 to May 2021 form Murshidabad District of West Benagal. The data was collected form 139 high secondary minority girls student of rural and urban area of Murshidabad. It attempts to describe and interpret effects, attitudes, motivation, performance etc. of the phenomenon. One questionnaire were used with a five-points scale to collect the views of high secondary minority girls students about the Kanyashree Prakalpa and galatea effect.

Here the researcher conveys a query to the students of class 11 and class 12 through google sheet to about 250 students of 6 girls' schools through whatsapp, in which only the response of minority students is selected and data entry is done. The collected data were analyzed by using Chi-square that is non-parametric test.

## 3. ANALYSIS:

**Table 2: Responses of Students Descriptive Statistics of Different Items**

| **Hypothesis** | | **SA** | **A** | **UD** | **DA** | **SDA** | **Total** | **Mean** | **Std. Dev.** | $\chi^2$ |
|---|---|---|---|---|---|---|---|---|---|---|
| **H1-**Minority Girls' students feel proud to be called as Kanyashree. | Rspn | 67 | 34 | 29 | 6 | 3 | 139 | 4.12 | 1.025 | 95.928 |
| | Prcnt | 48 | 25 | 21 | 4 | 2 | 100 | | | |
| **H2-**KanyashreePrakalpahas made minority girls' students self-dependent. | Rspn | 87 | 30 | 19 | 2 | 1 | 139 | 4.44 | .835 | 178.806 |
| | Prcnt | 63 | 21 | 14 | 1 | 1 | 100 | | | |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **H3-**KanyashreePrakalpa has inspired minority girls' students to study. | Rspn | 105 | 21 | 10 | 2 | 1 | 139 | 4.63 | .744 | 277.223 |
| | Prcnt | 76 | 15 | 7 | 1 | 1 | 100 | | | |
| **H4-**KanyashreePrakalpa encourages minoritygirls students to go to school every day. | Rspn | 94 | 22 | 21 | 1 | 1 | 139 | 4.49 | .829 | 212.187 |
| | Prcnt | 67 | 16 | 15 | 1 | 1 | 100 | | | |
| **H5-**Due to KanyashreePrakalpa, increasing minority girls' students are more present in the classroom. | Rspn | 61 | 34 | 39 | 4 | 1 | 139 | 4.08 | .948 | 91.755 |
| | Prcnt | 44 | 24 | 28 | 3 | 1 | 100 | | | |
| **H6-**KanyashreePrakalpa has made the minority girls' students mentally strong. | Rspn | 101 | 19 | 10 | 5 | 4 | 139 | 4.50 | .981 | 246.000 |
| | Prcnt | 73 | 14 | 7 | 3 | 3 | 100 | | | |
| **H7-**Due to KanyashreePrakalpa, minority girls' students have learned to dream of doing something in life. | Rspn | 52 | 40 | 34 | 12 | 1 | 139 | 3.89 | 1.033 | 62.619 |
| | Prcnt | 37 | 29 | 24 | 9 | 1 | 100 | | | |
| **H8-**Since it is one of the conditions for a girl not to get married, so minority girls' students can study for 18 years without any hindrance. | Rspn | 62 | 31 | 33 | 11 | 2 | 139 | 4.01 | 1.067 | 77.511 |
| | Prcnt | 45 | 22 | 24 | 8 | 1 | 100 | | | |
| **H9-**At the end of the high school, one time 25000 rupees is interested in getting higher education inthe future. | Rspn | 41 | 53 | 24 | 12 | 9 | 139 | 3.76 | 1.160 | 51.324 |
| | Prcnt | 30 | 38 | 17 | 9 | 6 | 100 | | | |
| **H10-**KanyashreePrakalpais developing the independent consciousness of minoritygirls students which is helping the students in academic achievement. | Rspn | 88 | 37 | 8 | 5 | 1 | 139 | 4.48 | .820 | 192.043 |
| | Prcnt | 63 | 27 | 3 | 3 | 1 | 100 | | | |

df=4 Table value $\chi^2$ at 0.05 level=9.488`

**Above Table 2 shows that $\chi^2$ value of the responses of students are greater than the table values at 0.05 level of probability. Hence, all the statements are accepted and also all the responses are normally distributed.**

**H1**- The calculate value of $\chi 2$ is 95.928 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that minority girls students feel proud to be called as Kanyashree.

**H2-**The calculate value of $\chi 2$ is 178.806 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that Kanyashree Prakalpa has made minority girls' students self dependent.

**H3-**The calculate value of $\chi 2$ is 277.223that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that Kanyashree Prakalpa has inspired minority girls' students to study.

**H4-** The calculate value of $\chi 2$ is 212.187 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that Kanyashree Prakalpa encourages minority girls' students to go to school every day.

**H5-**The calculate value of $\chi 2$ is 91.755 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that due to Kanyashree Prakalpa, increasing minority girls' students are more present in the classroom.

**H6-**The calculate value of $\chi 2$ is246.000 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that Kanyashree Prakalpa has made the minority girls' students mentally strong.
**H7-**The calculate value of $\chi 2$ is 62.619 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that due to Kanyashree Prakalpa, minority girls' students have learned to dream of doing something in life.
**H8-**The calculate value of $\chi 2$ is77.511 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude thatSince it is one of the conditions for a girl not to get married, so minority girls' students can study for 18 years without any hindrance.
**H9-**The calculate value of $\chi 2$ is 51.324 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude thatat the end of the high school, one-time 25000 rupees is interested in getting higher education inthe future.
**H10-**The calculate value of $\chi 2$ is 192.043 that is greater than the critical values of $\chi^2$ at both the 0.05 and 0.01 levels. Hence, the hypothesis can be accepted and conclude that Kanyashree Prakalpa is developing the independent consciousness of minority girls' students which is helping the students in academic achievement.

## 4. RESULTS AND DISCUSSION:

Most of the students support Kanyashree Prakalpa in one sentence. The provision of separate incentives for female students is making them directly and indirectly self-dependent, which is causing galatea effect in female students. The students are able to raise their heads and say, "Since we can afford our own tuition, no obstacle can stop us from getting good results." The students are feeling proud to be part of Kanyashree. When there are no financial constraints, students are able to motivate students to study. We know that extrinsic incentive creates motivation in any students, which in turn to intrinsic motivation. Any intrinsic motivation causes students to have a galatea effect. As the galatea effect continues to take effect in students, their interest in school increases. Students will be enriched by the knowledge and skill from the teacher's as soon as they are directed towards the school and the galatea effect of the students will be when the knowledge is spread. At times, student attendance rates reinforce those ideas. It has been shown that due to the convenience of Kanyashree Prakalpa, the attendance rate of students has increased a lot.

Kanyashree Prakalpa has empowered the minority girls' students by changing their economic as well as mental state, so that the students have learned to dream, of doing something in their life. Kanyashree Prakalpa has caused self-efficacy among the students. This self-efficacy is one of the main factors of galatea effect. That is to say, Kanyashree Prakalpa is developing the independent consciousness of the girls students which is giving them the power of study on their own.

One of the aims of Kanyashree Prakalpa is girl student's incentive and other side factors of galatea effect are self-efficacy, motivation, etc. Mainly we see two types of motivation, that is extrinsic motivation and intrinsic motivation. This incentive is an extrinsic motivation that gives the students desire to do something on their own and that is reflected in the achievement of the students.

## 5. CONCLUSIONS:

The Galatea effect is produced in students when they are newly empowered to do a new task. So many minority girls come from conservative families, and many minority girls come from poor families to study, and in many cases, they do not get proper family support for education, which has a very negative effect on girls' continuing education, and which also demotivate girls. The Kanyashree scheme is a financial aid that alleviates various family economic problems of girls, while encouraging girls and their families to pursue further education. Minority girls tend to get married at a very young age due to family reasons, and in many cases girls marry themselves without family permission. As Kanyashree scheme expects to get 25 thousand rupees allowance after 18 years, so they don't want to get married before 18 years.

When girls become Kanyashree girls it means girls are becoming economically strong i.e. self-reliant. Kanyashree girls are proud, this pride inspires self and above all becomes mentally strong. As a result, girls are attending school every day, dreaming of making something of themselves in life. As the minority Kanyashree girls are developing an independent spirit, they are able to protect themselves from early marriage.

**REFERENCES:**


1. Mukherjee, M & Pal, S 2017; Conditional Cash Transfer' As a Public Policy Design on Women Education: A case Study of 'Kanyashree Prakalpa, The Signage, Vol. 5 No. 1, pp., 23-40.
2. Biswas, S & Deb, P, 2020; A study of effectiveness of Kanyashree Prakalpa in women empowerment in Murshidabad district of west Bengal: Role and contribution of teachers, Gram panchayats and librarians, International Journal of Applied Research, 6(11): 407-414.
3. Bandyopadhyay, S 2020; Kanyashree Prakalpa in West Bengal: An Inter District Performance Analysis, RAY: International Journal of Multidisciplinary Studies, Volume V, No. 1, pp. 31-44.
4. Karim, A., Palit, K., & Guha, D. 2021; Empowerment Of Girls And Kanyashree Prakalpa: The Present Scenario, IJMER, Volume-10, PP. 182-185
5. Das, P.K. (2014). Scheme for preventing Girl Child marriage: Special reference to Kanyashree Prakalpa of West Bengal, Indian Streams Research Journal. 4(10), available on http://isrj.org/UploadedData/5523.pdf.
6. Sen, R. (2014). Kanyashree Prakalpa, A Scheme for the Empowerment of Adolescent Girls in West Bengal, India, the paper presented in Girl Summit (Department for International Development, UK and UNICEF in London).
7. Biswas, H.K. 2021, Impact Of Kanyashree Prakalpa On Educational Progress Of School-Going Girls: A Case Study Of Domkal Block In Murshidabad District Of West Bengal, International Research Journal of Modernization in Engineering Technology and Science, Volume:03, pp-1103-1108


**Web References:**


- https://www.allresearchjournal.com/
- https://en.wikipedia.org/wiki/scientific
- https://www.gktoday.in/current-affairs/kanyashree-prakalpa-scheme-west-bengal-government-removes-lifts-family-income-ceiling/
- www.indiafilings.com/learn/kanyashree-prakalpa

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/004 --:-- Research Article/Paper

# USE OF QUESTIONING STRATEGY IN DEVELOPING OF CREATIVE THINKING

**Ms. Sushma**
Ph.D. Research Scholar, University School of Education
Guru Gobind Singh Indraprastha University, Dwarka, Delhi, India
Email: Sushma.6461@gmail.com

***Abstract:*** *Thinking skills must be implemented in meaningful, purposeful, contextual teaching-learning situations that require active use of the skills in inquiry, discovery, problem solving and decision-making. There are numerous strategies that foster creative thinking. Many are already employed in classrooms. What is currently lacking is systematic, mindful, skillful implementation of these strategies on the part of most teachers and students. To encourage students to ask unusual challenging questions may encourage students in promoting creative behaviour. When students see that they can ask their questions and not worry about the reactions to their behaviour, their creative behaviour extends to other areas.*

*As a result, the purpose of this paper is to describe the significance and usefulness of questioning strategy in developing of creative thinking in students and also it describes how this strategy is being used by teachers to develop creative thinking of students.*

***Key Words:*** *Questioning, Thinking Skills, Creative Thinking, Creativity, Questioning Strategy.*

## 1. INTRODUCTION :

The most significant aspect of the classroom is the relationship between the teacher and the students. Questions are essential for assisting students in acquiring fundamental knowledge, improving problem-solving abilities, or engaging in higher-order thinking activities like assessment. Students and teachers may both pose questions: They are indispensable teaching and learning techniques. For educators, asking good questions is a crucial skill that any individual can master. Likewise, techniques for assisting pupils in enhancing their own capacity to pose and construct inquiries can be acquired. Addressing the proper questions and rising them is a crucial learning ability that pupils need to be learned.

Questioning boosts recall, enhances the learning process, helps students to use their imaginations and solve problems, as well as their feeling of curiosity and creativity. (Zolfaghari, Fathi & Hashemi, 2011). Teachers and instructors have traditionally employed questions as a teaching method to gauge students' understanding, assess their learning, and foster critical thinking. Questions that are well-crafted bring up fresh ideas, spark debate, and encourage a thorough investigation of the issue. By confusing pupils, frightening them, and restricting their ability to think creatively, badly crafted questions can hinder learning. Instead, than inquiring higher-order, divergent questions that encourage deep thought and require students to analyse and evaluate topics, teachers usually frequently ask lower-order, convergent questions that depend on students' accurate recollection of previous knowledge.

Questions are frequently used to elicit recall of prior knowledge, improve comprehension, and develop critical-thinking abilities. Teachers ask questions to encourage conversation and peer engagement, to assist students understand what they have learned, and to thoroughly examine the material. Higher-order learning is facilitated by student-initiated questions because they encourage students to analyse data, make connections between seemingly unrelated ideas, and express their ideas. Teachers can practise and reinforce a variety of questioning approaches throughout the question-and-answer session to energise students and promote critical thinking in the classroom. Through discussions and group projects, for example, students must be allowed to express their thoughts, queries, and curiosities in a setting where they are valued, accepted, and expected.

**1.1 CREATIVE THINKING**

creativity as **a process that generates products, ideas, or even performances that are both original and effective** (Glăveanu, 2018).

Wallas' (as cited in Davis, 1983) conception of creative thinking centers on process. It includes four stages: preparation, incubation, illumination and verification. The preparation stage entails investigating and clarifying the problem as well as the requirements for potential solutions. The incubation stage is typically a period of subconscious activity, similar to reflection. (Guilford as cited in Davis 1983). Illumination is when seemingly sudden ideas, connections and transformations take place. In the last stage, verification, the product is evaluated. John Dewey believed that there are only two stages, "a state of doubt, complexity or mental difficulty in which thinking originates; followed by an act of searching, hunting or inquiring to find material that will resolve the doubt, and settle and dispose of the perplexity" (Dewey as cited in Davis 1983, 100).

Thinking that is both conscious and unconscious, such as that which takes place during an incubation phase when no work is being done, might result in creative ideas. This particular stretching of patterns is what we aim for when we educate in a way that fosters creativity. Students consider the material from a variety of perspectives, apply it in creative ways, or connect it to novel or intriguing concepts. These relationships strengthen the connections to the subject matter as well as the smart behaviours associated with more adaptable thinking. In fact, a system of instruction intended to help students observe the meaning in academic content, then learn and retain it by relating it to their daily lives, includes creative thinking as a key component (Johnson, 2002). This system emphasises creative thinking as one of the most crucial methods for helping pupils learn.

**The Questioning Skill**

Silverman (1980) observed bright students and experienced teachers and discovered that teachers don't give their students much information. Instead of teaching, they spend the majority of their time asking questions and do not provide answers. Teachers ask students for their comments by returning the questions in a unique way. After making a comment, teachers give them some feedback without passing judgement and enthusiastically welcome their reply. This kind of action encourages students to ask questions and directly participate in class tasks, that not only boosts creativity but also fosters a pleasurable, thoughtful, and creative learning environment. Students' innovative activity may be encouraged by encouraging them to ask odd, difficult questions. Students' creative conduct spreads to other areas after they realise, they can ask their favourite questions without worrying about the responses to their behaviour. (Kharazi, 2003 ).

**What is effective questioning?**

When students can actively participate in the learning experience by deliberately crafting answers, questioning is beneficial. According to research (Wragg and Brown 2001), successful questioning activities are expected to have the following advantages:

- Questions are prepared and directly related to the lesson's desired outcomes.
- Regular questions after the introduction of new knowledge which has been divided into small segments improve the understanding of fundamental abilities. Every phase must be accompanied by guided practise that gives students a chance to reinforce their knowledge and enables teachers to assess insights.
- Closed-ended questions are employed to test knowledge and memory of certain facts.
- Open-ended questions predominate.
- Question patterns are designed such that the intellectual level rises as the questions progress. This means that children are led to answers that necessitate growingly higher - level thinking skills while also being endorsed along the way by questions that require less refined thinking skills.

- Students are given the chance to pose their individual queries and look with their own solutions. They are stimulated to provide each other suggestions and opinions.
- Students feel at ease enough in the educational environment to keep trying, be uncertain, and lead to errors.

**Taxonomy of Questions**

- A closed question or convergent question seeks to elicit a single response or a small number of responses. On the contrary side, diverse questions are meant to provoke a variety of responses. Teachers employ convergent questions to extract the one, "finest" response from pupils. On the other hand, open queries or diversified inquiries elicit a range of responses that frequently call for a thorough justification.
- To many different questions, there isn't simply one "exquisite" response. Teachers utilise a variety of questions to promote debate and look at a range of hot topics.
- Different cognitive levels, from simple recollection of previously known knowledge to intricate critical thinking processes, may be the focus of a question. Consequently, questions may focus on various cognitive domains in order to achieve certain learning objectives. Depending on how difficult it is to think about each category, it is further separated into lower and higher orders.
- Bloom taxonomy classifies cognitive learning into six levels of complexity and abstraction. The six levels are remembering, understanding, applying, analyzing, evaluating, and creating.
- 

(Pujawan et al., 2022) according to the study's findings, learning activities based on the updated Bloom's Taxonomy have a stronger influence on the improvement of creative thinking skills. In contrast to other learning activities, this revised Bloom's Taxonomy-focused exercise may be utilised online and supports students' cognitive and knowledge development.

**2. Reviews of related literature :**

Lucas, B., & Spencer, E. (2017) lists five ways of thinking. According to the book Inquisitive Habit, people with creative minds ask specific questions about things to better comprehend them and generate new ideas. Simply asking questions about something does not necessarily make someone a creative thinker; rather, creative people act on their curiosity through discovery and follow up on their inquiries by actively seeking and learning more.

Teachers must provide their pupils the chance to think critically and creatively. According to research on classroom procedures, teachers frequently engage students in talking, asking questions, and critical thinking. (Ornstein 1995).

Students must be given the freedom to ask questions, investigate the answers, discuss concepts, and create meaning, understanding, and knowledge in the constructivist spirit. (Erickson 1995).

One of the best ways to include pupils in the delivery of the lesson is through questioning. By posing questions, teachers can get students to reflect on the lesson's material while also obtaining feedback from them to show how effective their instruction has been. (Atan Long, 1980: 135)

The classroom community should feel inclusive to all students and encourage inquiry, exploration, and discovery. (Caine and Caine 1991).

Students must feel comfortable to "explore the realm of wonder and possibility" if they are to develop into fearless, independent thinkers. (Erickson 1991,184).

**3. How to Formulate the Questions:**

In order to create questions that are appropriate for students' cognitive abilities and to respond to unusual responses, a competent teacher must be able to assess the listener. It is advisable to use a diverse range of questions to probe various cognitive capacities and knowledge fields. Repeating similar questions again and over could frighten students. Higher-order questions may not always be suitable before even building a solid understanding.

- **Socratic Method of Questioning**

A well-liked form of instruction is the Socratic method of questioning. This approach makes use of a type of inquiry that encourages open discourse in which various points of view are contrasted. In order to encourage original thought from the pupils, the course is presented through challenging and thought-provoking questions as opposed to merely delivering facts to them. Teachers who understand the Socratic method become adept at creating questions that fall into three categories: exploratory, spontaneous, and focused.

- Exploratory questions are used to gauge pupils' knowledge of the topic at hand. This kind of inquiry can be used to introduce a new subject to the audience, review previous talks of a subject, or assess the level of retention among the students from earlier lessons. Using this technique of questioning, a wide range of connected problems and subjects can be assessed. It's advisable to prepare exploratory questions and themes in advance to make sure the conversation is led intellectually.
- The best times to employ spontaneous questions are when students are really interested in the subject or when a conversation is lagging. Students' minds are prodded by way of impromptu questions to get them to consider their beliefs and presumptions. Through reflection on the issue being posed, this style of question encourages pupils to self-correct as opposed to receiving correction from the teacher. When a crucial point is brought up, when students are on the verge of making a breakthrough in their understanding, or when clarification is needed in a discussion, you can also employ spontaneous questioning.
- Through focused questioning, the instructor can focus the discussion on a few key points that she wants the listener to ponder on. Focused debate encourages critical thinking among students by making them assess their ideas and viewpoints. Students can participate in a structured conversation where they learn and exchange opinions and thoughts on the subject.

- **Student-generated Questions**

**Deep learning may result from questions created by students. Students were supposed to consider all potential answers, real and imagined, when there were not any clear-cut solutions to the questions posed in order to obtain a deeper understanding of the subject. The thinking complexity and involvement of the learners increased as a result of this questioning technique.**

- **Phrasing and Clarity**

The way a question is phrased and how clear the words are has a big impact on how appropriate it is. A question that is confusing to students and confuses their answer is considered ambiguous. Complex questions with several possible answers sometimes cause difficulty. Students can more easily comprehend the nature and extent of a question when it is asked in a well-crafted way. Even the most experienced instructor sometimes asks questions that are unclear or imprecise. Paying close attention to pupils' body language and nonverbal cues can provide cues that suggest possible problems. When the first stimulus does not elicit the desired response, reframing the question or adding clarification may assist students understand the inquiry's purpose. In other situations, asking the same question again after enough time has passed could be beneficial.

- **Psychological Safety**

The teacher should take into account whether the environment of the classroom is viewed as threatening, aggressive, or unsupportive if learners refuse to respond to questions despite repeating, rephrasing, and lowering the cognitive level of the inquiries. Students will be unable to articulate their perceptions aloud in a psychologically uncomfortable situation. The teacher's disposition and behaviour patterns have a significant impact on the perceived psychological safety of the educational setting. Students' feelings of safety and value will be undermined if you frequently interrupt them before they've completed speaking, break eye contact with the respondent, use an angry or dismissive tone of voice, make alienating facial expressions like wincing, or look away from the recipient.

Whenever asked a question, students who don't feel secure or comfortable will either not respond at all or will answer quickly but incorrectly. There may be multiple correct answers to a subject, thus students must also be informed that merely because their response did not agree with the instructor's does not indicate it was erroneous or worthless of discourse. Every student should feel appreciated, and the teacher should work to make that happen. The question should be given a thorough explanation, and students should be free to answer honestly without worrying about being penalised. It is crucial that the teacher provides constructive criticism. To promote more interaction, engage in actions like keeping eye contact, nodding, speaking or making encouraging noises, or asking a pupil to proceed with further clarification.

- **Sequencing and Balance**

Sequencing and balance are two more factors that contribute to good inquiry. In attempt to get the listener to respond in a substantial manner, questions are asked in a predetermined sequence. Questioning that are both convergent and divergent from distinct information domains and at different cognitive levels is what is meant by balance. On the other hand, striking a balance also entails being aware of how frequently questions are being used in comparison to the time spent introducing new material, offering examples, and getting students involved in other active-learning activities. Questioning too much might have unfavourable effects and make students passive. Pupils may become less interested in talks if questions are asked too frequently because they may feel intimidated or probed.

- **Wait Time or Think time strategy**

The amount and calibre of answers, as well as the start of further conversation, are all influenced by the length of the wait. Teachers frequently try to advance the dialogue by asking the same question, repeating the topic, or asking on students if students don't react to a question within a limited amount of time. It could be required to give pupils a one- to two-minute wait period before asking higher-order questions that call on sophisticated cognitive functions. There have been a number of response time studies with both little groups and big sessions. The optimal wait time and possible benefits including both students and teachers were determined by manipulating wait durations with participants at several levels of cognitive development in classrooms. The attitudes and actions of both students and teachers improved after the wait time was increased by merely a few seconds in a number of ways. The length of student responses, the proportion of students who offered to assist to answer, and the quantity of pass questions all increased with longer wait durations. Students considerably decreased the number of "I don't know" responses, and test results showed a considerable rise in student performance. After they extended wait times, changes in instructor behaviour were also noticed. While the quantity of questions decreased, the quality, creativity, and diversity of the questions rose. On the other hand, excessive waiting times may have a negative impact on student engagement. Depending on the question's intricacy and form, a waiting period of more than 20 seconds may be interpreted as pressuring and lead to responses that are as subpar.

Several teachers make the error of responding to their personal inquiries, which is rapidly self-defeating. Some educators try to break the quiet after a brief period of time by offering their own response to the question. This conduct has a number of detrimental effects. Students are denied the chance to consider the issue and come up with individual answers, a process that is crucial for education. The teacher is unable to discern what the students have learned as well as what they do not comprehend and requires further explanation. If students merely "wait out" the teacher, they will rapidly get used to this conduct. The teacher implicitly tells pupils that it is suitable for them to not respond to questions since the teacher will inevitably do so by continuously responding to his or her personal inquiries. The burden of studying will no longer be on the students. After an appropriate amount of time, if pupils still can't respond to a question, the teacher should rewrite it or change it to reflect a more straightforward supporting idea.

*Another tactic to increase student involvement is think time, which is closely tied to wait time.* Think time is a time of unbroken stillness that the teacher imposes to give everyone an opportunity to consider the topic and come up with a response. Because some students digest and reply to questions more quickly than others, enforcing a think period during which no answers will be allowed gives all students a chance to organise their ideas and come up with a solution.

## 4. What is Creative Questioning

Children are encouraged to be innovative and make each other think by trying to resolve open questions (what and why) and talking about the proper ways to answer them. ( Seyyed mohammadi , 2005 ) Brooks (2001) said that teachers engage in the following activities to assist students in developing their critical thinking abilities.:

- to give their questions a lot of weight.
- to consider them as rational thinkers capable of forming theories about the universe.
- to elicit their thoughts and opinions.
- to require that they explain why their answers make sense.
- to promote their scientific curiosity.
- to look for more than just the right answers. ( Biabangard , 2006 )

**5. Specific Strategies that develop creative thinking skills in the classroom**

The best strategy for fostering creativity in pupils would be to foster their strategic thinking by having them learn various innovative techniques in the classroom. An adaptive method or combination of methods, creative strategies systematically organise action to achieve the intended purpose or goal. These methods are characterised by adaptability in planning, ambient adaptation, the development of a fun and fulfilling environment, interactive roles for students and teachers, productivity or personal accomplishments, a good level of happiness, and self-learning consciousness. These techniques aim, among other things, to enhance one's ideation, interactivity, exposition, linguistic competence, ability to articulate and defend one's personal perspectives, argumentative skills, cooperation, and role-playing abilities. Their focus on developing mindsets, values, emotional neediness, and perseverance in the work at hand distinguishes them from other tactics

**6. How questioning develops the creative thinking among students?**

Questioning is a better way used by educators to develop creativity among students. Following are the types of questioning: -

1. Redefining Questions
2. Consequences questions
3. Hypothetical questions
4. Provocative questions
5. Questions that seeks new relationships
6. Divergent questions
7. Challenging assumptions questions
8. Questions for future problem-solving
9. Open-Ended questions

Enhancing your asking strategy can not only help students make closer relationships with the material and assess their understanding, but it can also foster a good learning environment in the classroom by promoting deeper insights inquisitive discourse. While providing your students with the chance to offer understanding responses is crucial, creating a positive learning environment improves comprehension and learning. There are many different types of questions, and they can be divided into lower order, frequently closed ended questions that only need the student to retain one answer. Higher order questions are more in-depth and urge learners to reflect. It is critical to employ both kinds of questions for learning and assessment; yet, studies have revealed that humans frequently use lower order inquiries more frequently. Developing and broadening your question set benefit both teacher and the student. Your students are encouraged to expand their knowledge and grasp of the subject. Effective inquiry stimulates conversation, which can lead to improved comprehension. It can also assist you in identifying misconceptions. This provides greater formative evaluation data for future education.

**7. CONCLUSION :**

The approaches that foster creativity will assist us in teaching effectively. Empowering pupils to be creative necessitates allowing them to solve issues and discuss effectively in unique and appropriate ways. Learning occurs best when students are involved in defining and fulfilling goals, as well as connecting learning to personal experiences in novel ways. Students gain competence by being immersed in discipline-specific difficulties. Aside from creativity, we see that asking questions, resolving conflicts, connecting material to individual and creative ideas, and expressing solutions all assist children in learning.

Developing creative thinking skills is critical in teaching process. The term "creative thinking" refers to the type of thinking that led to innovative ideas, innovative methods, new possibilities, and entirely new ways of perceiving and conceptualising of things. Some prominent examples of creative thought products include music, poetry, dance, drama literature, innovations, and technological developments. The concept of creativity as a mechanism for rejuvenating and maintaining societies adds a new level of accountability to teachers. Many strategies and techniques have been developed to assist people in coming up with innovative ideas. In any event, combining awareness with approaches for improving creative thinking provides individuals with a collection of techniques to utilise in their exploratory behaviour. There are several ways for encouraging creative thinking. Many are always in the classroom. Questioning is one of the most popular and useful. Something that most teachers and students presently lacking is structured, deliberate, and efficient implementation of these methods.

**REFERENCES :**

1. Beghetto, R. A. (2010). Creativity in the classroom. In J. C. Kaufman & R. J. Sternberg (Eds.), The Cambridge handbook of creativity (pp. 447-463). New York: Cambridge University Press
2. Bowker MH. Teaching students to ask questions instead of answering them. *Thought & Action.* 2010;26(Fall):127–134. [Google Scholar]
3. Brancati FL. The art of pimping. *JAMA.* 1989;262(1):89–90. [PubMed] [Google Scholar]
4. Ciardiello AV. Did you ask a good question today? Alternative cognitive and metacognitive strategies. *J Adolesc Adult Lit.* 1998;42(3):210–219. [Google Scholar]
5. Crawford, R. (1954). Techniques of creative thinking. New York: Hawthorn Books
6. Davis, G. A. (1983). Creativity forever. Kendal/Hunt, Iowa, Dubuque. *Davis, GA & Rimm, SB (1985) Education of the gifted and talented. Prentice Hall Inc., Anglewood, Cliffs, New Jersey*, *216*.
7. Lucas, B., & Spencer, E. (2017). *Teaching Creative Thinking: Developing learners who generate ideas and can think critically (Pedagogy for a Changing World series)*. Crown House Publishing Ltd.
8. McComas W, Abraham L. Asking more effective questions. Rossier School of Education. http://cet.usc.edu/resources/teaching_learning/material_docs/Asking_Better_Questions.pdf. Accessed December 4, 2012. [Google Scholar]
9. Neal MA. Engaging students through effective questions. *Educ Can.* 2012;52(4) www.cea-ace.ca/education-canada/article/engaging-students-through-effective-questions. Accessed October 16, 2012. [Google Scholar]
10. Pujawan, I. G. N., Rediani, N. N., Antara, I. G. W. S., Putri, N. N. C. A., & Bayu, G. W. (2022). Revised Bloom Taxonomy-Oriented Learning Activities to Develop Scientific Literacy and Creative Thinking Skills. *Jurnal Pendidikan IPA Indonesia*, *11*(1), 47-60.
11. Rowe MB. Wait time: slowing down may be a way of speeding up! *J Teach Educ.* 1986;37(1):43–50. [Google Scholar]
12. Tofade T, Elsner J, Haines ST. Best practice strategies for effective use of questions as a teaching tool. Am J Pharm Educ. 2013 Sep 12;77(7):155. doi: 10.5688/ajpe777155. PMID: 24052658; PMCID: PMC3776909.
13. Yang YC, Newby TJ, Bill RL. Using Socratic questioning to promote critical thinking skills through asynchronous discussion forums in distance learning environments. *Am J Distance Educ.* 2005;19(3):163–181. [Google Scholar]
14. Zolfaghari, A. R., Fathi, D., & Hashemi, M. (2011). Role of creative questioning in the process of learning and teaching. *Procedia-Social and Behavioral Sciences*, *30*, 2079-2082.
15. https://granite.pressbooks.pub/teachingdiverselearners/chapter/questioning-2/

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/005 --:-- Research Article/Paper

# FLIPS: Essential Life Skills for Learners at Higher Education

**[1]Sheetal Prajapati, [2]Dr Narendra Kumar**
[1]Research Scholar, Department of Education, Central University of Rajasthan, Bandarsindri
[2]Assistant Professor, Department of Education, Central University of Rajasthan, Bandarsindri
[1]Email I'd: sheetaldna@gmail.com, [2]Email I'd: drnarendra09@gmail.com

***Abstract:*** *Due to the increased population, rapid changes in the environment, and drastic changes in the environment, it is crucial that we develop life skills that will enable us to perform better in the workplace. In order to produce capable graduates, the education sector is under intense pressure. So, to become a responsible citizen, employable, competent, capable, productive, social, and to become effective leader, therefore, it is necessary to develop life skills (Flexibility, Leadership skills, Initiative, Productivity, and Social skills) among higher education learners. This research paper includes life skills (FLIPS), importance of life skills (FLIPS), the expected qualities of higher education learners that they need in the 21st century, and role of FLIPS as a foundation to achieve the goals of higher education. Since this is a period of transformation, life skills at the institutional level play an important role. For students to be seamlessly integrated into the workforce and competent at the workplace, they must be equipped with the necessary industry skills, including soft skills. For this purpose, NEP 2020 also emphasized on life skills. A curriculum for adult learners should be prepared in which five types of programs are available: foundational literacy and numeracy, critical life skills, vocational skills, basics in education, and continuing education.*

***Keywords:*** *life skills (FLIPS), Higher Education, Learners*

## 1. INTRODUCTION:

To work in today's world, one must have an expertise in life skills. After COVID-19, this has been seen in higher education learners that there is a lack of life skills and the reason for this is "online teaching". They didn't get a platform where they can participate in group activities where they can easily overcome their stage fear, lack of communication with their batchmates, and lack of positive social skills required in the workplace.

According to WHO in 1993, learners should possess the knowledge and abilities that allow them to maintain their health, have positive self-perceptions, actively participate in society, and successfully navigate the challenges of daily life in order to prepare people for life. In order to implement what they have learned in their lives generally and to make it possible for people to deal effectively with crises, these skills assist adult learners in achieving sustainable development for life. Life skills help people move towards productive work in an alluring way, raise awareness, contribute to society's culture, and interact with others. Therefore, the research's purpose was to explore the new pedagogical approaches through which various life skills can be developed among learners. Also, the research discusses the benefits of life skills, & the process of how (Flexibility, Leadership, Initiative, Productivity, & social skills) these skills can be developed which helps in reducing stress & pressure with the help of various teaching strategies in higher education. A study was conducted on graduate students of Mustafa Kemal University in 2016-2017. They found that pedagogical approaches positively affected life skills (Balaman et al., 2018). In research, on life skills in the 13–15 age range, Pujar and Patil (2016) discovered that learners who got instruction on life skills developed skills like problem-solving and coping with stress.

Now, is the time to provide the best opportunities for students to learn life skills & ground self-identity (Perret-Clermont 2004, p. 4). While preparing young people for survival and the ability to participate in an increasingly skill-based global economy, life skills also help to improve human potential. We all know education is constantly evolving the primary goal that is to educate students to become autonomous & accountable members of society. The requirement for life skills to help students navigate adulthood remains constant despite changes in curriculum and standards over time. Life skills help in developing work-related ethics, becoming self-confident, & developing positive social skills & etiquette. When these skills are never taught specifically to a student, society can't expect students to be ready for college, careers, and most importantly, life.

According to UNICEF, these are psychosocial competencies for adaptable and positive behavior that enable people to successfully manage the demands and challenges of daily life. In simple words, life skills mean a competency required or desired for full participation in daily life. The skills that everyone needs to get the most out of life are referred to as life skills.

Rateau, Kaufman, and Cletzer, (2015), state that "In our highly competitive and rapidly changing world, it is increasingly critical that college graduates enter the workforce with skills for lasting success. Yet, according to numerous studies, today's college graduates often venture into the workplace unprepared to meet the demands of today's employers (p. 60)." The World Health Organization [WHO] has identified several healthy personality traits. While some of these skills are specific to certain situations while others have more general characteristics.

## 2. Definitions of FLIPS:

According to AES Education (Applied Educational System), 21st-century skills can be categorized into three domains like learning skills, Literacy skills, & life skills. Learning skills comprise of 4C's (Collaboration, Creativity, Critical-Thinking, & Communication), Literacy skills comprise IMT (Information, Media, & Technology), and Life skills can be abbreviated as FLIPS (Flexibility, Leadership, Initiative, Productivity, & Social skills).

***Flexibility:*** The potential to adjust or start changing oneself to best meet the demands of a situation or environment is known as flexibility and adaptability. Institutions are attempting to meet this demand by providing the option of online or hybrid study. Online teaching-learning provides more flexibility in teaching, assessment, and conducting examinations. Online teaching is having a good code of conduct in teaching-learning. The adaptability of online learning enables learners that they can access education and education-related material without concern for cost, accessibility, or quality. Additionally, flexible learning contributes to increased access to higher education, especially given that by 2025, enrolments globally are anticipated to double. Learners will get benefit from the flexibility of online education because it will allow them to continue pursuing their passions, gain knowledge at their own pace, and have peace of mind.

***Leadership skills:*** Leadership is a social influence process that maximizes the efforts of others in order to accomplish a goal. Student leadership entails involvement in the school community by students, who also gain useful skills in the process. Leadership is a life skill that teaches people how effectively create relationships with team members, defines identities, and complete tasks. It entails the students acting with honor and decency in order to create a secure and supportive learning environment. Leadership skills include motivation, teamwork, competency, support, power, communication, responsibility, & skills to lead the group successfully in a positive direction.

***Initiative:*** Initiative & self-direction both are important. The initiative's main purpose is to give chance to move or lead before others. The ability to set learning-related goals make plans for achieving those goals, independently manage time and effort, and evaluate the effectiveness of the learning experience is known as self-direction. Self-advocacy does not really come naturally to many learners. Reaching out to society that broadens the students' horizons is becoming easier every day that encourages students to identify a larger issue that needs to be resolved, and then assists them in connecting with subject-matter experts so they can gain more insight and knowledge. It comes with new pedagogical strategies.

***Productivity:*** To become productive in life the basic skills required are time management, goal-setting, planning, research, development, evaluation, revision, & application which a student needs to learn in this advanced modern world. Prioritizing, planning, and using knowledge and abilities to make decisions that will improve the quality of work in a constantly changing environment are all parts of productivity. Accountability is the act of displaying one's integrity through efficient time and resource management.

***Social Skills:*** Social skills are important to cultivate in higher education learners which helps them to become a productive member at their workplace, an appreciation of diversity, adaptability, and flexibility. Social skills generally include decision-making, interpersonal skills, using emotional intelligence, using constructive criticism, trusting others, cooperating with others, communicating effectively, compromising, etc. Organizing group activities can help students to learn social skills more effectively.

With these skills, learners are being able to meet the challenges of daily life in an environment that are constantly changing and hence requires all skills in this 21st-century skills in 21st-century learners at higher education. The importance of teaching life skills for the preparation of their workplaces, cannot be overstated in the classroom. Also, many educators believe that it is essential to teach life skills in the classroom that shapes a better future for a learner.

## 3. Importance of Life Skills:

By converting knowledge, attitudes, and values into practical abilities & people can act in healthy ways. So, it is crucial that knowledge and skills are formed in combination during the learning process. According to this research, the learning content could be organized using disciplinary and interdisciplinary concepts that aid students in understanding their surroundings (Centre for Science Education, Faculty of Science and Technology, University of Tartu, Estonia, et al., 2019). They found that sports activity also has a positive impact on students' life skills, especially on social and communication skills (Düz & Aslan, 2020). The relationship between learning and the need for education can help in the development of these skills. Skills can enable students to have higher accuracy and quality in the tasks which they perform in their daily life routines (Ghabakhlou et al., 2021). For a healthy lifestyle, one must have to learn about life skills and also implement or use these skills in everyday life. It enhances positive behavior that implies that a person has a forward-thinking attitude and is able to see opportunities for finding solutions even in the most challenging circumstances. A person is said to be "adaptive" if they have a flexible mindset and can change their behavior depending on the situation (WHO).

## 4. Issues related to the lack of life skills:

- Didn't know how to deal with failure
- Absence of parental support
- How to manage emotions
- How to improve the study habits
- How to manage time
- How to maintain a healthy relationship
- How to establish a healthy relationship
- How to work in a group effectively
- How to communicate effectively
- How to focus for a long time period on their studies
- How to cope with stress and pressure
- How to develop the ability to accept the ideas of others

Life skills can help to manage all these issues through which a learner faces many difficulties like pressure, stress, anxiety, etc

## 5. Expected qualities of higher education learner:

***A favourable outlook on the task, the group, and the study:*** Students must show that they are prepared to put in a lot of effort, that they aren't only applying to university for the social aspect, and have the work ethic and time management skills to succeed in a more challenging educational environment.

***A capacity for independent thought and work:*** A learner in higher education must have the capacity for independent thoughts and the capacity to work independently with productive work. Well, 89% of respondents point to kids' lack of autonomous thought and learning, and 75% say pupils lack social skills and, more concerningly, common sense.

***Capacity to be persistent and finish tasks:*** Learners of higher education must be dedicated and determined because 91% of university admissions officers look for evidence of these traits. Higher education learners must have the feeling of dedication and the capacity to accept accountability for work.

***An inquiring mind:*** Higher education learners must have a curious mind, but also a positive learning attitude, interest in the course, and the capacity for independent thought and effort.

**6. Role of life skills as a foundation for the achievement of goals of higher education:**
Life skills can help as a backbone for the achievement of the goals of higher education. For example, at present time the main goal of higher education is personality development so that learner can do their job anywhere. These are the abilities that are crucial because they enable us to design strategic and tactical strategies for professional and personal progress in the direction of our objectives.

**6.1 Goals which are proposed by the Radhakrishnan commission for higher education learners:**

- Such education must be given to the learners which helps in social, political, and economical conditions and provide a balanced relationship between politics, administration, profession, industry, etc.
- intellectual approach to life and encouraging youth to become more knowledgeable.
- putting a focus on social reform by developing visionary, perceptive, and courageous leadership
- identifying a person's intrinsic qualities and helping them to grow via appropriate instruction.
- Building national discipline, global awareness, intellectual growth, justice, freedom, equality, and fraternal feelings

**6.2 Goals which are proposed by Kothari Commission for higher education learners:**

- Updated knowledge to become efficient in the workplace
- Developing leadership skills which help in every spheres of life
- Must have knowledge about Indian arts, science, agriculture, medicine, & Industries
- There should be no cultural & social disparities among the people
- Working for the national integration

These are some goals that are related to higher education learners that must need to be achieved so that everyone can play an effective & productive role in their society, nation, & their world.
Learners can become competent because the present workplace needs competent employees this can happen only when he/ she knows about the current condition and needs of the workplace. They become a responsible citizen and these skills will allow them to maintain their health, have positive self-perceptions, actively participate in society, and successfully navigate the challenges of daily life in order to prepare people for life.

**7. CONCLUSION:**

Recent curricula emphasize the value of inquiry and teamwork across all subject areas to integrate life skills into the classroom curriculum. The primary curricular model has changed over the last few decades from encouraging collaborative learning and teaching inquiry skills to focusing on measurable outcomes. It is recommended that if as a teacher we want to be our learners as an employer as well as the skills through which they manage their life and work in the 21$^{st}$ century with the help of innovative teaching approaches. Additionally, it is necessary to incorporate skills among the learners, especially for teenagers provide an opportunity for experiential learning which help to gain some experience that helps in building their career & work productively at their workplaces. The Peaceful

Life Education Program was developed in this study by Zelyurt & Göktürk İnce in 2018 for peaceful life which is helpful for social adaptation and skills. PÕnar and Acar, 2012 said that minor peace can ease tensions, and a string of small agreements may result in lowering the tensions that boost the never-ending conflict. Achieving career goals appears to be directly related to living a successful life (Yuen et al., 2021).

The first and foremost goal of higher education which I personally believe is "higher education helps in extending life chances which implies that higher education learners must have the opportunities for the development of their-self, society, & nation with the help of flexible and continuation of educational mode".

Youngsters need the motivation to grow up in their life & become successful people. Teachers specifically mentioned how students benefit from international travel and school exchange programs because they gain valuable life skills, have a better understanding of themselves, and can set more concrete life goals. Not only internet skills are important for students but social skills (FLIPS) are also important in today's world. Student-led conferences are effective in assisting students in developing 21$^{st}$-century skills and are a crucial step in the development of students. Conferences can also help to develop skills among the students (Şişman & Bahadır, 2021).

**REFERENCES:**

1. Ahmed, D., Henari, T., & Alhitty, A. (2021). *Investigating Students' Development of 21 Century and Lifelong Skills During Covid-19 Crisis Education*. *16*, 2094–3938.
2. Aljohani, O. H., & Alajlan, S. M. (n.d.). *The role of Learning Neighborhood Programme in achieving the necessary life skills for adult learners in Saudi Arabia to confront the COVID-19 crisis*. 21.
3. Balaman, F., Bolat, Y., & Baş, M. (2018). *A Comparison Of Life Skill Levels Between Students Of Education Faculty And Students Of Pedagogical Formation: The Case Of Mustafa Kemal University, Turkey*. https://doi.org/10.5281/ZENODO.1227164
4. Bernhardt, A. C., Yorozu, R., & Medel-Añonuevo, C. (2014). Literacy and life skills education for vulnerable youth: What policy makers can do. *International Review of Education*, *60*(2), 279–288. https://doi.org/10.1007/s11159-014-9419-z
5. Bharath, S., & Kumar, K. K. (2008). Health Promotion using Life Skills Education Approach for Adolescents in Schools—Development of a Model. *Journal of Indian Association for Child and Adolescent Mental Health*, *4*(1), 5–11. https://doi.org/10.1177/0973134220080102
6. Cassidy, K., Franco, Y., & Meo, E. (2018). Preparation for Adulthood: A Teacher Inquiry Study for Facilitating Life Skills in Secondary Education in the United States. *Journal of Educational Issues*, *4*(1), 33. https://doi.org/10.5296/jei.v4i1.12471
7. Centre for Science Education, Faculty of Science and Technology, University of Tartu, Estonia, Semilarski, H., Soobard, R., & Rannikmäe, M. (2019). Modeling Students' Perceived Self-efficacy and Importance toward Core Ideas and Work and Life Skills in Science Education. *Science Education International*, *30*(4), 261–273. https://doi.org/10.33828/sei.v30.i4.3
8. Ghabakhlou, B., Ghalavandi, H., & Hosseinpour, A. (2021). Provision of curriculum model of student life skills at primary schools of Iran. *Propósitos y Representaciones*, *8*(SPE3). https://doi.org/10.20511/pyr2021.v9nSPE3.1124
9. Gupta, R. (2021). The Role of Pedagogy in Developing Life Skills. *Margin: The Journal of Applied Economic Research*, *15*(1), 50–72. https://doi.org/10.1177/0973801020974786
10. Nagaraju, M. T. V. (2016). STRATEGIES TO PROMOTE LIFE-SKILLS AMONG ADOLESCENTS. *European Journal of Education Studies*, *0*, Article 0. https://doi.org/10.46827/ejes.v0i0.221
11. Perret-Clermont, A.-N. (2004). Thinking spaces of the young. In A.-N. Perret-Clermont, C. Pontecorvo, L. B. Resnick, T. Zittoun, & B. Burge (Eds.), *Joining society: Social interaction and learning in adolescence and youth* (pp. 3–10). Cambridge: Cambridge University Press.
12. Pujar, L., & Patil, S. (2016). Life skill development: Educational empowerment of adolescent. Journal of Applied Research, 2(5), 468-472.

13. Rateau, R. J., Kaufman, E. K., & Cletzer, D. A. (2015). Innovative Classroom Strategies That Prepare College Graduates for Workplace Success. Journal of Agricultural Education, 56(3), 52-68. https://doi.org/10.5032/jae.2015.03052
14. Şişman, C., & Bahadır, E. (2021). The Effects of Student Led Conferences on the Improvement of 21st Century Career and Life Skills. *International Journal of Learning, Teaching and Educational Research*, *20*, 152–169. https://doi.org/10.26803/ijlter.20.4.9
15. Tan, C., Kanesan Abdullah, A. G., & Ali, A. J. (2019). The effects of soft skill integration on quality of college life of diploma business students: Evidence from Malaysian private higher education. *Journal of International Education in Business*, *12*(2), 133–146. https://doi.org/10.1108/JIEB-03-2018-0011
16. United Nations Children's Fund. (2015). The Investment Case for Education and Equity. UNICEF Education Section, New York, NY.
17. van Laar, E., van Deursen, A. J. A. M., van Dijk, J. A. G. M., & de Haan, J. (2020). Determinants of 21st-Century Skills and 21st-Century Digital Skills for Workers: A Systematic Literature Review. *SAGE Open*, *10*(1), 215824401990017. https://doi.org/10.1177/2158244019900176
18. World Health Organization. (1993). Information series on school health. Retrieved from https://www.who.int/ school_youth_health/resources/information_series/ en
19. World Health Organization. (1996). Life Skills Education: Planning for Research. Geneva: WHO.72p.
20. Yuen, M., Lee, Q. A. Y., & Chung, Y. B. (2021). Meaning in life, connectedness, and life skills development in junior secondary school students: Teachers' perspectives in Hong Kong. *Pastoral Care in Education*, *39*(1), 67–83. https://doi.org/10.1080/02643944.2020.1774634
21. Zelyurt, H., & Göktürk İnce, F. (2018). The Impact of Peaceful Life Skills Oriented Education Program on Social Adaptation and Skills of Preschool Children. *Universal Journal of Educational Research*, *6*(7), 1519–1525. https://doi.org/10.13189/ujer.2018.060712

**Web references:**

- https://www.aeseducation.com/blog/what-are-21st-century-skills#:~:text=The%20twelve%2021st%20Century%20skills%20are%3A%201%20Critical,literacy%207%20Technology%20literacy%208%20Flexibility%20More%20items
- https://www.macmillanenglish.com/in/blog-resources/article/why-are-life-skills-important
- https://blog.oeg.edu.au/the-importance-of-leadership-qualities-in-students
- https://harappa.education/harappa-diaries/what-is-brainstorming/
- https://www.lisedunetwork.com/higher-education/#:~:text=The%20Kothari%20commission%E2%80%99%20has%20expressed%20its%20view%20of,6%20Reducing%20social%20and%20cultural%20disparities.%20More%20items

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/006 --:-- Research Article/Paper

# DIGITAL PEDAGOGY: AN INNOVATIVE PRACTICE IN EDUCATION

**[1]Yogesh Pachauri, [2]Dr Gobind Singh**
[1]Research Scholar, Department of Education, Central University of Rajasthan, Bandarsindri
[2]Assistant Professor, Department of Education, Central University of Rajasthan, Bandarsindri
[1]Email ID : yogeshpachauri@gmail.com, [2]Email I'd: gobindsingh@curaj.ac.in

***Abstract:*** *We live in an era where technology has been examined as a platform for the exchange of ideas & knowledge. In light of the current trend, higher education institutions are incorporating digital pedagogies into their curricula so as to enhance their methods of teaching and learning. Digital pedagogy is the use of digital technology for the purpose of teaching and learning. It includes the use of interactive technological devices such as tablets, mobiles, computers, laptops, & smart devices used in the classroom for effective learning. The purpose of the paper is to discuss digital pedagogy. It also put lights on the significance of digital pedagogy in the present scenario, digital pedagogy in reference to NEP' 2020, challenges, and future perspectives of digital pedagogy in the Indian context. Especially for Gen Z and Gen Alpha learners, who are born and growing up in a world dominated by technology, digital pedagogy is becoming essential. In the context of education in India, we only can achieve the target of 50% GER in higher education as targeted in NEP' 2020, by 2030. This can be achieved through the use of digital technology in higher education. Although digital technology can cover the gap between non-formal education and formal education. The biggest challenges for implementing the digital pedagogy are infrastructure and access to updated technology. The next challenge is the lack of awareness and literacy of digital pedagogy, as well as its proper implementation for academic success. If digital technology can be used effectively, it can become the panacea for all higher education problems.*

***Keywords:*** *Digital Pedagogy, NEP' 2020, Higher Education.*

## 1. INTRODUCTION:

*"A critical thinking exercise focused on teaching and learning is essentially what pedagogy is. Never presume the use of a podium, an overhead projector, tables arranged in a row, a blackboard, or walls when teaching by rote, according to pedagogy."* (Morris, 2018)

Learners of the 21st century are native users of technology and interact with it daily. Digital pedagogy is the inclusion of technology creatively to attain learning objectives of the classroom. Pedagogy is the science and art of teaching, which helps the teacher to use the right tools such as teaching method, teaching-learning material, assessment method/technique, and setting everything according to different factors affecting learning and learner characteristics such as age, motivation, and subject etc. To include various digital technologies (smartboard, social media & learning management systems) in weaving the learning experience for learners can be called digital pedagogy. It is not merely replacing a chalkboard with a smart board but the purposeful and mindful utilization of the web and devices for learning. This changing perspective of the use of technology helped the education system worldwide in recent years.

Pedagogy changes according to different levels of education, subjects, and discipline, and so do the use and inclusion of technology according to the purpose of the learning experience. It is specific according to the discipline and then the topic. A teacher decides to use different available options for his teaching method, teaching/learning material, and assessment technique. Many ways to design and execute a learning experience are available for teachers when they brainstorm on utilizing digital resources according to their subjects and topics.

The following definitions help us to understand the meaning of digital pedagogy;

According to Croxall (2013) "Digital pedagogy is not merely a way to teach, but also makes up a rapidly expanding field hosting multiple debates and schools of thought".

Kent & Holdway (2009) defined "A digital pedagogy includes planning for learning which is less content than problem-solving based. It can present knowledge as problematic rather than as fixed. As such it promotes higher order thinking skills and students move from remembering content to gaining a deep understanding of concepts"

*The digital adds another not-at-all-discrete meta-level layer. The learning resources we use, the ones that are now so commonplace, have an impact on what, where, and how we know even more so, how we think about gaining knowledge. Books, Pixels, Trackpads, Keyboards, E-books, Databases, Digital archives, and Learning management systems. Every week, new platforms and user interfaces are created, sprouting up like daisies (or wildfires). None of these tools already have the aspects of education that we value the most pre-programmed.*

Digital pedagogy is nothing but refine perspective about the teaching- learning process with new values of collaboration, connectivity and creativity. It is combination of knowledge, content and technology interwind in accordance to achieve learning outcome with creative design. Digital pedagogy has its features, which makes it essential for learners and teachers to utilize its benefit in teaching and learning process.

**2. Features of Digital pedagogy :**

one of the most interesting and crucial features of digital pedagogy is that it opens the door for collaborations, ideas and freedom to choose what fits best for your goal of instruction. It helps an educator in finding different approaches to a particular concept. It also provides the access to the ideas and practices of any concept at any given time, which is an amazing thing for a curious mind of not only an educator but also for learners. It creates a real time connect between teachers, learners and parents in helping and monitoring students. Digital pedagogy has broadened the scope for innovation in classroom teaching. One major example of digital technology is Flipped classroom, a pedagogical approach of integrating digital resources as well as active learning in classroom.

- Creativity, Collaboration & Connectivity
- Personalized and Self-Directed Learning
- Enriching learning experience for learners
- International perspective and holistic approach
- Continuous Professional Development

Since technology has advanced so quickly over the past few decades, it is now essential for student-teacher & teaching-learning to process in order to facilitate the best possible learning outcomes. The NEP (2020; Part 2, Chapter 23) has also highlighted key initiatives and recommendations of technology in teaching-learning such as education in online mode, its assessment, and examinations through online mode, etc. and it also recommends the utilization & integration of digital technology in education under the heading of higher education.

The use of digital technology in education is an inventive amalgamation of various digital tools to help the teaching and learning process. Without any doubt it improved the learning of learners in many ways through the technology and digital devices.

During the COVID-19 pandemic when everything was stopped then technology helped us survive the crisis in all the field of life. And there was a countless contribution of technology for education.

**2.1 Digital pedagogy in reference to NEP 2020 :**

In the NEP 2020, technology is emphasized in the planning, administration, and development of education. Education and technology have a bidirectional relationship. As part of its efforts to promote technology use in education, it proposes to establish an autonomous body called the **National Educational Technology Forum (NETF).** (Kanvaria & Dubey, 2022)

The NEP 2020 introduced an autonomous body **National Educational Alliance for Technology (NEAT)** for integration of technology in education and its monitoring. NEAT aims to be a sole platform for various tasks such as enhancing learning, assessment, planning and administration. Neat will be a decision-making body for monitoring, availing resource for technology integration in education, preparing professionals for technology integration and utilization of technology. Neat will also work on latest technology knowledge and research for sharing best practices.

**NEAT** is expected to fulfill the following responsibilities:

(a) Work as a single portal for learners that will provide knowledge for educational technological advancements. (b) Building knowledge and abilities in institutions about educational technology. (c) Assist central and state governmental agencies on technology adoption through research and field experts' advices. (d) Formulate the strategies to enhance the scope of the domain (e) Focus on research and innovation in educational technology. One of the main emphases of NEP2020 is to include the existing open educational resources through **SWAYAM** (Study Webs of Active Learning for Young Aspiring Minds) as mandatory course in higher education institutions.

**2.2 Significance of Digital Pedagogy:**

A recent development in the field of education is digital pedagogy. Its roots can be traced back to distance learning courses where instructors would disseminate course materials using cutting-edge digital technological advancements. (Borah, 2021) it was utilized to cater the learning needs of distance education learner due its ubiquitous nature.

It gives educators a wide range of opportunities use the technology to simplify and improve learning and teaching. With the rise of workshops, conferences, and journals, interest in digital pedagogy has massively increased in the academic community. Technical expertise is necessary in addition to content expertise for teaching in the twenty-first century. (Sadiku *et al.,* 2019) recently due to covid19 and lockdown situation, most of the institutions worldwide organized online programs to keep the process of learning, sharing and enhancing knowledge, which emphasized digital pedagogy and education worldwide.

Today's learners use technology to keep in touch with friends, family, information, and entertainment (Facebook, Twitter, Skype, Telegram, Zoom, etc.). Technology provides the opportunity to connect & collaborate with learners in many ways. Today's generation seamlessly transitions between their "real" and their "digital" lives. ('Analysis of Emerging Trends Affecting the Use of Technology in Education', 2008)

Digital pedagogy and its utilization in relation to students' overall development (not just academic) require more research in the Indian classroom and education context at various levels (from Primary level to higher education level). Digital Pedagogy isn't only about using digital technology to teach but instead using these devices from a view. It is, therefore, all about using digital tools with care, deciding when to employ them, and focusing on the benefits and effects of using digital technologies on the learning process.

To maintain academic activities, the majority of educational institutions have switched to online learning platforms. However, in a developing country like India, where digital technical problems like the suitability of devices and internet connectivity causes serious challenges, e-learning's preparedness, design, and effectiveness are still not well understood. (Muthuprasad et al., 2021)

In the present era, as students are spending their most of the time on their phones and laptops, so they must be sound technology-wise. Without any doubt, we can say that digital technology can help the learners to enhances their connectivity, collaboration, ways to manage content, access to analytics data and social skills at large. There are many positive impacts of digital pedagogy that's why day by day there is uplifting with the digitalization of the education system.

- Digital pedagogy provides the opportunity to learners for individualized learning experience, students can learn by their own speed and ability.
- It also helps to develop to self-directed learning skills; they themselves are ready to take their own responsibility of learning.
- Digital technology offers a wide range of knowledge in terms of ultimate source availability of content that they just need to explore and use these to improve their learning.
- Technology has a great power to appeal the interest of learners. Thus, with the help of using more tech-savvy methods, teachers can motivate the learners to pay more attention to learning.
- On a daily basis, there are many updates on the technology related with any content, practices that learners can easily get and use it for improving and updating their knowledge of any subject.
- The unlimited resources available with the different facilitation in terms of innovative, interactive ideas, activities and games that enhance the learners' engagements in the teaching learning process.
- Now, there is no need of chalk and talk method as well as students' need to write notes of teachers that need to put of efforts but with the help of digital technology students can directly save, preserve and share the relevant information within a click.
- The digital technology promotes accountability and independent thinking among learners as it learners themselves have to decide what, when and how to study. They themselves have to analyze their learning and get solutions by their own.

Smart classrooms also defines in 2008, "Digital Pedagogy enhances opportunity for authentic, contextualized assessment that supports learning in a digital context. The Digital Pedagogy program incorporates contemporary teaching and learning strategies. It features personalized approaches, intellectual rigor and engagement, connectedness to global contexts, supportive and collaborative classroom environments and a clear alignment of curriculum, assessment and reporting to improve outcomes for students."

In the present era, digital technology provides an opportunity for teachers to use it as a tool for learning.

**3. Role of Teacher**

In context to digital pedagogy the role and responsibility of teachers has become more important like never before. At grassroot level our teachers are the bridge between the productive and beneficial use of digital technology and curious learners. Teachers can change the outlook of digital technology buy integrating it in their creative methods and practice of classroom teaching. Due to the fact the digital pedagogy is result of teachers' positive and creative attitude towards technology, digital pedagogy has become very creative and individual approach which is driven by a teachers' creative and conscious efforts to put technology, content and knowledge together. At it its initial level Digital pedagogy is about the critically attitude of teachers for evolution of digital technology.

- The integration of technology in pedagogy should be viewed positively by teachers.
- Teachers should find ways to begin technology integration in their instructions.
- Technology should be seen by students as an academic resource rather than an entertainment tool, teachers should work for this perspective change.
- It is important for teachers to collaborate and learn about digital pedagogy trends.
- Teachers should adapt the changing scenario of pedagogy to digital pedagogy.

## 4. Challenges:

One of the negative aspects of distance learning is the lack of personal communication with the teacher, and that's the problem. Furthermore, students may not always have the necessary technical equipment: a computer or Internet access. Another disadvantage of distance education is that not every student has a strong motivation and self-organization, because distance education is about self-education– the student's autonomy of his work, that is why many students find it difficult to force themselves to study the educational material on their own.

For the most part, all difficulties of distance education depend on the person himself, on his attitude and perception of learning. Distance learning necessitates a completely different approach from typical daytime lessons or periods for both students and teachers. Practical experience has shown that this is a very demanding method of instruction. Students and many teachers lack experience with this type of instruction, and teachers assume that they can use the same pedagogical techniques as in full-time teaching, among other fundamental issues and challenges, preparation of teaching and study materials is complex and demanding, and students must be highly motivated and capable of managing time effectively. Technical security must be upheld at all times. At the place of full-time teaching, distance learning and combined learning require extensive preparation. In addition to all the necessary study materials, correspondence tasks, technology-based control systems, and communication tools, students should already have all the necessary materials. But it takes a lot of effort in terms of technique, methodology, and didactics. (Reznikova & Posidelova, 2021)

Despite the absence of a human role model in front of a student, how can digital pedagogy guarantee that holistic education will be imparted with proper affective and moral components in the times of the digital world? This question has yet to be answered in a concrete and valid way.

## 5. Some major challenges to be addressed here are as follows.

- Lack of infrastructure
- Lack of awareness and rigidness
- Digital literacy
- Techno-pedagogical knowledge
- Techno-pedagogical skills
- Attitude towards technological integration
- Academic productivity through digital pedagogy

## 6. CONCLUSION:

As the learners of Gen Z are well versed with technology due to the penetration of devices for daily life uses, such as entertainment, and infotainment, furthermore Gen Alpha depends on technology in their development of various type such as social and cognitive, hence it becomes necessary equipment of our teacher and future teachers with the technological integration in teaching-learning process. It has become very imperative for the educational sector to utilize and improve the inclusion of technology in the classroom. NEP 2020 sets a milestone to attain the benefits of digital innovation and advancement for Indian education system. Various autonomous bodies will be set to monitor, enhance and develop best educational technologies for enhancing learning at all the levels of Indian education system. Further, Digital pedagogy is relevant due to the fact that technology played a crucial role in keeping learners & teachers connected in COVID19 times.

Teachers play a crucial role in influencing the future, but teacher education has been criticized over the past for its largely dated & too technical pedagogy that is inapplicable in modern Indian society. Today, preparing techno-pedagogues—those who can create and use digital pedagogy—is the main goal of teacher education. Teachers-in-training must be able to incorporate technology into their teaching-learning processes. They need to be aware of their place in classrooms that emphasizes technology and acquire the necessary abilities to use, explore, manage and teach with Internet technology, among other things. As a result, the goal must change from only acquiring knowledge and comprehension to achieving application and ability. Furthermore, merely offering ICT as a required subject will no longer be adequate; ICT needs to be studied in an integrated manner alongside methodologies courses. This will significantly aid pre-service teachers in developing the necessary skills and competences for digital pedagogy.

In order to give teacher candidates, the information and skills they need to use and integrate the right technology in an appropriate way, this paper explored digital pedagogy and how it is used in teacher education. All teachers should be proficient in the efficient use of technology, pedagogy, and subject-specific material in their everyday classroom instruction. It is obvious that simply integrating technology into the learning process is insufficient. Since technology won't bring about change on its own, it must be integrated. Instead, the implementation of technology by teachers has the potential to alter the manner that education is carried out. As a result, attitude and self-efficacy regarding technology are crucial. When it comes to using educational technology effectively, teachers must go beyond simply being proficient with the newest tools to comprehend the intricate web of connections between users, technologies, practices, and tools.

**REFERENCES:**

1. Borah, B. (2021). *CHALLENGES OF USING DIGITAL PEDAGOGY PRACTICES DURING COVID 19 OUTBREAK IN THE ELEMENTARY SCHOOLS OF SIVASAGAR DISTRICT OF ASSAM (INDIA)*. *9*(1), 9.
2. Coovadia, H., & Ackermann, C. (2021). Integrating digital pedagogies into a typical student learning lifecycle and its effect on exam performance. *Accounting Education*, *30*(1), 42–62. https://doi.org/10.1080/09639284.2020.1811993
3. *Digital Pedagogy—Pedagogiayandragogia2016*. (n.d.). Retrieved August 1, 2022, from https://sites.google.com/site/pedagogiayandragogia2016/digital-pedagogy
4. Muthuprasad, T., Aiswarya, S., Aditya, K. S., & Jha, G. K. (2021). Students' perception and preference for online education in India during COVID -19 pandemic. *Social Sciences & Humanities Open*, *3*(1), 100101. https://doi.org/10.1016/j.ssaho.2020.100101
5. Reznikova, A., & Posidelova, V. (2021). Modern telecommunication systems and messengers as the alternative didactic platforms after Covid-19 pandemic lockdown. *E3S Web of Conferences*, *273*, 12106. https://doi.org/10.1051/e3sconf/202127312106
6. Sadiku, M. N. O., Omotoso, A., Musa, S. M., & Roy G. Perry College of Engineering, Prairie View AandM University, Prairie View. (2019). Digital Pedagogy. *International Journal of Trend in Scientific Research and Development*, *Volume-3*(Issue-2), 801–802. https://doi.org/10.31142/ijtsrd21490
7. *What Is Digital Pedagogy?* (2022, May 22). http://web.archive.org/web/20220522225549/https://www.seanmichaelmorris.com/what-is-digital- pedagogy/
8. *What Is Digital Pedagogy?* (2022, May 22). http://web.archive.org/web/20220522225549/https://www.seanmichaelmorris.com/what-is-digital-pedagogy/
9. Analysis of emerging trends affecting the use of technology in education. (2008). Research Report, 39.
10. sun, daily. (n.d.). Digital and Traditional Pedagogy in Education | Daily Sun |. Daily Sun. Retrieved 5 December 2022, from https://www.daily-sun.com/post/442042/Digital-and-Traditional-Pedagogy-in-Education
11. Digital Pedagogy: What It Can Mean and Do | Clarity Innovations, Inc. (n.d.). Retrieved 5 December 2022, from https://www.clarity-innovations.com/blog/digital-pedagogy-what-it-can-mean-and-do

**Web References:**

- https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/007 --:-- Research Article/Paper

# ANALYSING THE IMPACT OF AGE ON CRYPTOCURRENCY ADOPTION IN INDIA

**Dr. Meeta Multani**
Principal, Shri Parasmal Bohra Netraheen Mahavidyalaya Jodhpur
Email - dr.meetamultani@gmail.com

***Abstract:***

***Purpose:*** *The aim of the research is to study the level of correlation between age of the population and the preference of adoption of crypto currency as legal tender in India.*

***Methodology:*** *This is empirical descriptive research that obtained the data from questionnaires with sample size of 75 respondents, all of different age groups, forming the primary body of research for the paper. The secondary research has been obtained sources such as journal articles and web by various authors.*

***Main Findings:*** *The results of the study show that there is no significant correlation between the age of a respondent and their opinion on the adoption of cryptocurrency as legal tender within the country. This indicates that there is no effect of age on the particular opinion of whether cryptocurrencies should be adopted as legal tender or not.*

***Applications:*** *This research can be used by the Advertising Sector. It can be used to supplement socio-political and sociological research.*

***Novelty/Originality:*** *This research is novel for studying whether the opinions of people regarding the adoption of cryptocurrency as legal in India are affected by their age.*

***Keywords:*** *Adoption, Blockchain, Cryptocurrency, India, Investment, Legal Tender.*

## 1. INTRODUCTION:

Cryptocurrencies are a digital form of currency or assets built on blockchain technology, intended to be used as a medium of exchange. Cryptocurrency transactions are recorded in a database-style ledger that is protected by encryption. Unlike traditional central banking systems and centralised digital currency, cryptocurrencies are primarily decentralised, with no single point of control.

Each cryptocurrency is powered by a distributed ledger technology, most often a blockchain, which serves as a public record of the transaction history. Transactions in currencies such as Bitcoin are certified by a process known as mining, in which miners devote energy to solve complicated mathematical problems and earn rewards if they successfully validate the network's transactions.

Bitcoin was the first decentralised cryptocurrency to be developed. Cardano, Ethereum, and Polygon are some more popular cryptocurrency projects. Recently, cryptocurrencies have dramatically risen in popularity and have gained significant traction with Bitcoin reaching all-time highs of $68,521 and the global cryptocurrency market crossing 2.8 trillion dollars in total market capitalization.

Some cryptocurrency supporters hope to build a decentralized alternative to the current centralized financial system by eliminating the central institutions that manage inflation and price and instead of giving the people control over its currency. Due to such rhetoric, the adoption of cryptocurrency as legal tender has quickly become a hot topic of discussion. It is hypothesized in this study that age is a significant contributing factor in the push for the adoption of cryptocurrency as legal tender.

The goal of this study is to inquire, consider and determine whether the opinion about adoption cryptocurrency as legal tender in India has a relationship with the age of the population or not, especially in light of the fact that it is something new and unique and is still a concept that has a long way to go.

## 2. LITERATURE REVIEW :

- Research on bitcoin adoption is deficient in attention on the elements that are strongly influential on its adoption, as well as technology acceptance models utilised for presenting concerns, according to a systematic analysis of 25 research articles published on the subject from 2014 to 2017.[1]
- V. Shakya, P. P. Kumar, et al.[2], analysed the current status and scope of cryptocurrency in India and through a literature review performed a comparative study of policy between China and India.tel
- V. Bhat, J. Nagarkar, et al.[3], examined the various prospects of digital currencies in India focusing on technological and infrastructural innovation that can be done through blockchain technology. The paper analyses the legislative practices with regard to cryptocurrency in India and analyses it comparatively with the regulations of other nations.

  It discusses the prospects of instituting cryptocurrency as legal tender and management of CBDCs. It suggests policy reforms to that were adopted in other nations to make cryptocurrency trading a safe endeavour and recommends solutions to the endemic regulatory flaws in India.
- Basu, Saha, et al.[4], attempted to determine the current state of the crypto currency sector in India. The paper investigated the business potential of cryptocurrency enterprises in India, as well as whether India was sufficiently prepared for the evolutionary nature of the digital currency industry. Relevant statistical methods were applied to achieve the study's aims. It also analysed the year-on-year return on investment and the future potential of the crypto currency sector in India, with a focus on Bitcoin. A thorough SWOT analysis was carried out in order to determine the entire working mechanism of this new proposition in the contemporary entrepreneurial horizon in the context of India.
- Jani (2019)[6] analyzed the evolution of Blockchain Technology and the value propositions it provided. The study also analysed the value demonstration of ongoing blockchain initiatives through Proof-of-Concept, Pilot engagements, and Production Stages to guide the growth of such understanding. The paper investigated the global traction of blockchain in terms of investments and applications across industries. The report also investigated the national stature in India in terms of Blockchain Technology adoption. It also outlined the barriers to the adoption of Blockchain Technology. It identified the difficulties that are in need of solution and the path forward to ensure easier blockchain technology adoption in India.

## 3. OBJECTIVES

✓ To study the way people in India view Cryptocurrencies.

✓ To study the impact of Age on Cryptocurrency Adoption in India.

## 4. HYPOTHESIS

***H0: There is no significant impact of Age on Cryptocurrency Adoption by Indians.*** **HA:** ***There is significant impact of Age on Cryptocurrency Adoption by Indians.***

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

## 5. RESEARCH DESIGN AND SAMPLE

In this study, simple random sampling, which is a form of Probability Sampling Technique has been used as different kinds of participants from all aspects and subsets of the universe have fair chance of selection. The results show that sample is impartial and unaffected by the researcher's as equal opportunity has been given to each participant which ensures the process simple and easy to analyse.

### DATA COLLECTION SOURCE

In the present paper, both primary as well as secondary sources of data have been used and relied upon. The primary data has been collected by virtue of an online questionnaire in the form of a google form which was circulated via various social media platforms. The said questionnaire is based on 7-point Likert scale. Numerous publications, magazines, and the internet were relied upon to obtain secondary data.

### DATA ANALYSIS TOOL

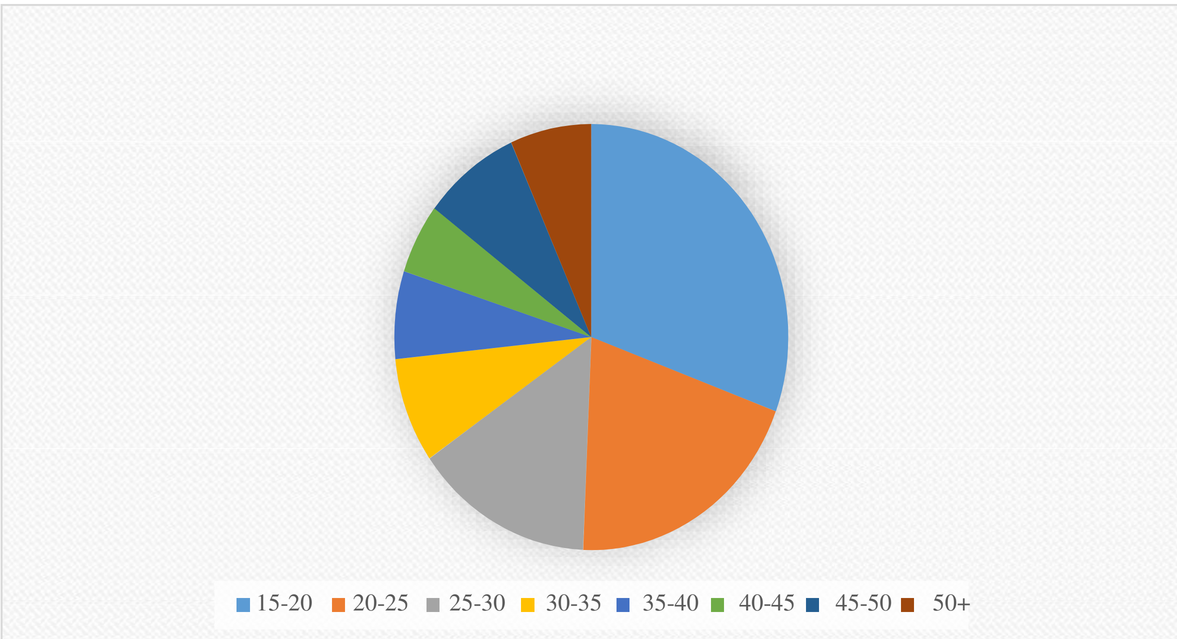
Statistical measures like the independent sample test were used for interpreting the data. The said tools were applied through the technique with the use of Statistical Software SPSS 21.0.

### DEMOGRAPHIC ANALYSIS

Demographic Analysis is one of the most crucial elements as the same is representative of a bird's eye view of the research. In the present study, age, gender and level of awareness has are demographic factors which have been taken into account. The pictorial and percentage distribution of the same are as follows:

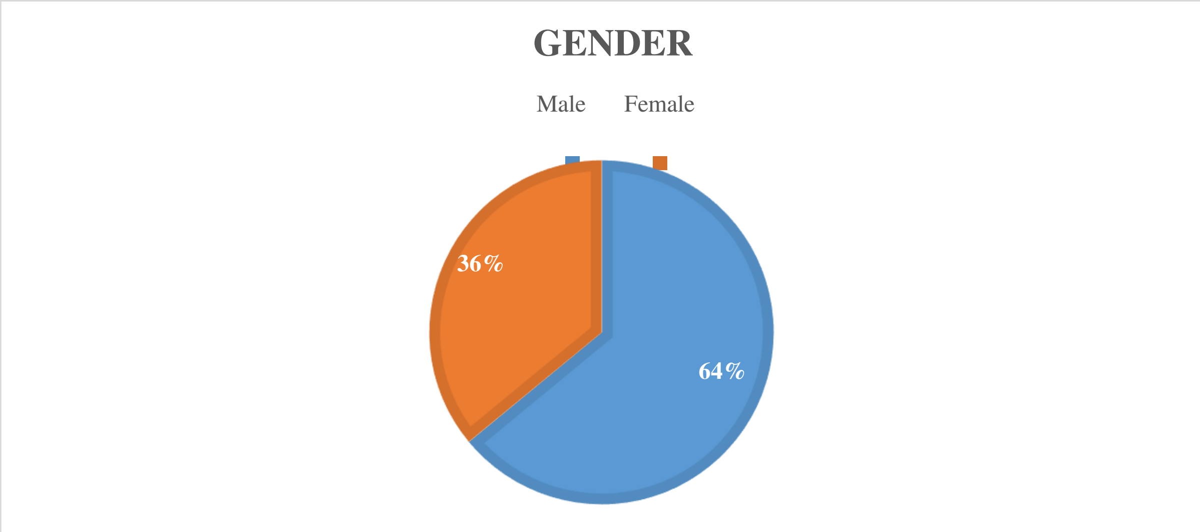
**Age Analysis**

The age-wise analysis of the respondents brings to light the fact that out of the 75 respondents, 23 in (15-20), 15 in (20-25), 11 in (25-30), 6 in (30-35), 5 in (35-40), 4 in (40-45), 6 in (45-50) and 5 in above 50.



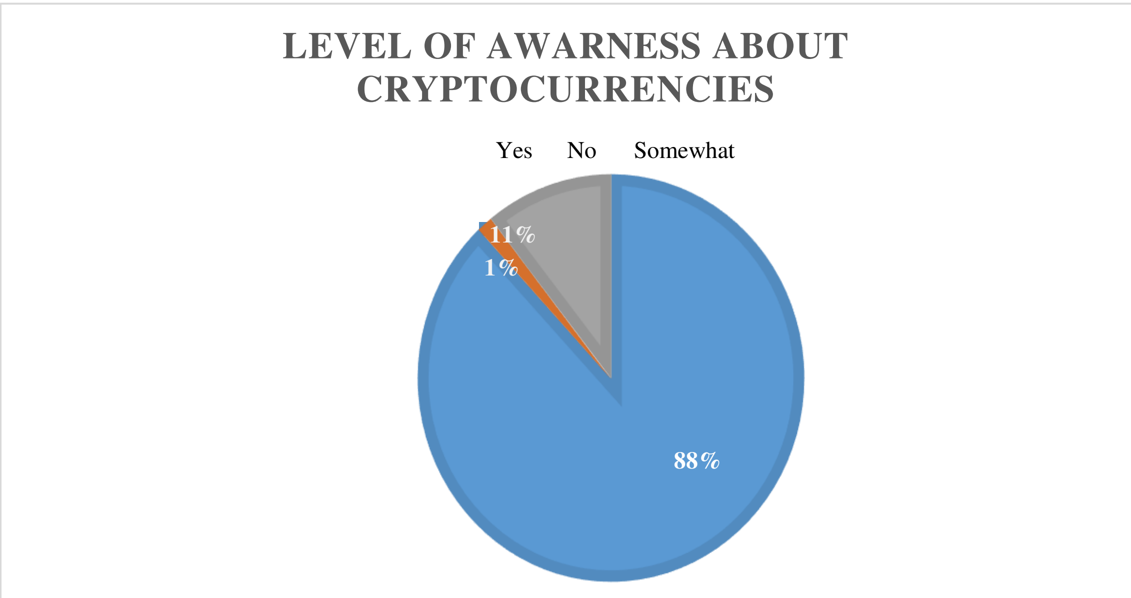
**Gender Analysis**

The gender-wise classification of all the respondents brings to light the fact that out of the 75 respondents, 48 are males and 27 are females.




**Status of Awareness about Cryptocurrencies**

The classification on the basis of the level of awareness about cryptocurrencies reveals that out of the 75 respondents to the study, 66 were well aware about the concept of cryptocurrencies and thus responded in the affirmative, another 8 were somewhat aware about cryptocurrencies and only 1 respondent was not aware about the concept of cryptocurrencies.




**6. ANALYSIS:**

- 'N' represents the total number of responses which is 75.
- The Coefficient of Pearson correlation denotes 0.050, which is pertaining to confirm that it can be used in this research, as it is within the range of **-1.0 to +1.0.**
- The significance value is **0.672** as seen from the results above [Sig. (2-tailed)].

**Evaluation from the significance value**

- The researchers have tested it at **95% confidence interval**, which is why the significance value will be compared with 0.05.
- When p> 0.05, **Null Hypothesis (H0) is accepted** OR it can be said that the **respondents have failed to reject H0.**
- When **p= 0.672**, the acceptance or rejection of the null hypothesis would be dependent on the comparison of the significant value with 0.05.
- **0.672 > 0.05. This is why H0 is accepted.**
  This concludes that there is **no significant impact of Age on the opinion that cryptocurrency should be adopted as legal tender.**
- Therefore, the **H0 is accepted, and HA is rejected.**

**GOLDEN RULE**

| | |
|---|---|
| **1.** | **If P < 0.05 = Then Reject H0, Accept HA** |
| **2.** | **If P > 0.05 = Then Accept H0, Reject HA** |

In the above data, it implies that P >0.05 which portrays that H0 will be accepted, i.e. Null Hypothesis will be accepted and it can be said that there is insufficient evidence to accept HA, that is why respondents have failed to reject H0.

There is no relationship between age of people and their perception on cryptocurrency adoption. So, the data is not significant to accept HA.

## 7. SUGGESTIONS AND CONCLUSION

The main goal of our paper was to analyse the perception of age of the people on the adoption of cryptocurrency. We tried to examine all the factors which influenced the adoption decision and it provided an in-depth analysis of each factor. After such due consideration and application of statistical tools, we came to the conclusion that there is no significant impact of age of people on their perception and adoption of cryptocurrencies.

This conclusion makes it evident that for any endeavour of any kind in the field of Cryptocurrency, such endeavour should not find its basis or target audience on the basis of age since the same does not have any significant impact on the adoption and acceptance of cryptocurrencies.

## 8. LIMITATIONS AND FUTURE SCOPE

- There is a lack of research in this area of cryptocurrency, and this leaves a huge void to be filled by future researchers.
- The present paper is based on a sample size of 75 respondents and this limits the scope and relevance of the study.
- There are various other factors except for age that may impact the cryptocurrency adoption in India. Future researchers can delve into the same.

## REFERENCES:

1. Al-Amri, Redhwan and Zakaria, Nur Haryani and Habbal, Adib M. Monzer and Hassan, Suhaidi (2019) Cryptocurrency adoption: current stage, opportunities, and open challenges. International Journal of Advanced Computer Research, 9 (44). pp. 293-307. ISSN 22497277

2. Maja Pejkovska, Potential negative effects of Fintech on the financial services sector. Examples from the European Union, India and the United States of America, 24.04.2018, https://www.theseus.fi/handle/10024/148416
3. Shalaik Jani, The Emergence of Blockchain Technology & its Adoption in India, July 2019, https://www.researchgate.net/publication/334163042_The_Emergence_of_Blockchain_Technology_its_Adoption_in_India
4. Snigdha Basu, Tapash Ranjan Saha, & Swapan Kumar Maity. (2018). IMPLICATIONS OF CRYPTOCURRENCY: A NEW BUSINESS PROPOSITION OF TODAY'S ENTREPRENEURIAL HORIZON. International Journal on Recent Trends in Business and Tourism(IJRTBT), 2(3),64-70, https://ejournal.lucp.net/index.php/ijrtbt/article/view/201
5. V. Shakya, P. P. Kumar, L. Tewari and Pronika, "Blockchain based Cryptocurrency Scope in India," 2021 5th International Conference on Intelligent Computing and Control Systems (ICICCS), 2021, pp. 361-368, doi: 10.1109/ICICCS51141.2021.9432143.
6. Viraja Bhat, Jeevan Nagarkar, Ayushi Singh, Prospects of Digital Currency in India - A Way Forward, 2018, https://www.revistageintec.net/index.php/revista/article/view/2560.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/008 --:-- Research Article/Paper

# Harmonization of Accounting Standards in India

**Suman Choudhary**
Research scholar, Deptt. Of Accounting,
JNV University Jodhpur (Rajasthan), India
Email - sc9798767@gmail.com

***Abstract:*** *With the world shrinking at a rapid pace and globalization being the ruling theme, it is the need of the hour to follow homogeneity in the reporting standards in the financial sector so as to ensure ease of comparison, single global standard, removal of redundancy, comprehensiveness in accounting, etc. Adoption of IFRS (International Financial Reporting Standards) is a step in this direction to bridge the gap existing due to intra country reporting standards and to achieve harmonization at country level whose ultimate goal is to see a day when accounting of financial reporting will be identical globally. Through this study, it has been tried to highlight what IFRS is all about, its basic features, and comparison with the already existing accounting standards – GAAP and Ind-AS. Current global scenario from the perspective of adoption, status of implementation in India, its benefits, challenges in the implementation and the future roadmap.*

***Key Words:*** *Accounting, harmonization, accounting standards, India, GAAP, Ind-AS, IFRS, global.*

## 1. INTRODUCTION:

Since the advent of internet, the world has shrunk, distances have lost their importance and information has no more remained a differentiating factor in this global arena. "Globalization"-the BUZZWORD has swept nations within its leap and business at this hour, across the international boundaries has become as easy as it was in the domestic setup. Unfettered, unbridled, the corporate world is expanding and spreading its reach beyond nations conquering them at the rate of knots and boundaries have lost their relevance without a doubt.

At this point, it is the need of the hour to have globally set standards in all domains to avoid discrepancies and conflicts across boundaries and have a well defined, structured policy framework throughout. In this regard, a need for an internationally accepted accounting standard becomes all the more unavoidable so as to ensure greater accountability and homogeneity in the financial sector and bridge the lacuna that exists in the accounting standards. So, the transition from GAAP i.e.Generally Accepted Accounting Principles to IFRS- International Financial Reporting standards becomes indispensable.

International Financial Reporting Standards (IFRS) are designed like a common global language for business affairs so that company accounts can be understandable and comparable across international boundaries.

- These are standards for reporting financial statements applicable to all the companies under its ambit.
- IFRSs are developed and approved by IASB (International Accounting Standard Board).
- One of the basic features of IFRS is that it is the principle based standard rather than rule based Need of IFRS in India.
- With the transition of a large number of countries towards acceptance of IFRS as their financial reporting standard, it has become the need of the hour for India to quickly adopt the IFRS standards so as to stay competitive and investor friendly. Also to ensure greater flexibility, ease

and friendly environment for the growth of our companies we need a globally accepted reporting framework so as to ensure greater credibility of the Indian companies on the global podium.

- The Ministry of Corporate affairs (MCA), a part of Government of India, laid out a roadmap for transition to IFRS Converged Indian Accounting Standards (IAS) in January 2010 in three different phases for companies.

## 2. Indian Accounting Standards Vs IFRS

Table 1 shows a comparison between Indian Accounting Stanards in use and International Financial Reporting Standards at different heads:

**Table 1: Differences between Indian Accounting Standards and IFRS**

| | Ind-AS and GAAP | IFRS |
|---|---|---|
| **Financial Periods required** | Generally, comparative financial statements are presented; however, a single year may be presented in cer tain circumstances. Public companies must follow SEC rules, which typically require balance sheets for the two most recent years, while all other statements must cover the three-year period ended on the balance sheet date (US GAAP) | Comparative information must be disclosed with respect to the previous period for all amounts reported in the financial statements. |
| **Layout of balance sheet and income statement** | No general requirement within GAAP to prepare the balance sheet and income statement in accordance with a specific layout; however, public companies must follow the detailed requirements in Regulation S-X.(US GAAP) | IAS 1, Presentation of Financial Statements, does not prescribe a Standard layout, but includes a list of minimum items. These minimum items are less prescriptive than the requirements in Regulation S-X |
| **Presentation of debt as current versus noncurrent in the balance sheet** | Debt for which there has been a covenant violation may be presented as non-current if a lender agreement to waive the right to demand repayment for more than one year exists prior to the issuance of the financial statements. | Debt associated with a covenant violation must be presented as current unless the lender agreement was reached prior to the balance sheet date. |
| **Classification of deferred tax assets and liabilities in balance sheet** | Current or non-current classi-fication, based on the nature of the related asset or liability, is required. | All amounts classified as noncurrent in the balance sheet. |
| **Income statement - classification of expenses** | SEC registrants are required to present expenses based on function (US GAAP) (e.g., cost of sales, administrative). | Entities may present expenses based on either function or nature (e.g., salaries, depritiation). However, if function is selected, certain disclosures about the nature of expenses must be included in the notes. |
| **Income statement extraordinary items** | Restricted to items that are both unusual and infrequent. | Prohibited. |
| **Income statement discontinued** | Discontinued operations classifica- | Discontinued operations classification is for components held |

| | | |
|---|---|---|
| **operations presentation** | tion is for components held for sale or disposed of, provided that there will not be significant continuing cash flows or involve- ment with the disposed component. | for sale or disposed of that are either a separate major line of business or geographical area or a subsidiary acquired exclusively with an intention to resell. |
| **Third balance sheet** | Not required. | A third balance sheet (and related notes) are required as of the beginning of the earliest comparative period presented when an entity restates its financial statements or retrospectively applies a new accounting policy. |

India, being an emerging player has established a strong foothold in the business arena and has drawn the eyelids of investors all over the world as a hub of great business opportunities. At this opportune moment, India has also moved ahead with the idea of establishing IFRS as a financial accounting standard. Starting 1st April, 2011, The Ministry of Corporate Affairs (MCA) has designed a roadmap for companies to start following IFRS converged Ind-AS (Indian Accounting Standards) in a phased manner.

**3. BENEFITS :**

1. **Effective Comparison of Performance with other Business:** With the acceptance of IFRS by all the nations, the burden on the multinationals in reporting their accounts and profitability will be much less and their accounts will be more comprehensible. It would also help in comparing and contrasting the performance of the multinationals and measuring the overall profitability and financial accountability.

2. **Increased Transparency:** With the adoption of IFRS across the globe, there will be greater transparency for the companies in comparing the performance of the company outside its country. It will also help the companies in judiciously evaluating the companies in foreign lands and taking the decision about their prospective alliances or partners in different countries.

3. **Universality:** With the adoption of IFRS, there will be a universal reporting standard and this will in turn help the users in easily understanding the financial statements and hence make the business decisions.

4. **Ease of Application:** With the global acceptance of IFRS, it will be easy and simple for the international bodies to make the changes and enforce them globally as much subsequent changes will be needed.

5. **Flexibility:** The universally accepted IFRS will provide the companies with greater flexibility when they want to report their financial statements in other countries which also follow IFRS. A huge amount of rework is avoided as changes done by the companies need be done again and again if all the countries in which the company is listed, originally belong to or operates in all adopts the same IFRS as their reporting standard.

6. **Increase the Credibility of Indian Companies globally:** The adoption of IFRS by Indian companies in reporting their financial statements will help them in increasing their creditability as the financial statements will be more comprehensible and transparent and subsequently will help them in attracting foreign investors and also

7. **Ease in Partnering with global Partners:** With the adoption of IFRS, investors looking forward towards targeting India as a investment opportunity or Indian companies looking for foreign investors

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

all will find it much easy and comprehensible to understand their financial statements before partnering or forming the alliance.

**Drawbacks of non adoptability of IFRS:**

1. The increased burden on foreign investors who have their financial statements reported under IFRS to convert it to GAAP in order to list themselves on Indian stock exchanges. This extra cost will lead to mitigate the investment sentiments and will in turn reduce the foreign capital inflow to India.
2. The non adoptability of IFRS has attracted a very poor rating in terms of ease of doing business in India.

**4. Challenges :**

**1. Inadequate trained people on IFRS**

With the adoption of IFRS in India, a large pool of people trained on IFRS will be required which is a big challenge.

**2. Complex Transition**

Transition from GAAP to IFRS is complex as it not only requires changes in the accounting procedures but also in our IT systems. Along with these changes huge costs will be incurred in order to ensure the transition in training people, modifying systems, procedures etc.

IFRS requires assets to be reported as per the market value instead of historic value as required under GAAP. This may adversely impact the financial statements of a huge number of firms initially and is attracting resistance from a large number of corporate houses.

Unlike other countries, the accounting framework in India is subject to a wide number of laws and regulations. With the complete and full-fledged adoption of IFRS, changes need to incorporated in various regulatory requirements under The Companies Act 1956, Income Tax Act 1961, SEBI, RBI etc. Along with the people preparing the financial statements; stakeholders, regulators, auditors, employees, tax authorities, management and people in other decision making bodies need to be trained.

**Indian Efforts towards Adoption of IFRS**

Realizing the utter need of IFRS, The Ministry of Corporate Affairs finally took a step forward and announced a three phase roadmap for the companies specifying the date for them for reporting their financial statements in accordance with the IFRS. In order to ensure the smooth attainment and helping companies in the transition process, government of India has taken the following steps:

1. A high level task force was set up in India to expedite the convergence process
2. Following Committees were constituted
   - Technical Committee
   - CFO Sub Group
   - National Advisory Committee on Accounting Standards (NACAS) established by MCA.
3. Extensive Research and surveys were carried out to understand the state of readiness of the companies on adoption of IFRS and it was concluded that a large number of them had successfully attained the pilot phase.
4. Small and Medium Enterprises (SMEs) were exempted in adopting the IFRS in the roadmap proposed as the whole transition is very cost intensive and will pose great burden on SMEs. Also ICAI has suggested that for SMEs, a separate standard may be formulated based on the IFRS issued by the IASB after modifications, if necessary.
5. As per a senior official of ICAI, they are planning to upgrade the CA curriculum with the adoption of IFRS in India by including some of the certification courses, conducting programs and also training people on this.

**5. CONCLUSION :**

Since the inception of the idea of a universal financial reporting standard, more than 100 countries have already adopted it to enjoy the long term benefits derived due to its homogeneity and standardization.

Seeing and analyzing the benefits of IFRS, it becomes all the more pertinent for a country like India to adopt it as soon as possible so as to maintain investors' positive sentiments and also strengthen their

faith and credibility in the Indian Market. The adoption might lead to short term investments and initial challenges but the long term benefits are strong enough to justify the initial hassles of implementation and adoptability.
A holistic roadmap, with the support of the government, must be chalked out to train all the people from the top management to all the stakeholders involved so as to gain maximum benefits from IFRS.

**REFERENCES :**

1. 'India Inc not ready for global accounting', TOI, June 20, 2008.
2. India will ensure IFRS implementation by April 2013', The Indian Express, Aug 09, 2012.
3. Julia Kotlyar, “The advent of the international financial reporting standards: A catalyst for changing global finance”.Fall/Winter/2008.
4. Grant Thornton, “The Road to IFRS in India- A practical guide to IFRS1 and first time adoption”.
5. http://www.wisegeek.com/what-are-the-advantages-of-ifrs.html
6. http://www.rbi.org.in/scripts/BS_SpeechesView.asp
7. http://www.pwc.com/us/en/issues/ifrs-reporting/transition-to-ifrs-status.html

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/009 --:-- Research Article/Paper

# Social impact of online shopping on rural youth

**Nikhil Parihar**
Research scholar (JRF),
Department of Business Administration, FCMS, Jai Narain Vyas University, Jodhpur
Email – nikhilparihar203@gmail.com

***Abstract:*** *Youth is considered as the dominant player of the economy of every country. Also a demanding consumer of the market. With the advancement of the technology online shopping is becoming popular in the youth of the country, both in the rural as well as the urban youth. The preferences of the youth are changing with time and place, and to fulfill that expectation of the youth, the marketers keep on their toes to make them satisfy. Rural India has now a new market for the online shopping companies. This has made vast change in the buying patterns and preferences of the rural youth as a consumer. Socially and culturally online shopping has made a revolutionary impact on the preferences and buying patterns of the rural youth. An attempt is made by this paper to understand the online shopping and its Social impact on the rural youth of the country and also the understanding the problems faced by the rural youth and the online shopping companies*

***Key words:*** *Online shopping, Rural youth, social impact.*

## 1. INRODUCTION :

With the advent of the internet, online shopping has become a very easy and smooth routine task for every consumer. Online shopping not only provides with the ease of selection of the various products and services, but has now become the requirement in today's busy lifestyle. Online shopping provide option of comparing the product of the different brands and companies on a single click .online shopping sites provide various offers and discounts to the consumers and this provides the consumers a thrill in availing these discounts and making a purchase online .Online retailers and sites are reaching to the village consumers before the organized retailing organizations can reach ,and the reason for that is the rural youth , that is getting more educated with the time and more aware of the online shopping . Not only the personal and FMCG products are arriving online in rural areas, but today farming , medical , electronics , clothing footwear's and many more are just a click away from the rural consumers .

### What is online shopping and it's beginning in India?

When the goods and services are bought on the internet is termed as online shopping. Online shopping evokes the physical analogy of buying the goods and services from the regular shops malls and the retailers .with the growing internet connections and the service providers online shopping has made a strong hold in the consumers mindset .Online shopping has made revolutionary boom in the past few years as it provides with multiple payment options ,best range of products to compare and convenience to shop products or services online .Online shopping have various alternative names like "E-telling ,E-shopping , E-web store , E-store , web-shop ,online store and virtual store etc.

With the emergence of the internet has developed the online shopping as we know it today. I.B.M's online transaction processing (OLTP) was one of the earliest forms of trade conducted online and was developed in the1960's.then after that American Airlines developed computerized ticket reservation system, which they called (SABRE) semi-automated business research environment). Earlier it was only provider of a plat form for advertising of the companies, slowly it turned out to be an actual market place on the internet. Since 1994 the secure shopping channels have developed on the internet after the vast and established growth of the internet.

In India the introduction of the internet has made the beginning of the new era of online shopping in the early 1995, and then gradually it got popularity during the internet boom period i.e. 1995-2000.In India “online shopping” during its starting phase was more restricted to metro cites and big cities with larger internet users, the rural part f the country was indeed not having even the internet connections or computers. In India with the advent of the mobiles and cheep internet plans, in the pas t few years has made the online shopping and e-commerce to larger population of the country, and that to the youth of the country which includes the rural youth which have larger base of the India’s young population. Youth find it convenient to purchase online as they get great deals from the various online companies. In the year 2002, government of India introduced IRCTC (Indian Railway Catering and Tourism Corporation Limited)that was based on E-commerce platform for online passengers reservation system .it provided the customers of the railway to book tickets any time and from anywhere .In the year 2003 Airlines companies like Indian airlines ,Spice jet ,Air Deccan etc started online booking of the tickets .with the beginning of the year 2007 the Indian consumers were more attracted towards online shopping of products and services and e-commerce and online shopping got large scale acceptance by the Indian people. The growth of the Indian e-commerce business increased from 5.3 billion to 21.4 billion till the year 2015. This shows that the Indian consumers have accepted the online shopping and ecommerce in there day to day life. The experts predict the Indian market for online grocery to reach 26.93billion us$ in the year2027 from 3.95billion us$, and Indian digital economy to become 1trilion us$ by 2030. According to grant Thornton, India’s e-commerce is expected to become 188bilion us$ by 2025.

## 2. REVIEW OF LITERATURE :

Sivasankaran, S(2013)in their study analyses that the youth have the great influence in the buying decisions of the family .they analyzed that every marketer needs to grab the youth’s psychology ,so that the companies can tackle the increasing demands and expectations of the youth . This will also help the consumers to shift towards technological customer oriented marketing approach from the customer oriented marketing approach.

Agrawal, K., & Jaliwala, H. (2013).have found in their study “effect of social media on e-purchase amongst youth” that the youth is availing the services of the online shopping websites like snapdeal, flipkart, yehbhi; e-bay etc. urban as well as rural youth is getting influenced by the social media for purchasing through online shopping websites. The social media is a great platform for the online shopping companies to communicate to their online customers efficiently and effectively.

Sharma,N. V.,& Khattri, V.(2013).analyzed in the study “Study of online shopping behavior and its impact on online deal websites “that the reason for the consumers to buy products online are impulse, information of availability and option to provide a review and this study also analyses that consumers have concerns related to security of payment and privacy while shopping online .coupans ,deals and discounts are the very important factors to influence the consumers for online shopping .the online shopping websites should improve the payment mechanism and avoid the security and privacy related threats, these two factors will lead to more impulsive buying from the online shopping websites

Reddy, R. J. (2018).the study “Online Shopping - Its Growth and Status in India” analyzed the growth and the current status of the Indian online shopping markets as well as world trends in the online shopping markets. In this study problems and hindrances in the growth of online shopping were analyzed and future scope of the online shopping is forecasted.

Thamizharasu, N. (2020).the study “A Study on Online Shopping Trust among Youth in India: A Review “analysis that the youth is the most frequent user of the online shopping and e-commerce websites at the end of user 2019. the study also concludes that the people specially young people are giving preference to online shopping over conventional way of shopping .youth is the largest segment for the online shopping markets, as it is largely influenced by offers, benefits, discounts, promotional, activities digital marketing and social media marketing .study also estimates that India’s e-commerce market to grow tremendously in the near future. India is going to become comparatively heist growing market of e-commerce in the world.

Suresh, K.R.,& Latha, K. L.(2021).has analyzed in their study “ Consumer empowerment by adapting e-commerce – Indian rural consumers online shopping behavior analysis “that rural empowerment is influenced by the M-commerce (online shopping ,e-commerce through internet). Mobile apps have made a great impact on the rural empowerment .this study shows that there exists a strong relationship between m-commerce and rural empowerment.

Manoj, K., Sunita, P(2022).has analyzed in their study "E-commerce and Online Shopping to Analyze Consumer Shopping Behavior in Rural Rajasthan - An Empirical study "that the villages are the centers of economic activities were rural youth are the main drivers .the use of the online shopping facility has increased in the rural areas of the Rajasthan the data for the study was collected from the online sample survey in the villages of the five districts of Rajasthan and the results showed that the e-shopping/online shopping has increases due to increase in no of internet users .the speed of the internet in the rural areas of the Rajasthan has also increased which supported the rise of online shopping in the rural areas. Low price ,wide range, discounts offers and easy payment options are some reasons for attraction towards online shopping in the rural areas. The study has shown online customers have increased, but the main concerns of the rural customers shopping online is the security of the payment and the data safety

**3. OBJECTIVE OF THE STUDY :**

The objective of this particular study is to understand

- The social impact of the online shopping on the rural youth.
- problems faced by the rural youth in online shopping
- benefits of the online shopping to the rural youth in their life

**4. RESEARCH METHODOLOGY :**

This research paper is prepared using the secondary data which is collected from different web sources, to understand the online shopping concept and the social impact of the online shopping on the rural youth, along with the status and growth of the online shopping in the rural parts of India.

**Popular online shopping /e-commerce companies in india**

- Amazon: started its working in United States of America as an online book store, which offered consumers to buy variety of books related to diverse subjects such as finance and health it started in 2010in Indian markets and it has grown to 322.54 million monthly visitors, which makes Amazon the most popular brand in online shopping market of India .today 85%of the Indian audience have a each to Amazon according to statista.
- Flipkart: Started in the year2007 as a privately hosted ecommerce platform which specializes in online retail, mobile phones and fashion .flipkart is the biggest competitor of the Amazon in India. Filpkart have strong market presence in the Indian online shopping market.
- Myntra: started its working in the year 2012, to provide the consumers a online shopping site where they can buy personalized gift items .gradually myntra has added 350 brand including foreign brands as well as Indian brands to buy products from. Flipkart acquired it in the year 2014.
- Shopclues: is a leading online shopping company of India that provides heavy discounts and exiting deals on wide range of products. shop clue has a base in the tier2 and tier 3cities and villages as it empowers small and regional merchants.
- Pepperfry: is an online shopping site that sells home and lifestyle products, it sells furniture, home decor items, office decor items and many more in the list. it was founded by Ambareesh Murty ,Ashish Shah.
- Firstcry: is the online shopping website for the baby care products. Firstcry was founded by Supam Maheshwari and Amitava saha in the year2010.firstcry has over 400brick–and-mortar locations across the country. As of 2022 it has more than 200,000 products from 5000+ manufactures.
- Nykaa:started as a pure ecommerce platform but later it expanded ,and now it has over 76 brick and mortar store across the country nykaa is famous for is cosmetics and beauty items in India . Nykaa has over 3lack products from over 2000 nation land international brands.
- AJIO: Is India's one of the popular online shopping site for fashion, lifestyle and home products from international as well as Indian brands. This is somewhat similar to myntra.

**Online shopping in rural India**

With increase in the usage of the mobiles and internet, has led to the beginning of new era for the e-commerce and online shopping companies, now it has become a challenging task for the companies to modify their marketing strategies according to the rural demand and rural requirements . India will witness the continuous digital transformation .in the coming years India has the highest e-commerce growth in the world that is estimated 51% annualy. And also surprising rise in the rural online shopping and e-commerce has been witnessed in the recent years. E-commerce market in India is estimated to grow from 38.5billion us $ to 200billion us $ in the year2026. The reason for increasing the rural customers for the online shopping is the rural population and especially rural youth is shifting from agricultural source of income to the non agricultural income source that has made the rural consumers more aware of the different online platforms for online shopping and e-commerce. Online shopping companies are making their marketing strategies and offers in the local regional languages so that the rural and regional consumers find it easier to make the purchase according to their requirement. The increase in the online shopping consumers in the rural India in the recent years shows that rural part of India offer untapped opportunities for the online shopping beasts like Amazon, flipkart etc.

**Problems in online shopping for the rural youth in India**

- The main problem that is faced by the rural youth is that the delivery person's refuse to come to the exact delivery locations in the distant rural areas.
- **Inefficient and Incompetent Internet Services in the rural areas is a big problem for the rural youth, with the low signal and connectivity often they miss the important transactions and deals. While shopping online.**
- **In rural areas there exists Poor Transport facility which make big problem in connectivity from the main cites markets .and due to low connectivity companies refuse to provide doorstep delivery of the products.**
- Rural youth find it difficult for the cancellation and return of the goods delivered as it charges more for the delivery the good and .take a long time for the delivery the goods returned
- Rural youth as a online customer often gets cheated by the fraudsters and scammer's .while doing online shopping and while making online payment for the purchase .
- Rural youth often get the different product from the actual ordered product and they have to face the problems for the return and changing of the products. Mostly the product doesn't match from the picture displayed online
- Rural youth often complaint about the damaged packaging of the products.
- Generally companied do not provide the required warranties and guarantees in the rural areas as that becomes costly for the companies.
- Due to distant delivery locations the rural youth often have to pay the extra tips to the delivery persons.
- Rural youth are still not comfortable with the advance payments for the products bought online as the companies refuse to provide cash on delivery to the rural consumers.

**Benefits to the rural youth in India by online shopping and e-commerce**

- Online shopping promotes awareness about different brands and variety of products available online to the rural youth and makes them more updated with recent trends in the markets
- Online shopping and e-commerce has created new opportunities for the rural youth as they sell locally made products online and earn a good return .by the e-commerce small scale industries also flourish in the rural areas which ultimately provide employment to the rural youth
- Rural youth get access to the latest technology farming machines through online shopping, from not only India but from the international markets. so online shopping also gives a freedom to the rural people to come the prices and various differentiated products available .
- Ultimately online shopping helping the rural youth population to urbanize, by fuelling consumerism in them.

**Social impact of online shopping on rural youth in india**

- Youth is getting more connected an inclined toward social media and through social media marketing companies are targeting the youth of rural areas ,which ultimately increasing the online shopping customers from rural areas
- The standard of living of rural youth, has increased by the online shopping and e-commerce, rural youth is now aware of the latest fashion trends and styles through social media. which are attracting them towards online shopping.

**5. CONCLUSION:**

The online shopping has now become the important part of the Indian society .the consumers are now more aware about online shopping and e-commerce .online shopping has spread its roots in the rural parts of India significantly, with increase in the mobile and internet users .social media has played a great part in influencing and popularizing the online shopping not only in the urban areas but the rural part of the country.

Rural youth is the big market segment for the online shopping companies and websites .As India's rural part is yet to be explored and it has lot more opportunities for the online shopping companies .heavy discounts, large range of products to offer and an opportunity to compare vast range of differentiated products, convenience, easy payment options, fast delivery etc, are some of the main reasons for the rural youth to get attracted towards online shopping.

The social status of the rural youth population has increased with the increase in the use of online shopping and e-commerce; this has ultimately improved the standard of living of the rural youth population in India.

**REFERENCES :**

1. Sivasankaran, S. "Digital marketing and its impact on buying behaviour of youth." *Hindu* (2013).
2. Agrawal, K. A. L. P. A. N. A., & Jaliwala, H. U. Z. E. F. A. (2013). Effect of social media on e-purchase amongst youth. *International Journal of Business Management & Research*, *3*(2), 131-136.
3. Suresh, K. R., & Latha, K. L. (2021). CONSUMER EMPOWERMENT BY ADAPTING E-COMMERCE–INDIAN RURAL CONSUMERS ONLINE SHOPPING BEHAVIOUR ANALYSIS. *Journal of Management (JOM)*, *8*(3).
4. Sharma, N. V., & Khattri, V. (2013). Study of online shopping behavior and its impact on online deal websites. *Asian Journal of Management Research*, *3*(2), 394-405.
5. Manoj, K., Sunita, P., Nita, S., Rajesh, K., & Rakesh, K. E-commerce and Online Shopping to Analyse Consumer Shopping Behaviour in Rural Rajasthan-An Empirical study.
6. Thamizharasu, Na & M R, Vanithamani. (2020). A Study on Online Shopping Trust Among Youth in India: A Review.
7. Reddy, R. J. (2018). Online shopping-its growth and status in India. *International Journal of Engineering and Management Research (IJEMR)*, *8*(3), 28-36.
8. Anthonysamy, M., & Ignatius, C. M. A. (2020). Delivery Issues: a Study on Problems Faced By Rural Youth in E-Shopping. *Journal of Xi'an Shiyou University, Natural Science Edition*, *17*(11), 303-308.
9. Reddy, R. J. (2018). Online shopping-its growth and status in India. *International Journal of Engineering and Management Research (IJEMR)*, *8*(3), 28-36.
10. Kishore Raaj Suresh and K. Lavanya Latha, Consumer Empowerment by Adapting E-Commerce – Indian Rural Consumers Online Shopping Behaviour Analysis, *Journal of Management (JOM)*, 8 (3), 2021, pp. 13–24.
11. https://iaeme.com/Home/issue/JOM?Volume=8&Issue=3
12. https://www.researchgate.net/profile/Vanithamani-M/publication/344709479_A_Study_on_Online_Shopping_Trust_Among_Youth_in_India_A_Re

view/links/5f8ab98a458515b7cf853b54/A-Study-on-Online-Shopping-Trust-Among-Youth-in-India-A-Review.pdf
13. https://www.ijemr.net/DOC/OnlineShoppingItsgrowthAndstatusInIndia.pdf
14. https://www.ibef.org/industry/ecommerce
15. https://www.clickpost.ai/blog/best-ecommerce-companies-in-india
16. https://www.raijmr.com/ijrmp/wp-content/uploads/2017/11/IJRMP_2015_vol04_issue_03_05.pdf
17. https://en.wikipedia.org/wiki/Online_shopping
18. https://www.orangemantra.com/blog/the-impact-of-e-commerce-in-rural-india/
19. https://www.huffpost.com/archive/in/entry/how-online-shopping-is-changing-rural-india_b_10583202
20. https://hindrise.org/village-ecommerce

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/010 --:-- Research Article/Paper

# SOCIAL MEDIA AND IT'S EFFECT ON DIGITAL MARKETING IN INDIA

**Dr. Kamal Kant**
Guest faculty Deptt. of business administration
F.C.M.S. Jai Narayan Vyas University Jodhpur, Rajasthan India
Email - kp360388@gmail.com

***Abstract:*** *Social media has changed business in many ways. We live in a digital age, and online marketing and social media have a huge impact on consumer behavior. The constant increase in demand and supply is powered by rapid technological progress. The only way to deal with drastic change is to automate everything. Despite ushering in a new era of communication, experts are advising businesses to stick with traditional means and use social media as much as possible to achieve their goals. This study looks at the impact of social media on digital marketing. This study used surveys and interviews with respondents using digital marketing to explore different types of social media and how they affect the growth of digital marketing. We collected responses from 100 people. SPSS tools were used to aggregate, code, and interpret the collected data..*

***Key Words:*** *Digital Marketing, Social Media, Consumer Behaviour, Marketing, Strategy.*

## 1. INTRODUCTION:

People are using social media more and more. We can't imagine promoting a brand without the support of social media. The expansion of social media marketing platforms has become an important aspect in the development of social signals. Social media is changing the way people communicate, collaborate, consume and create. Businesses today are choosing to use it to grow their digital marketing business. Various social media channels offer Internet marketers a wide range of market opportunities to increase their brand's presence on the Internet. Social media is a great platform for digital marketing as well as connecting people around the world.

- 76% of businesses use social media to achieve their marketing goals.
- Promoting their business on social media increased retailers' revenue by up to 133%.
- Most big name brands have their own social media profiles to grow their business and make the brand more accessible to social media consumers.

Digital marketing is still in its infancy in India. Many big brands have already launched digital marketing campaigns, but most are still considering whether to use this medium. Given India's large young population and expanding technology, businesses are eager to engage their target audience and sell their products and services through digital media. Social media has become an integral part of digital marketing with data showing that most customers spend at least one hour of their time on various social media sites each day. As a result, significant changes will occur in the near future.

## 2. Objectives :

- To examine the rise of digital marketing in relation to the influence of social media among consumers.
- To investigate the contribution of various social media platforms to digital marketing.
- To depict the current scenario of social media's significance in the emergence of digital marketing.

## 3. Review of Literature :

Dr. N. Elamathi (2017) discusses the Internet and transactions that take place over it. Business transactions involve trading quality beyond authoritarian or personal limits in exchange for results and profits. Critical value exchange is critical to understanding the limitations of web-based commerce. No transaction can take place without a significant exchange of value. This report honors the entrepreneurial and inventive social he planners who have shaped these advances in web-based business dominance.

Chaffey et al (2013), Driven Publishing is the use of advances to help drive action and improve the bulk of customer data. Finally, Tom reads books to meet his needs (Chaaffey, 2013). In the world created, organizations must recognize the importance of electronic marketing credentials. And the need for the Internet to have a recognized system for meeting customer needs is only the tip of the iceberg if the organization is to achieve its objective goals of success.

Pepelnjak (2018), Online publishing can be an incredible promotional tool for building brands and expanding organizational movements with creative progress (Song, 2001). Driven push is more cost-effective for estimating his ROI on advertising than it is for estimating the success of the business capital invested in getting desired results.

Munshi, (2012), Recently, bad imposition and promotional approaches have provided a promotional approach to internet marketing. Moreover, it is a great breakthrough and can help the economy recover. In addition, a large-scale opening of the gates to administration will pave the way for more success (Munshi, 2012). Singaporean organizations should try out these electronic display tools.

## 4. Research Methodology :

**Primary Data –** Primary data were gathered through the use of a self-administered questionnaire.
**Type of Research –** Descriptive Research
**Sampling Design –** Simple Random Sampling
**Sample Area –** Respondents from Aurangabad District, Maharashtra.
**Sample Size –** The sample size of this study is 300 respondents
**Statistical Tools –** Chi square, one way ANOVA and Kruskal Wallis Test

### 4.1 Hypotheses

H0- There is no significant association between age of respondents and time spent on social media to purchase online products.
H0- There is no significant relationship between the length of time digital marketing is used and the occupation of the customer.
H0- There is no significant relationship between the respondent's monthly income and the respondent's digital her marketing spending.

## 5. Data Analysis and Interpretation

**Table 1** *Age of the Respondents*

| S. No | Age | Frequency | Percentage |
|---|---|---|---|
| 1. | Below 20 yrs | 94 | 31.3 |
| 2. | 20 to 25 yrs | 74 | 24.7 |
| 3. | 26 to 30 yrs | 128 | 42.7 |
| 4. | 31 to 35 yrs | 4 | 1.3 |
| | **Total** | 300 | 100.0 |

**Interpretation**

According to the above table, 42.7% of respondents are between the ages of 26 and 30 years old, while 1.3% is between the ages of 31 and 35 years old.

**Table No. 2** *Gender of the Respondents*

| S. No | Gender | Frequency | Percentage |
|---|---|---|---|
| 1. | Male | 54 | 18.0 |
| 2. | Female | 246 | 82.0 |
| | **Total** | 300 | 100.0 |

**Interpretation**
According to the above table, 82% of respondents are female and 27% of respondents are male.

**Table No. 3** *Marital Status of the Respondents*

| S.No | Marital status | Frequency | Percentage |
|---|---|---|---|
| 1. | Single | 166 | 55.3 |
| 2. | Married | 134 | 44.7 |
| | **Total** | 150 | 100.0 |

**Interpretation**
According to the above table, 55% of respondents are single, while 44.7% of respondents are married.

**Table No. 4** *Occupation of the Respondents*

| S.No | Occupation | Frequency | Percentage |
|---|---|---|---|
| 1. | Government sector | 4 | 1.3 |
| 2. | Private sector | 58 | 19.3 |
| 3. | Business | 14 | 4.7 |
| 4. | Student | 108 | 36.0 |
| 5. | Others | 116 | 38.7 |
| | **Total** | 300 | 100.0 |

**Interpretation**
According to the preceding statistics, 38.7% of respondents are others, and 1.3% work in the government sector.

**Table No. 5** *Type of Family*

| S. No | Type of Family | Frequency | Percentage |
|---|---|---|---|
| 1. | Nuclear | 224 | 74.7 |
| 2. | Joint | 76 | 25.3 |
| | **Total** | 300 | 100.0 |

**Interpretation**
According to the above table, 74% of respondents live in nuclear families, while 25.3% live in joint families.

**Table No. 6** *Educational Qualification*

| S.No | Educational Qualification | Frequency | Percentage |
|---|---|---|---|
| 1 | HSC | 8 | 2.7 |
| 2 | Diploma | 9 | 3.3 |
| 3 | UG | 124 | 41.3 |
| 4 | PG | 158 | 52.7 |
| | **Total** | 300 | 100.0 |

**Interpretation**

According to the preceding table, 52.7% of respondents have completed their PG, while 2.7% have completed their HSC.

**Table No. 7** *Monthly Income of the Respondents*

| S. No | Monthly Income | Frequency | Percentage |
|---|---|---|---|
| 1 | Rs. 10000 - Rs. 20000 | 144 | 48.0 |
| 2 | Rs. 20001 - Rs.30000 | 22 | 7.3 |
| 3 | Rs. 30001 - Rs. 40000 | 18 | 6.0 |
| 4 | Rs. 40001 - Rs. 50000 | 116 | 38.7 |
| | **Total** | 300 | 100.0 |

**Interpretation**

According to the preceding table, 48% of respondents' monthly income is Rs.10000-Rs. 20000, which is 6% of the respondent's monthly salary of Rs. 30001 - Rs. 40000.

**Table no. 8** *Type of Social Media used for Digital Marketing*

| S.No | Social media | Frequency | Percentage |
|---|---|---|---|
| 1 | Facebook | 228 | 76.0 |
| 2 | Instagram | 56 | 18.7 |
| 3 | Twitter | 4 | 1.3 |
| 4 | Pinterest | 6 | 2.0 |
| 5 | LinkedIn | 6 | 2.0 |
| | **Total** | **300** | **100.0** |

**Interpretation**

From the above table, it is inferred that 76% of respondents use Facebook for Digital marketing, 1.3% of therespondents use Twitter for Digital marketing.

**Table No: 9** *Have you ever purchased over Online Shopping?*

| S.No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Yes | 280 | 93.3 |
| 2 | No | 20 | 6.7 |
| | **Total** | **300** | **100.0** |

**Interpretation**

According to the above table, 93.3% of respondents purchased via online shopping, while 6.7% never purchased via online shopping.

**Table No: 10** *Frequency of using Social Media*

| S. No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Daily | 254 | 84.7 |
| 2 | Once in a week | 24 | 8.0 |
| 3 | Seldom | 22 | 7.3 |
| | **Total** | **300** | **100.0** |

**Interpretation**

According to the above table, 84.7% of respondents use social media on a daily basis, while 7.3% use it just sometimes.

**Table No:** *11 Where do you Find the Information Concerning Products, Offers, Campaigns?*

| S.No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Social media | 224 | 74.7 |
| 2 | Advertisements | 60 | 20.0 |

| | | | |
|---|---|---|---|
| 3 | Websites | 16 | 5.3 |
| | **Total** | **300** | **100.0** |

**Interpretation**
According to the above table, 74.7% of respondents get their information from social media, while 5.3% get their information from websites.

**Table No.12** *Preference to get the Information*

| S. No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Social media | 136 | 45.3 |
| 2 | Emails | 96 | 32.0 |
| 3 | Advertisements | 32 | 10.7 |
| 4 | Website | 18 | 6.0 |
| 5 | Stores | 2 | .7 |
| 6 | Pamphlets | 16 | 5.3 |
| | **Total** | **300** | **100.0** |

**Interpretation**
According to the above table, 45.3% of respondents choose social media to obtain information, whereas 0.7% prefer retailers to obtain information.

**Table No: 13** *Time Period of using Digital Marketing to Purchase Products*

| S.No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Below 1 year | 218 | 72.7 |
| 2 | 1 to 3 years | 56 | 18.7 |
| 3 | 3 to 5 years | 26 | 8.7 |
| | **Total** | **300** | **100.0** |

**Interpretation**
According to the above table, 72.7% of respondents use less than one year to acquire digital marketing products, while 8.7% use three to five years to purchase digital marketing products.

**Table No: 14** *Types of Products Bought using Digital Marketing*

| S.No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Electronics | 54 | 18.0 |
| 2 | Clothing | 138 | 46.0 |
| 3 | Accessories | 84 | 28.0 |
| 4 | Food | 6 | 2.0 |
| 5 | Others | 18 | 6.0 |
| 6 | **Total** | **300** | **100.0** |

**Interpretation**
According to the above table, 46% of respondents purchased clothing through digital marketing, while 2% purchased food through digital marketing.

**Table No: 15** *The Purchase in Digital Marketing Started with the Influence of*

| S. No | Options | Frequency | Percentage |
|---|---|---|---|
| 1 | Attractive Ads | 28 | 9.3 |
| 2 | Lower Price | 126 | 42.0 |
| 3 | Brand | 22 | 7.3 |

| | | | |
|---|---|---|---|
| 4 | Door step Delivery | 114 | 38.0 |
| 5 | Others | 10 | 3.3 |
| | **Total** | **300** | **100.0** |

**Interpretation**
According to the data in the table above, 42% of respondents use digital marketing to influence lower prices, while 3.3% use digital marketing to influence others.

**Hypothesis Testing**

**Table No: 16** *Relationship between monthly income and amount spent on digital marketing*.
Chi- Square

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 43.335[a] | 12 | .000 |
| Likelihood Ratio | 46.397 | 12 | .000 |
| Linear-by-Linear Association | 18.370 | 1 | .000 |
| N of Valid Cases | 149 | | |

H0 - There is no significant relationship between age of the respondents and time spend on social media to purchase online products.
H1 - There is significant relationship between age of the respondents and time spend on social media to purchase online products

Inference: From the above table, p value is found to be 0.000 which is lesser than 0. 05. Hence, alternate hypothesis (H1) is accepted and null hypothesis (H0) is rejected. Therefore, there is significant relationship between the monthly income and the price of the smart phone currently used.

**Table No.17** *Relationship between time spent on digital marketing and respondents' occupation*
*One Way Anova*

| | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| Between Groups | .874 | 2 | .437 | .326 | .722 |
| Within Groups | 196.999 | 147 | 1.340 | | |
| **Total** | **197.873** | **149** | | | |

H0 - There is no significant association between length of time digital marketing was used and respondent's occupation.
H1- There is a significant association between the length of time digital marketing is used and the occupation of respondents.
Conclusion: From the table above, the p-value is 0.326, which is greater than 0.05. Therefore, the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected. Therefore, there is no significant correlation between the duration of digital marketing use and respondents' occupations.

**Table No.18** *Association between Monthly Income and Money Spend on Digital marketing*

| | **Money Spend on Digital Marketing** |
|---|---|
| Kruskal-Wallis H | 20.665 |
| Df | 3 |
| Asymp. Sig. | .000 |

H0 - No significant relationship between monthly income and digital marketing spend.
H1 - There is a significant correlation between monthly income and digital marketing spending.

Conclusion: From the table above, the p-value is 0.000, which is less than 0.05. Therefore, the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected. As such, there is a strong correlation between your monthly income and the price of your current smartphone.

**6. Observation and Findings-**

- Digital marketing has a brighter future in today's market, improving business and increasing profits.
- Most customers are satisfied with purchasing products online.
- Consumers perceive online shopping as a safe mode, so they prefer it and recommend it to all other customers.
- Most of the respondents are women..

**7. Recommendations and Suggestions-**

- Technological advances in digital marketing promotion should be improved.
- Collect and consolidate customer comments, recommendations and opinions and correct them as soon as possible.
- Provide consumers with clear, high-quality service both before and after their purchase.
- People need to be aware of digital marketing.
- A full product description and customer reviews should be provided for each product on the Internet so that new customers can learn more about the product..

**8. CONCLUSION :**

Social media platforms have always been cheap. In the modern era, the world of social media has brought about an amazing revolution that underpins the development of communication. Social media has proven to be an efficient tool for developing advertising and marketing for businesses. The best channel for reaching large numbers of Internet users and achieving your business marketing goals is social media itself. For example, on Facebook he has over 1.2 billion active users. By uploading various posts, banners, photos, videos, and textual information about advertising their products and services, businesses were able to attract a large, interested crowd looking for similar services.

Social media is becoming more important as the whole world is covered. Over 90% of his marketers say they use or intend to use social business for their business, and over 60% say they have acquired new customers through social media. According to the results, businessmen and marketers can obtain many benefits from using social networks, which is why social networks have become part of corporate practices.

**REFERENCES:**

1. A Munshi, MSS MUNSHI (2012), "Digital matketing: A new buzz word", International Journal of Business Economics & Management Research, Vol.2 Issue 7.
2. AJ Parsons, M Zeisser, R Waitman (1996), "Organizing for digital marketing", McKinsey Quarterly.
3. Chaffey. D (2013), "Definitions of E-marketing vs Internet vs Digital marketing", Smart Insight Blog, February 16.
4. Chu, Shu-Chuan (2011), "Viral advertising in social media: Participation in Facebook groups and responses among college-aged users." Journal of Interactive Advertising 12: 30-43.
5. Giedd, J. N., & Chief, M. (2012), "The Digital Revolution and Adolescent Brain Evolution:,
6. Guoying Zhang, Alan J. Dubinsky, Yong Tan (2013), "Impact of Blogs on Sales Revenue", International Journal of Virtual Communities and Social Networking, Vol .3, Pg 60-74.
7. Kumar, A. (2020). Rural retailing and India: The road ahead. International Journal of Scientific and Technology Research, 9 (3), March 2020, pp. 3665-3668

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/011 --:-- Research Article/Paper

# Contribution of handicraft industry of jodhpur

**Dr.Sony Tulsani**
Guest faculty, Department Of Accounting
Jai Narayan Vyas University, jodhpur (Raj.) India
Email - tulsanisony@gmail.com

***Abstract:*** *The handicrafts Sector as a whole is economically and financially important to the Government from the point of view of low capital investment, high ratio of value addition, big potential for earning of foreign exchange and impressive generation of employment to the people specially belonging to weaker section of the society. Jodhpur is best known for its chivalry, art, culture, heritage but it has lately emerged as a crafts-city with big potential center of manufacturing and export of handicrafts on the world map of exports. Erstwhile silent tones, it has with its vibrant activities of manufacturing and exporting the handicrafts during the last twenty years, come out as a big promising forex earner from zero export to earning of foreign exchange not less that Rs.2000 crores a year.*
*This article attempts to explore information about contribution of handicraft industry to the nation, state and region.*

***Key Words:*** *Contribution of handicraft, Forex earner.*

## 1. INTRODUCTION:

The handicrafts Sector as a whole is economically and financially important to the Government from the point of view of low capital investment, high ratio of value addition, big potential for earning of foreign exchange and impressive generation of employment to the people specially belonging to weaker section of the society.
Jodhpur is best known for its chivalry, art, culture, heritage but it has lately emerged as a crafts-city with big potential center of manufacturing and export of handicrafts on the world map of exports.

Erstwhile silent tones, it has with its vibrant activities of manufacturing and exporting the handicrafts during the last twenty years, come out as a big promising forex earner from zero export to earning of foreign exchange not less that Rs.2000 crores a year.
This article attempts to explore information about contribution of handicraft industry to the nation, state and region.

Undoubtedly, the uniqueness of the Handicrafts of India particularly of Jodhpur, has taken the world to the fantasy of our rich cultural heritage. Because of the artistic and ornate craftsmanship which do not have any parallel the world over, the masterpieces of handicrafts of jodhpur, while preserving the centuries old traditions and legacy of our nation, have carried old traditions and legacy of our nation, have carried out and important niche in the highly competitive international mercantile.

Maintaining these traditions our flexibility, with the changing times, has led us to adopt the pragmatic approach to turn to giftware and life style accessories in view of contemporary global demands, along with manufacturing of the breath taking masterpieces of exquisite beauty of handicrafts and artistic furniture. Doubtlessly the Handicraft of Jodhpur encompasses rich assortment of numerous items having designers blend of spectrum with each individual item possessing an exclusive discerning subtle elegance reflecting our priceless heritage and thus command a tremendous export potential.

These handicrafts items bring name and fame to the country in addition to employment generation and earning valuable foreign exchange to the country.

**2. Contribution of jodhpur handicraft export industry:-**

Containers dispatches 20" from ICDs of Jodhpur for the year 2019-20

| S.No. | Month | ICDs' | | | Total |
|---|---|---|---|---|---|
| | | Rajsico | CONCOR | Thar | |
| 1. | April | 134 | 1026 | 1007 | 2167 |
| 2. | May | 189 | 1191 | 1261 | 2641 |
| 3. | June | 172 | 1024 | 1175 | 2371 |
| 4. | July | 219 | 1175 | 1480 | 1394 |
| 5. | August | 213 | 1158 | 1349 | 2720 |
| 6. | Sept. | 211 | 1083 | 1227 | 2521 |
| 7. | Oct. | 280 | 1287 | 1566 | 3133 |
| 8. | Nov. | 155 | 758 | 1174 | 2087 |
| 9. | Dec. | 212 | 1054 | 1621 | 2917 |
| 10. | Jan | 249 | 1262 | 1556 | 3067 |
| 11. | Feb. | 233 | 1041 | 1356 | 2630 |
| 12. | March | 271 | 861 | 1322 | 2454 |
| | Total | 2538 | 12,920 | 16094 | 31,522/ - |

**To the Nation:** In earning of foreign exchange

YEAR-WISE GROWTH CHART OF
EXPORT TREND OF HANDICRAFTS FROM JODHPUR

| Years | | Rs. in Crores (approx.) | |
|---|---|---|---|
| 1997-1998 | 250 | 2009-2010 | 900 |
| 1998-1999 | 300 | 2010-2011 | 1200 |
| 1999-2000 | 400 | 2011-2012 | 1400 |
| 2000-2001 | 500 | 2012-2013 | 1500 |
| 2001-2002 | 550 | 2013-2014 | 1600 |
| 2002-2003 | 700 | 2014-2015 | 1800 |
| 2003-2004 | 900 | 2015-2016 | 2000 |
| 2004-2005 | 1000 | 2016-2017 | 1800 |
| 2005-2006 | 1200 | 2017-2018 | 2000 |
| 2006-2007 | 1100 | 2018-2019 | 2200 |
| 2007-2008 | 1000 | 2019-2020 | 2500 |
| 2008-2009 | 800 | | |

**To the state:-** In generation of employment:
Employment is being generated more than 3 lakh of various disciplines, especially from the economically depressed class of societ , hailing from rural and semi-rural areas of jodhpur region.

**To the Region:-** Strengthening the economy:
Western Rajasthan being the drought-prone area, Handicraft export industry of jodhpur is the only source which provide livelihood to inhabitants staying even in remote 'chains' of the region.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

**JODHPUR HANDICRAFTS EXPORTERS ASSOCIATION**

**INCOME & EXPENDITURE A/C FOR THE YEAR ENDING 31st MARCH 2020**

| | EXPENDITURE | AMOUNT | | INCOME | AMOUNT |
|---|---|---|---|---|---|
| TO | BONUS EXP | 33600.00 | BY | ANNUAL SUBSCRIPTION | 661200.00 |
| TO | DEPRECIATION | 852.00 | BY | ADVERTISEMENT INCOME | 144000.00 |
| TO | BANK CHARGES | 721.40 | BY | FDR INTREST | 217854.00 |
| TO | MEETING & FUNCTION | 144830.00 | BY | AWARD RECEIPT | 100000.00 |
| TO | OFFICE EXP | 273758.00 | | | |
| TO | SALARIES | 495050.00 | | | |
| TO | TELEPHONE EXPENSES | 13900.00 | | | |
| TO | TOUR & TRAVELLING | 8400.00 | | | |
| TO | ADVERTISEMENT EXPENSES | 147000.00 | | | |
| | TOTAL | **1118111.40** | | | |
| TO | SURPLUS TRANSFERD TO GENERAL RESERVE FUND | 4942.60 | | | |
| | **TOTAL** | **1123054.00** | | **TOTAL** | **1123054.00** |

DATE : 03-02-2021
PLACE : JODHPUR

**JODHPUR HANDICRAFTS EXPORTERS ASSOCIATION**

**BALANCE SHEET AS ON 31st MARCH 2020**

| LIABILITIES | | AMOUNT | ASSETS | | AMOUNT |
|---|---|---|---|---|---|
| **GENERAL RESERVE FUND** | | | **FIXED ASSETS** | | |
| BALANCE AS PER LAST A/C : | **33,00,672.52** | | **FURNITURE & FIXUTURES** | | |
| ADD: SURPLUS FOR CURRENT YEAR : | 4,942.60 | 33,05,615.12 | WRITTEN DOWN VALUE : | 6,114.99 | |
| | | | LESS DEP. @10% : | 611.00 | **5,503.99** |
| **MEMBERSHIP(ENTRANCE) FEE FUND** | | | | | |
| OPENING BALANCE : | 11,00,600.00 | | **CROCKERY & CUTLERY** | | |
| : | | 11,00,600.00 | WRITTEN DOWN VALUE : | 850.17 | |
| | | | LESS DEP. @ 15% : | 128.00 | **722.17** |
| BUILDING SOUVENIOR RES. FUND | | 93,467.00 | | | |
| | | | **COOLER** | | |
| CHARITY FUND JHEA | | 31,991.00 | WRITTEN DOWN VALUE : | 750.02 | |
| | | | LESS DEP. @ 15% : | 113.00 | **637.02** |
| BARMER FLOOD DONATION FUND | | 77,145.00 | | | |
| | | | **INVESTMENTS** | | |
| ADVANCE FOR AGM | | 2,51,000.00 | FIXED DEPOSITS : | | 10,69,227.00 |
| | | | FIXED DEPOSIT | | 24,75,969.00 |
| | | | **CURRENT ASSETS** | | |
| | | | CASH IN HAND : | | 9,277.00 |
| | | | CASH AT BANK (OBC) : | | 85,767.94 |
| | | | TAX DEDUCTED AT SOURCE : | | 2,19,459.00 |
| | | | **SUNDRY DEBTORS** | | |
| | | | CFC | | 9,96,255.00 |
| | | | UNIQUE PLYWOODS PVT LTD | | (6,000.00) |
| | | | **SECURITY DEPOSITS** | | |
| | | | TELEPHONE DEPARTMENT : | | 3,000.00 |
| **TOTAL** : | | **48,59,818.12** | **TOTAL** : | | **48,59,818.12** |

DATE : 03-02-2021
PLACE : JODHPUR

From the above Income and Expenditure Account and Balance sheet shows that Handicraft Export is a profitable activity. Handicraft sector has achieved significant growth in business and export promotion owing to the tireless efforts of the entrepreneurs involved in this industry. The industry yet enjoys a tremendous scope of potentiality to increase its enhanced share in the global market its potential , as yet untapped, needs to be fully amassed for the sustained growth of this sector.

Government are taking measures to promote Handicrafts by participation in international fairs, entering new markets and studying the demand pattern in the new and existing markets with a view to increase their share in these markets. These have been supplemented by launching aggressive publicity campaign besides improving the design and quality of Indian product through design and technology intervention on a large scale.

Jodhpur at present is one of the biggest handicraft manufacturing and exporting centers in the country. Its huge inland container depot handles good worth lakhs of rupees daily. A large number of export agents, some of them foreigners have taken up residence here to facilitate their business.

Suncity is one of the important suppliers of handicraft to the world market. Handicraft export business of jodhpur that initially started 30-35 years back with a small amount of capital, has today taken a giant leap to the annual turnover of over Rs. 3000 crores per annum.

A modest initiative taken by a couple of entrepreneurs has now transformed into a glorious industry, which is also a major source of employment for thousands of people in the handicraft market. In its initial stage the industry passed through many difficult phases but after 1980 things started working in favour of the growth of the industry and the business grew by leaps and bounds.

**REFERENCES:**

**Research Paper and Articles**

1. Annual Report of Jodhpur Handicraft Exporter's Association (JHEA) for the year 2020-21.
2. Annual reports of Export Promotion Council for Handicraft
3. Hand book of Import Export Procedure by Government of India
4. Press release of Export promotion council for Handicraft.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/012 --:-- Research Article/Paper

# Comparative study of financial performance of SBI and ICICI Bank

**Divyesh Kalla**
Research scholar Deptt. Of Accounting,
JNV University Jodhpur (Rajasthan), INDIA
Email - devkalla011@gmail.com

***Abstract:*** *It's common practice in India to divide banks into the public sector and the private sector. Government officials in India oversee and direct the country's network of public sector banks. Public sector banks account for a disproportionate share of India's banking system. Roughly 78% of all loans and other financial aid in India comes from public sector banks. An astounding 18% of India's banking sector can be traced back to private banks. Because of their efficient use of technology, private banks have become increasingly prevalent in India's banking sector in recent years (business maps of India). This article uses a thorough analysis of a variety of financial statistics to compare the efficiency of government-owned and privately-owned financial institutions. Both State Bank of India and Industrial Credit and Investment Corporation (ICIC) were chosen as samples for this study.*

***Key Words:*** *SBI, ICICI, Financial Performance etc.*

## 1. INTRODUCTION :

The Indian economy is poised for a big shift as new policies are about to be introduced. There should be a pick-up in economic expansion as a result of buoyant company emotions, increased consumer confidence, and a more manageable level of inflation. More money spent on infrastructure, quicker completion of projects, and the maintenance of reforms will all serve to fuel economic expansion. All this bodes well for the banking industry as well, since expanding businesses increasingly rely on loans from financial institutions to fuel their expansion. Technology has also allowed for the rise of internet and mobile banking. There has been a recent push among Indian banks to upgrade their IT infrastructure in order to better serve their customers and gain a competitive edge in the market (www.ibef.org). The Reserve Bank of India (RBI) regulates the banking industry in India. The Reserve Bank of India controls all the banks in India. Since 1935, this authority has been responsible for formally regulating the Indian banking sector. The Reserve Bank of India has been designated as the country's single supervisory authority for the banking sector.

It's common practice in India to divide banks into the public sector and the private sector. Government officials in India oversee and direct the country's network of public sector banks. For generations, the nation's banking needs have been met by the public sector, which is why its institutions have earned a reputation for providing excellent value for money. Public sector banks account for a disproportionate share of India's banking system. Roughly 78% of all loans and other financial aid in India comes from public sector banks. Two decades ago, the first private banking services appeared. To be clear, these are the financial institutions in which the government does not hold a majority share. An astounding 18% of India's banking sector can be traced back to private banks. Because of their efficient use of technology, private banks have become increasingly prevalent in India's banking sector in recent years (business maps of India). This chapter uses a thorough analysis of a variety of financial statistics to compare the efficiency of government-owned and privately-owned financial institutions. Both State Bank of India and Industrial Credit and Investment Corporation (ICIC) were chosen as samples for this study.

## 2. LITERATURE REVIEW:

According to **Jyoti, (2009),** the financial sector, particularly the banking industry in many emerging economies like India, is going through a period of change. Almost every economy now relies heavily on financial activities, so any imbalance or breakdown in the system will have wide-ranging consequences for the entire economy. Financial markets will be more stable if the banking industry develops a sound financial system. Besides serving as an intermediary in the commodity market, banks put their own money at risk by putting it in the hands of those who are not in it. The interconnectedness of bank branches has been made possible thanks to the different levels of communication set up by the RBI. In addition to NTM NETWORK are BANKNET, INFINET, SWIFTI, EDI, EFI and ECS. As a result of these initiatives, banks may become more involved in commodity markets in the future.

According to **Khanna and Arora (2009**), there is a dearth of individuals who have been properly trained and have extensive experience in their respective fields. The banking industry has seen a sudden and significant increase in business. As a result of the rapid expansion, there has been a lack of employees to deal with the problem of fraud. The majority of employees have a negative view of RBI procedures because they find it difficult to adhere to them due to their heavy workloads and competitive pressures. Involvement in training has a positive impact on employee compliance and the way they view the RBI's procedures.

**Mishra et al (2012)** revealed that all consumers are inclined about doing financial transaction or banking on the internet. Consumers' attitudes toward using the internet aren't as positive as their attitudes toward using email, social networking, or online bookings, for instance. Consumers are still wary of using the internet to make purchases because of a variety of risks, including identity theft. Thus, online banking presents a problem for consumers because they cannot physically handle the items of transaction that they conduct in a bank. In comparison to the direct banking experience of using a bank, online customers have a poor bank-website interaction because they can't handle and try transactions before making a decision.

In **Fozia's words (2013**) According to the findings of this study, "customers of private banks are more satisfied with e-banking services than those of public banks". Customers of varying ages have varying attitudes toward online banking. Customers prefer e-banking because of its convenience. As a result, banks should do everything they can to ensure that e-banking is available to customers around the clock and without any hassles. Customers are most concerned about the safety of their bank accounts when they shop online. "Customer education on the safe use of passwords and pin numbers should be provided by banks to ensure that no unauthorised fraudulent practices take place while using online banking".

## 3. OBJECTIVE OF THE STUDY

➢ To compare the financial performance of SBI and ICICI bank.

## 4. RESEARCH METHODOLOGY :

A descriptive and analytic approach is used in the study. There is a secondary data used in the study.
The secondary data will be collected from the following: Secondary sources will be collected Annual Reports of selected banks, and publications of banking sectors, various related journals and magazines. The secondary data also will be collected from library of Jai Narayan Vyas University.

## 5. DATA ANALYSIS :

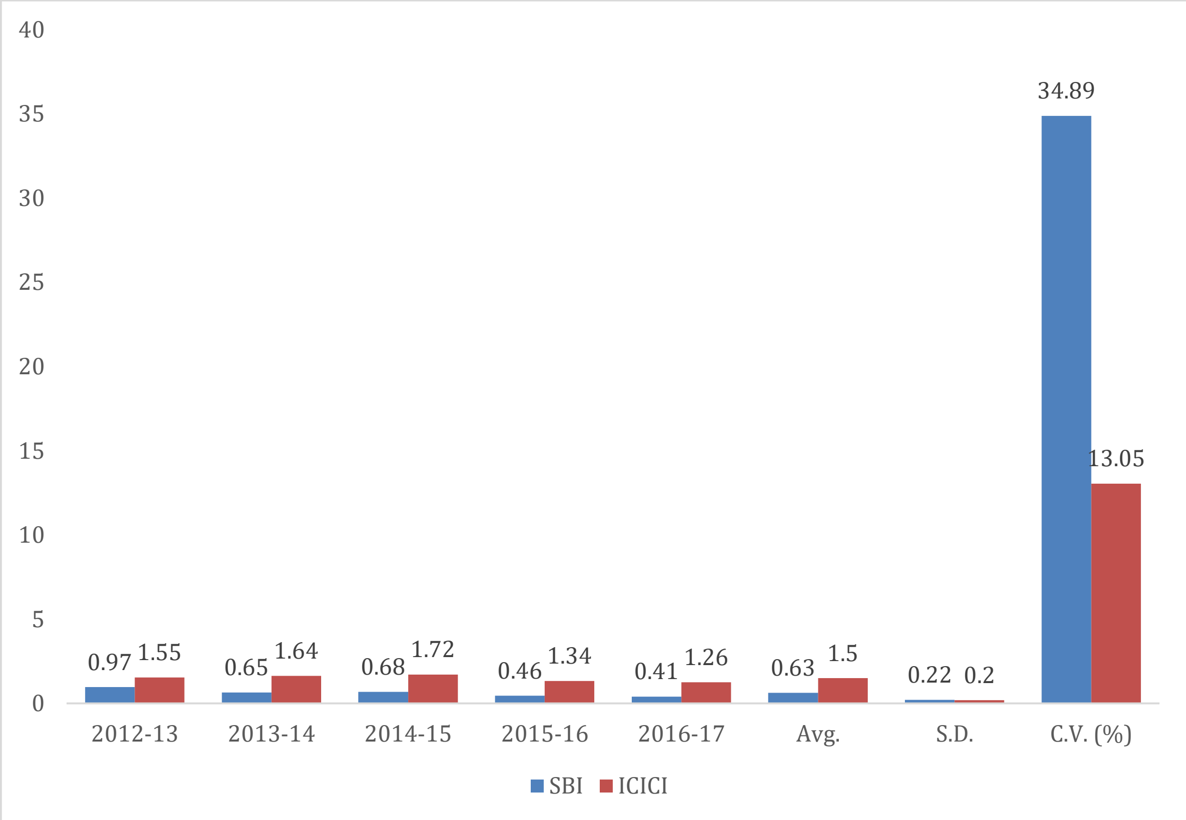
### 5.1 RETURN ON ASSETS (ROA)

**Table.1** ROA of SBI and ICICI

| Year/Bank | SBI | ICICI |
|---|---|---|
| **2012-13** | 0.97 | 1.55 |
| **2013-14** | 0.65 | 1.64 |
| **2014-15** | 0.68 | 1.72 |
| **2015-16** | 0.46 | 1.34 |
| **2016-17** | 0.41 | 1.26 |
| **Avg.** | **0.63** | **1.5** |
| **S.D.** | 0.22 | 0.2 |
| **C.V. (%)** | 34.89 | 13.05 |

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

**AVERAGEROA OF THE SBI & ICICI**
**Figure 1**




Data given above shows the ROA of SBI and ICICI bank. Data shows that for ICICI bank the ROA is increasing from 2012-13 to 2014-15. Then sudden and slight decrease is observed in the year 2015-16which continue to decrease till 2016-17. For SBI bank the ROA is constantly following a decreasing trend for the 5 years of study period. The average ROA of ICICI is higher as compared to SBI.
It can be concluded from the above table that, the SBI bank maintains higher return on assets engaged in the business it indicates better profitability performance of ICICI bank as compared to SBI during that period. Overall performance of ICICI bank was much batter in generating profit against assets invested by banks as compared to SBI during that period.

**HYPOTHESIS**

**$H_{01}$:** There is no significant difference in average return on assets of ICICI and SBI during pre and post E banking period.

**$H_1$:** There is significant difference in average return on assets of ICICI and SBI during pre and post E banking period.

**Table .2**
**T Test for ROA of SBI and ICICI**

| | Average ratio of SBI | Average ratio of ICICI bank |
|---|---|---|
| Mean | 0.350 | 1.532 |
| Variance | 0.203 | 0.012 |
| Observations | 5 | 5 |
| PooledVariance | 0.108 | |
| HypothesizedMean Difference | 0 | |

| | | |
|---|---|---|
| Df | 8 | |
| t Stat | .03 | |
| P(T<=t)two-tail | 0.000 | |
| tCriticaltwo-tail | 2.306 | |

From the above table it can be seen that the sig value is less than .05 and therefore it can be stated that there is significant difference in average return on assets of selected public and private sector banks during pre and post E banking period.

### 5.2 RETURN ON NETWORTH

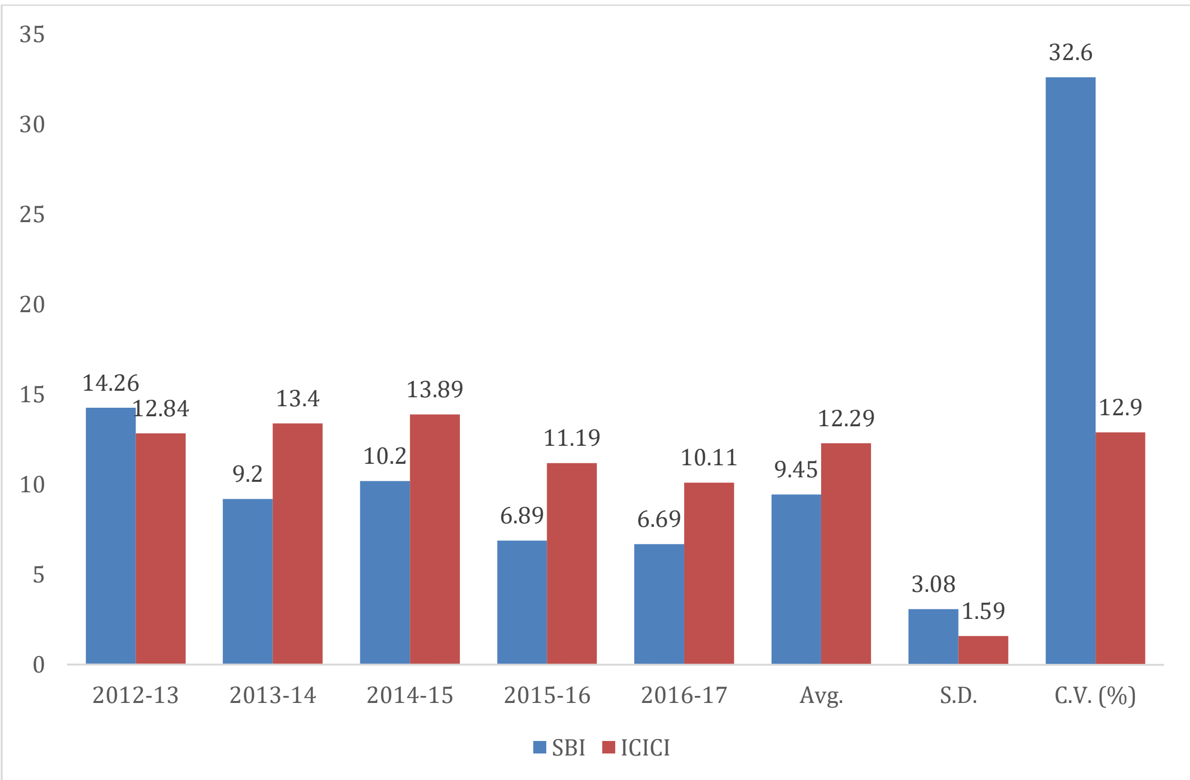
**Table3**

**RETURN ON NETWORTH RATIO OF SBI AND ICICI**

| Year/Bank | SBI | ICICI |
|---|---|---|
| **2012-13** | 14.26 | 12.84 |
| **2013-14** | 9.2 | 13.4 |
| **2014-15** | 10.2 | 13.89 |
| **2015-16** | 6.89 | 11.19 |
| **2016-17** | 6.69 | 10.11 |
| **Avg.** | 9.45 | 12.29 |
| **S.D.** | 3.08 | 1.59 |
| **C.V. (%)** | 32.6 | 12.9 |

**Figure 2**

**AVERAGE RETURN ON NETWORTH OF SBI AND ICICI**



The above table shows average return on net worth of ICICI and SBI during the period from 2012-13 to 2016-17. Average return on net worth of SBI shows decline trend while average ratio of ICICI banks shows mixed trend during pre and post E banking period. The highest average ratio of SBI was recorded 12.84 percent in 2012-13 while in ICICI bank it was13.89 percent recorded in 2014-15.

Standard deviation of the SBI was recorded 3.08 and of ICICI bank that was 1.59 during pre and post E banking period. Coefficient of variance of ICICI bank was recorded 12.9 percent while in SBI that was 32.6 percent. It indicates that ICICI bank has more stability in maintaining trend of return on net worth as compare to SBI during that period.

From the above table it can be conclude that the performance of ICICI was much batter as compared to SBI. Profitability of ICICI bank based on net worth of ICICI bank was much higher with better stability as compare to SBI during the period from 2012-13 to 2016-17.

**$H_{03}$:** There is no significant difference in average return on net worth of SBI and ICICI bank during pre and post E banking period.

**$H_{13}$:** There is significant difference in average return on net worth of SBI and ICICI bank during pre and post E banking period.

**Table 4**

**T TEST FOR RETURN ON NETWORTH OF SBI AND ICICI**

| | **Average ratio of SBI** | **Average ratio of ICICI bank** |
|---|---|---|
| Mean | 2.438 | 15.052 |
| Variance | 79.007 | 3.277 |
| Observations | 5 | 5 |
| PooledVariance | 41.142 | |
| HypothesizedMean Difference | 0 | |
| Df | 8 | |
| t Stat | 0.01 | |
| P(T<=t)two-tail | 0.014 | |
| tCriticaltwo-tail | 2.306 | |

From the above table it can be seen that the sig value is less than .05 and therefore it can be stated that there is significant difference in average return on net worth of selected public and private sector banks during pre and post E banking period.
So, it proves that the differences among the average of this group were much significant and the average return on net worth of the public sector and private sector group differ much.

## 6. CONCLUSION :

The financial performance of India's banking industry over the previous five years, from 2013 to 2017, was the main focus of the researchers' work. The two biggest banks in India's public and private sectors are State Bank of India (SBI) and ICICI Bank. Different ratios have been used to analyse the profitability, return on assets and net worth of the banks in order to assess their financial performance. The investigation shows that all banks are operating profitably and maintaining the necessary requirements. The analysis of SBI and ICICI Bank's performance reveals that there are notable differences between their overall results in terms of deposits, advances, investments, net profit, and total assets. The implication is that SBI has a larger operation than ICICI Bank. This information will aid researchers and academics in their further study of the issue.

**REFERENCES:-**

1. SalujaJyoti, RajinderKaur (2010).Profitability Performance of Public Sector Banks in India. Indian Journal of Finance Vol4, Number 4.
2. Khanna, A., & Arora, B. (2009). A study to investigate the reasons for bank frauds and the implementation of preventive security controls in Indian banking industry. International Journal of Business Science & Applied Management (IJBSAM), 4(3), 1-21.
3. Fozia, M. (2013). A comparative study of customers' perception towards E-banking services provided by selected private & public sector bank in India. International Journal of Scientific and Research Publications, 3(9), 1-5.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/013 --:-- Research Article/Paper

# REVENUE ADMINISTRATION IN RAJASTHAN: STRUCTRAL AND FUNCTIONAL STUDY OF BOARD OF REVENUE

**Dr. Prakash Indalia**

Assistant Professor (Guest)

Department of Public Administration, J.N.V. University, Jodhpur (Raj.) India

Email - dr.prakashindalia@gmail.com

***Abstract:*** *Rajasthan In the past, the revenue department was under the revenue member and revenue minister in different treaty states. In big princely states like Udaipur, Kota, Bikaner, Jaipur and Jodhpur, under the Revenue Board, the officials of the Revenue Department used to run the Revenue Department in the capacity of Head of the Department, but after the merger, an ordinance was issued to establish a single Revenue Board for the whole of Rajasthan. No. 12/1949 dated 12.08.1949. Under this, the state order no. 905/7/49 dated 26.10.49 State letter special issue no. 92 dated 28.10.49 duly established the Revenue Board Rajasthan on 01.11.1949 and this ordinance was abolished by the Rajasthan Land Revenue Act 1956. Prior to this Raj Action was being taken under the Rajasthan Revenue Court (Jurisdiction and Procedure) Act dated 23 January 1951 by Act No. 1 of the year 1951 and this Act of 1951 was dissolved by the Rajasthan Tenancy Act 1955 and observation of the said ordinance of 1949 Rajasthan land - Done by Revenue Act 1956. In this way, by abolishing the different revenue boards located in the past, the decision of the present revenue board was considered supreme in all types of revenue matters and all the subordinate revenue departments and revenue courts were fully operated under its supervision.*

**Key Words:** *revenue, treaty states, ordinance, Land Revenue, Tenancy.*

## 1. INTRODUCTION:

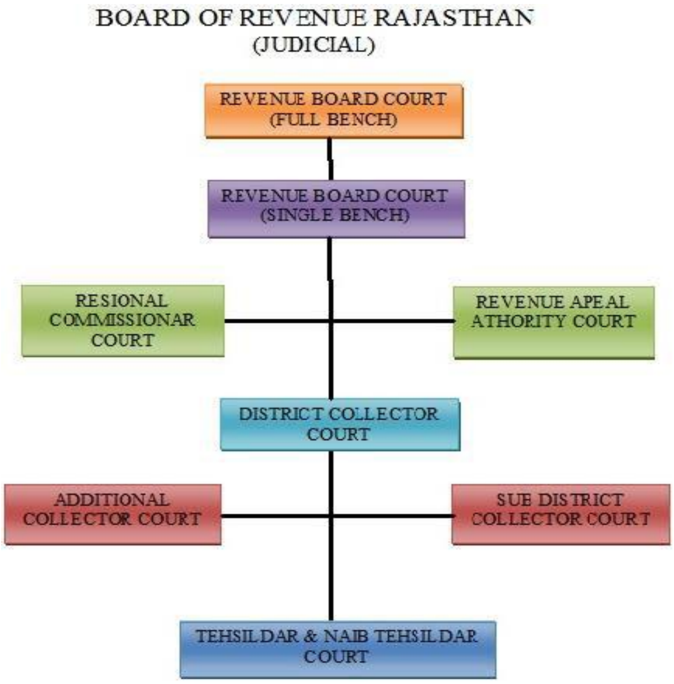
Rajasthan In the past, the revenue department was under the revenue member and revenue minister in different treaty states. In big princely states like Udaipur, Kota, Bikaner, Jaipur and Jodhpur, under the Revenue Board, the officials of the Revenue Department used to run the Revenue Department in the capacity of Head of the Department, but after the merger, an ordinance was issued to establish a single Revenue Board for the whole of Rajasthan. No. 12/1949 dated 12.08.1949. Under this, the state order no. 905/7/49 dated 26.10.49 State letter special issue no. 92 dated 28.10.49 duly established the Revenue Board Rajasthan on 01.11.1949 and this ordinance was abolished by the Rajasthan Land Revenue Act 1956. Prior to this Raj Action was being taken under the Rajasthan Revenue Court (Jurisdiction and Procedure) Act dated 23 January 1951 by Act No. 1 of the year 1951 and this Act of 1951 was dissolved by the Rajasthan Tenancy Act 1955 and observation of the said ordinance of 1949 Rajasthan land - Done by Revenue Act 1956. In this way, by abolishing the different revenue boards located in the past, the decision of the present revenue board was considered supreme in all types of revenue matters and all the subordinate revenue departments and revenue courts were fully operated under its supervision.

First of all, this revenue board was constituted with a chairman and two members and it was established in the capital of the state, Jaipur. In the year 1949, the first Revenue Board was established in the Town Hall (which is the former building of the Rajasthan Legislative Assembly) located at Jalebi Chowk, in the back part of Hawamahal, Jaipur. After this premises, the office of the Board of Revenue was shifted to Government Hostel M.I. in Jaipur itself. Road, from there also M.I. Yadgar Bhavan (present police control room) in front of one end of Ramniwas Bagh, outside Ajmeri Gate on the road itself, however, was established in Khasa Kothi near Jaipur Railway Station. From where in the year 1958, on the recommendation of the Rao Committee, it was transferred to the rooms of the Education Department located behind the Topdara School in Ajmer and on 26.1.1959, the present campus was established in the Jawahar School, which was inaugurated. It was done by the then Chief Minister Mr. Mohanlal Sukhadia, since then this office is established in this premises taking a bigger form day by day.

**Functions and Role of the Board of Revenue**:-
The Board of Revenue mainly performs two types of work, namely –
1. Judicial Work
2. Administrative Work

**(1) Judicial Work :-**

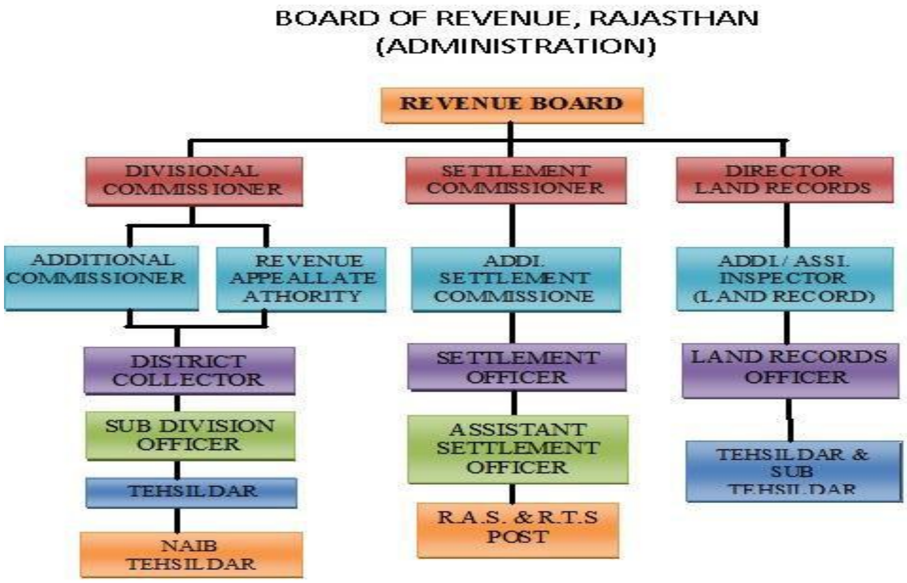
The Revenue Board is the highest revenue court of the state. It settles disputes under various land revenue related Acts. These Acts related to which the Board has the powers of appeals, amendments and references are as follows - 1. Rajasthan Land Reforms and Jagirdari Reclamation Act, 19522. Rajasthan Cooperative Societies Act, 19533. Rajasthan Jagir Decision and Proceedings (Validation) Act, 19554. Rajasthan Khatedari Act, 19555. Rajasthan Land Revenue Act, 19566. Rajasthan Rajgami Property Regulation Act, 19567. Rajasthan Public Demand Recovery Act 8. Rajasthan Forest Act 9. Rajasthan Stamp Rajasthan 10. Rajasthan Zamindari and Biswadari Abolition Act, 1959




It is worth mentioning that since 1984, the entire revenue board had judicial powers under the Rajasthan Commercial Tax Act, 1954. With the establishment of a separate Commercial Tax Tribunal in Ajmer in August 1984, this power of the Board of Revenue was transferred to the newly formed institution. Similarly, with the re-establishment of the post of Divisional Commissioners in the state, the cases under the Rajasthan Municipal Act, 1959 and the Rajasthan Excise Act, 1950 were removed from the jurisdiction of the Board of Revenue and handed over to the Divisional Commissioners. It is the highest judicial body of appeal, revision, and reference. But where it is suspected that the Board has exercised its jurisdiction improperly or illegally or where there is any ambiguity or dispute in the matter of its jurisdiction, the High Court of Rajasthan may intervene. In such a situation, the decision of the Supreme Court will be considered final and it will be applicable to the Board of Revenue as well.

**(2) Administrative Work :-**

The Board of Revenue of Rajasthan is the apex body of revenue administration. All subordinate officers and institutions related to revenue administration work under his control. It is noteworthy that the policies and rules related to revenue administration are decided by the State Revenue Department (which is a part of Jaipur-based Government Secretariat), but the initiatives taken in this regard are based on the suggestions and recommendations of the Board of Revenue.




The main administrative functions of the Board of Revenue are related to the following subjects - 1. Ensuring the enforcement of revenue laws of the state of Rajasthan and monitoring the administrative arrangements related to it. 2. Fixation and re-fixation of revenue rates on logical and acceptable grounds 3. Timely inspection and supervision of the performance of revenue officers and institutions and necessary control over them 4. Objectives of land revenue recovery process and administration Continuous direction and supervision to make them prudent and efficient. Mainly in this the District Magistrate, S.D.O. And inspection of Tehsildar offices is included. 5. Direction and control to make the process of land records more consistent and scientific, 6. Compilation and consolidation of statistics related to land and its management. 7. To give advice from time to time to the State Government on subjects related to the improvement of revenue policy and administration. 8. Administration of Rajasthan Tehsildar Service and Personnel Management of officers of this service and 9. Supervision of Administration of Revenue Research and Training Institute, Ajmer and Revenue Training School, Tonk. Therefore, apart from being a tribunal, the Board of Revenue is also an administrative organization. As a judicial institution, it functions as a revenue court. Before whom appeals, amendments and reference cases come. It has shown judicial efficiency in matters of land records and land revenue. Impartiality has been strengthened by its proceedings based on the Diwali process. Along with this, the board also bears certain administrative responsibilities. The state government many times increases the administrative responsibilities of the manul.

**Organization of Board of Revenue :-**

The powers and role of the Board of Revenue of Rajasthan are described in Section 4 of the Rajasthan Land Revenue Act, 1956. According to this Act, there is a chairman and other members of the Board of Revenue, whose number can be between three to fifteen. They are appointed by the Governor and their tenure also remains till his pleasure. All the officers perform both administrative and judicial roles. The chairman is one of the senior-most officers of the Rajasthan 'cadre' of the Indian Administrative Service of the state and his salary is equal to that of the Chief Secretary.
Regarding the appointment of other members, the following qualifications have been mentioned in the act –

1. Indian Administrative Service officer with at least 12 years of experience.
2. An officer of the Rajasthan Higher Judicial Service who is qualified to become a High Court judge.
3. An advocate (Advocate) who is qualified to become a judge of the High Court.

It is notable that now only those officers are appointed in the first class, who belong to the super-time scale of the Indian Administrative Service, that is, those who have completed about 16 to 18 years in this service. It has become a practice in Rajasthan that an I.A.S. The officer is transferred to the Revenue Division where he works for about two years. Only after that he is installed on other government posts. The compliance of this practice depends on the vacancies in the revenue board. The recommendation for appointment of second and third class i.e. higher judicial service officers and advocates as members of the revenue board is made by a high level committee, which is composed as follows Consists of –

1. Chief Justice of Rajasthan High Court - President
2. Chairman of Rajasthan Public Service Commission - Member
3. Chief Secretary of Rajasthan State - Member
4. Chairman of Rajasthan Board of Revenue - Member
5. Principal Secretary to Government of Rajasthan, Revenue Department - Member Secretary

While making recommendations regarding the selection of advocates, the committee ensures that the persons whose names are being recommended have extensive knowledge of revenue law and administration and have experience of pleading revenue cases in the judicial and revenue courts of the state. Are. As the administrative head of the Revenue Board, the President of the Board supervises the work of all the officers and employees located at the Divisional Headquarters. Gives necessary instructions for the efficient work of various sections of the Board and ensures that the work of the Board is completed according to the principles of good management. Apart from carrying important administrative responsibilities, the President of the Board also has a major judicial function. It is his responsibility and authority to form different benches for hearing the cases of the board. The Speaker himself also disposes of the matters related to revenue after hearing the cases. Like the Rajasthan High Court, there is a bench (bench) arrangement for hearing and deciding cases in the Revenue Board. Most of the benches are single-member. Hearing against the decisions of single-member benches is done in two-member benches. The bench of the entire board is constituted as a full bench on very rare occasions. Its requirement is also less.

It has been felt that the efficiency of the Commission depends to a great extent on the ability, intensity, loyalty and leadership of the Chairman of the Board of Revenue. Many times such presidents have also been appointed, during whose tenure the cases have been settled twice as fast as normal. Different areas of Rajasthan are distributed among the board members of the Indian Administrative Service, in respect of the districts in which they are responsible for the following Performs –

1. Direction and supervision in relation to revenue administration.
2. Hearing the appeals of the personnel of the subordinate revenue offices against the orders of the Collector.
3. Inspection of Revenue Appellate Tribunals, Collectorate Office, Treasury and Subordinate Revenue Courts. The

division of the area is done on the basis of division.

According to the order of 20 August 1994 of the Board, six I.A.S. Allocation of areas of officers has been done as follows - 1. Ajmer Division 2. Jaipur Division 3. Kota Division 4. Jodhpur Division 5. Udaipur Division 6. Bikaner Division and Bharatpur was made 7$^{th}$ Division of rajasthan on 4 june 2005.

Under the orders of 1994, various I.A.S. Officers were made separate in-charge officers for the following subjects –

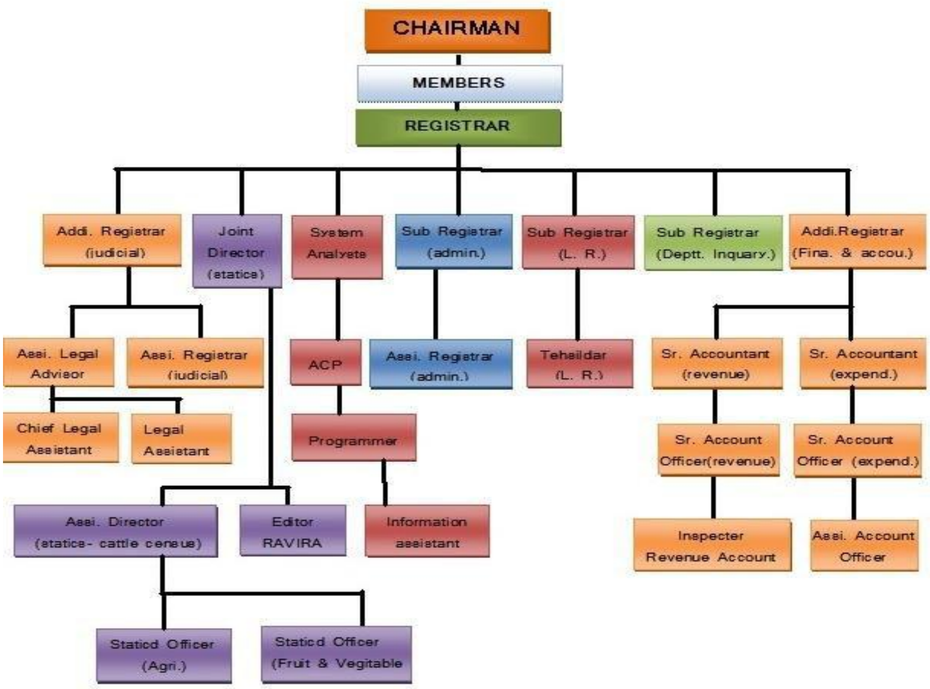
-Statistics Branch
-Accounts Branch, Computer, Revenue Research and Training Institute,
-Establishment Branch and Pool RevenueTraining School Branch,
-Land Records Branch
-Library Inspection Branch

-Departmental Investigation Branch
-Store and Ravira

One with each officer by the chairman A 'Link Member' is also nominated who performs the work of the member associated with him when he is on leave. I a s. The works of specific sections are also allocated among the members and others. This distribution of work can be amended if necessary. In the last five years, a new system has been implemented regarding the membership of the board. Such I.A.S. Officers who are about to retire, they can join the IAS some time before the rules of retirement. By resigning from the post, the members of the Board of Revenue can be made even before completing the age of 60 years. In that case, he can continue as a member of the board till the age of 62 years. The same committee works for making recommendations for the selection of such members, which makes recommendations for the selection of Rajasthan Higher Judicial Service and advocates. By 1996, three members had been appointed in this manner. All three had retired in November 1996. This arrangement had to be made because many I.A.S. The officers consider the membership in the board as a post of low prestige and from there they want to return to Jaipur's power-rich positions.

In the middle of 1999, I.A.S. The number of members (including the chairman) of the background was seven, two members were from the Rajasthan Higher Judicial Service and two were advocate members. Thus only seven members were working in the Board. Due to vacant posts, the work of the board definitely slows down.

BOARD OF REVENUE, RAJASTHAN
BOARD OFFICE,AJMER (STRUCTURE)




**Registrar :-**

For administrative coordination, a registrar (registrar) works in the Revenue Board, who is a senior member of the Indian Administrative Service or a member of the selection chain. The registrar is the main supervisor of the circle work and he has administrative control over all the sections. The work of the Board of Revenue is done under the procedure described in the Rajasthan Revenue Court Manual. For the compliance of these provisions, the registrar is responsible for getting the related notices served, 'unopposed', issuing orders related to applications and disposing of them, payment of expenses and allowances to the witnesses, appeals for revision and review of decisions and accepting applications to other courts. The work related to sending the orders passed by the Board of Revenue for implementation etc. is done by the Registrar only. The registrar does the work of communication and liaison with the officers related to revenue administration like divisional commissioners, district magistrates, sub-divisional officers etc. on behalf of the circle. He completes the works related to the personnel class of the division, establishment of subordinate (Tehsildar) services, operation of revenue training institutes, transfer of personnel, promotion, disciplinary proceedings etc.

Certain other senior officers to assist the registrar - two additional registrars. There is a Joint Registrar, three Deputy Registrars and other subordinate officers who perform specific assigned tasks. In view of the multi-dimensional responsibilities of the Board of Revenue, its internal administration has been divided into several branches in which about four hundred officers are working. These sections are as follows –

1.Establishment Branch 2.Revenue Tehsildar Service Branch 3.Pension Branch 4.Writ Branch 5.Inspection Branch
6.Departmental Inquiry Branch 7.Land Records Branch 8.Confidential Branch 9.Statistics Branch 10.Accounts Branch
11.Justice Branch 12.Bill Branch 13.Record Branch 14. Store Branch

Different branches deal with the matters related to their subjects. They work under branch officers, sub-registrars, joint registrars and registrars. The members of the Board supervise the work of the branches of which they have been made in-charge.

## 2. RECOMMENDATIONS:

In this way, due to excessiveness, complexity, ambiguity of land laws, cases remain pending in revenue courts, decisions are affected. The challenges related to Revenue Court are clear in this way –

**1. Errors in the decisions -** The officers of the subordinate courts of the Revenue Board dispose of cases quickly without considering the complexity of the legal provisions and their correct interpretation and without considering the decisions of the High Courts, due to which legal errors are found in their decisions and The case comes back again after going to the High Court (Revenue). And it has also been seen that the subordinate courts give decisions due to lack of sufficient experience and proper legal knowledge, but many errors can be clearly seen in such decisions. Along with this, many times the courts accept the claims outside their jurisdiction and decide. Thus errors in judgments remain a challenge before the revenue judicial functions.

**2. Complexity of Revenue Laws -** The main point of all the land laws that are in vogue at present is land revenue. Due to lack of political will, no changes were made in these laws. Due to many land laws, a situation of mutual contradiction has arisen in these laws and separate land laws were created for each minor subject of revenue administration. Which is not easy to understand. Their language is complex and obscure which is beyond the understanding of the common farmer. Along with this, the sections and provisions of the Land Revenue Act have taken various complications. Different interpretations have been made by the authorities at different judicial levels and many sections have been deleted and new sections have been added, this creates confusion between the new and old provisions. Revenue laws are also the form of the prevailing laws before independence and its effect can also be seen clearly. Thus the revenue laws are full of complexities and are the main reason for the challenges arising in the disposal of judicial works.

**3. Appointment of reluctant officers in Revenue Courts -** Sometimes it is seen that officers having administrative attitude are given appointment in Revenue Board or Subordinate Revenue Court for some reason. Their disinterest or less interest in judicial work also affects judicial work. Along with this, officers with high administrative attitudes are appointed as members of the Board of Revenue. Such less judicial officers spend their time waiting to go back to a higher administrative post and do not take interest in judicial work and this adversely affects the interests of the parties. Parties dissatisfied with such decisions of the Board go on to appeal in the High Court for satisfaction to get appropriate relief, due to which the revenue cases continue to increase. Due to the appointment of reluctant officers in the courts, both the judicial work and the tenant have to face problems.

**4. Political interference -** After the decentralization of power, political interference in administration has got a boost. From Patwar level to Tehsil, Sub-division, District, Division, Revenue Board, even Department (Secretariat) level, all administrative officers and employees have to face political pressures and interference in performing their duties and responsibilities. Since in order to control the public servants and make them work responsibly, they are controlled and supervised by political posts and ministers. That's why politicians and other political posts misuse their rights and powers and obstruct the revenue administrative and judicial work. Political interference has to be faced at every level in the Revenue Department. Earlier, where the rights of transfer and posting of Patwaris were available to the sub-divisional officers, but now even the District Collector cannot transfer Patwaris without the permission of the Revenue Minister. Due to this, the revenue personnel with political access are negligent and apathetic in the discharge of their responsibilities, due to which the officers who want to complete the desired work on time have to face many problems. The state government has maintained a tradition of transferring and posting revenue officers from Naib Tehsildar to Sub-Divisional Officer with the desire of regional MLAs, due to which these officers shy away from taking appropriate decisions against the wishes of local politicians. As a result, the revenue officers have to face opposition from the opposition and the public. Also, immediately after the change of government, revenue personnel are first transferred. Therefore, the revenue administration has to face the challenge of political interference in the discharge of its functions and responsibilities.

## 3. SUGGESTIONS :-

**(1) Suggestions related to the organization of revenue administration Following are the suggestions to make revenue administration effective -** 1.Suggestions for Revenue Board level - Rajasthan has made Revenue Board the top institution in revenue administration. There is an apex administrative body. Therefore, it is very necessary for it to be strong and effective. Therefore - For proper management of administrative and judicial works of revenue administration, the number of members should be increased in which one administrative member and two senior advocates should be appointed. The pace of disciplinary proceedings against officers and employees should be increased by the Board so that the administrative and departmental works can be speeded up.

**(2) Suggestions related to Revenue Courts.** In this, the following suggestions are made in the context of Revenue Laws, Divisional Courts and members - After studying the Revenue Laws (Land Revenue Act and Tenancy Act) in the present perspective, proper and timely changes/amendments should be made or the Revenue Law Commission New Revenue Acts should be constituted. In place of various laws made for different subjects, a standard revenue law should be made and it should have a unified description of all the subjects. Appropriate and beneficial provisions for Dalit rights should be kept in the new laws. In the appointment of board members, it should be kept in mind that only those members should be appointed in the board whose judicial outlook is excellent and have done excellent work on previous judicial posts. Due to this, there will be an increase in the disposal of revenue court cases. Officers should be made members of the board, who can serve for at least two years. Efforts should be made by the board to speed up the process of disposal of cases. For this the system should be changed. Monthly target should be given for disposal of disputes per member. Along with this, the member should be expected to fulfill his target every month.

## 4. CONCLUSION :

It can be clearly said from this study that – 1.Revenue administration is the backbone of the state administration. 2.Revenue administration has taken a huge and vast form. 3.Revenue of all departments and schemes of administration and administration There is interrelation with administration. 4. Revenue administration is an important basis of state administration, without it state administration cannot be imagined. 5. Revenue administration is seen as the image of state government by general public, villagers and farmers.

## REFERENCES:

**(a) Article**

1. Sukhvir Singh Gehlot - Revenue Administration in Rajasthan, RAVIRA Issue 85.
2. U.N. Goyal,- Revenue Circle, Rajasthan: An Introduction, RAVIRA Issue 85.
3. Dr.S.L. Verma - Revenue Board Rajasthan - Historical background of establishment, RAVIRA, Issue 85
4. Gopaldas - Divisional Commissioner: Position and Work, RAVIRA Issue March 1987

5. G. B. K. Huja Bharti - Blessings on the Golden Jubilee of Ravira Revenue Board, , RAVIRA Issue 85

**(B) Books**

1. Prakash Indalia, rajasthan mein rajasw prashasan ka ( sangathan aur karya) (2016) e-Book, www.isca.co.in ISBN:978-93-84659-64-6
2. Rathore Girwar Singh, Structure of Land Administration in India, Panchsheel Prakashan, Jaipur, 2008
3. Rathod Girwar singh, Land Laws and Revenue Court Administration, Panchsheel Prakashan, Jaipur, 2008
4. Arora, Ramesh and Geeta Chaturvedi, State Administration in India, R.B.S.A. Publishers, Jaipur 1997
5. Mathur Sawtammal and Mansingh Rashtrawar, Rajasthan Land Revenue Act (Duties of Tehsildars, Naib Tehsildars), Bafna Publishing House, Jaipur
6. Fadia, B.L. Public Administration, Sahitya Bhavan Publication, Agra, 2000
7. Jayapalan, N. Indian Administration, Atlantica Publishers and Distributors, New Delhi 2001
8. Verma, S.L. Board of Revenue for Rajasthan, S. Chand & Company, Jaipur, 1974
9. Badhdar, Durgalal, Rajasthan Land Revenue Act 1956, Dominion Law Depot, Jaipur (2005)
10. Kheda, S.S., District Administration in India, National Publishing House, New Delhi, 1979.
11. Sharma, Harishchandra, State Administration in India, College Book Depot, Jaipur, 1979.
12. Shukla JD State and District Administration in India, National Publishing House
13. Sharma, Ashok, Local Administration in India, R.B.S.A. Publishers, Jaipur,

**(C) Reports**

1. Annual Report, 2009-10, Board of Revenue, Ajmer,
2. Executive Income-Expenditure, 2009-10, Revenue Board, Ajmer
3. Report on the Administration of Rajasthan (1964-65), Government Central Press, New Delhi
4. Bhanot Committee Report, Government of Rajasthan, 1992
5. Administrative Reforms Commission Report, Government of Rajasthan 2000

**Chapters in Books:**

1. Dr. Prakash Indalia, rajasthan mein rajasw prashasan ka ( sangathan aur karya) (2016) (pp. 17-43). e-Book, www.isca.co.in ISBN:978-93-84659-64-6

**Web References:**

1. https://www.landrevenue.rajasthan.gov.in

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/014 --:-- Research Article/Paper

# Have the effects of globalisation been advantageous or challenging for International Finance? A study of India

**Dr. Mangu Ram**
Assistant Professor, Department of Accounting
Faculty of Commerce and Management Studies, Jai Narain Vyas University, Jodhpur (Raj.) INDIA
E-mail- bhatia.mram@gmail.com

***Abstract:*** *In the modern era, it is significant to analyse the impact of globalisation on the operations of international finance. International finance is the monetary interaction between more than two countries, focusing on areas including foreign direct investment and exchange rate. The respective research has been conducted to assess the impact of globalisation on the operations of international finance. In this study, both primary and secondary method has been adopted for collecting the information. The quantitative method has been used to gather and analyse the information to fulfil the aim of the research. Political issues, technological advancement and economic growth are the several factors that impose a direct impact on the operations of international finance. Furthermore, payroll, weak regulations, high investment costs, tariffs and export fees are the several challenges that are confronted by Indian financial managers due to the emergence of globalisation. Along with that, the research assists in analysing the strategies that can be recommended to reduce the impact of globalisation on the operations of international finance. Several strategies such as foreign direct investment and licensing has been recommended to resolve the issues confronted by Indian financial managers due to the emergence of globalisation.*

***Key Words:*** *Globalisation, International finance, Foreign direct investment, licensing and technological Advancement.*

## 1. INTRODUCTION :

### Background of the study

International finance is the study of financial interaction among more than two nations, emphasising areas revolving around foreign direct investment as well as the exchange rate (Stromquist and Monkman, 2014). In other words, international finance is the significant tool used to assess exchange rates, compare the rate of inflation, get the idea regarding investing within global debt securities and also ascertain the financial status of other nations. Globalisation imposes a direct impact on economic development; poverty and inequality affect financial stability (Hopper, et al., 2017). The financial crisis result in an increasing loss of revenue, possess a devastating impact on poverty as well as enhance inequality. Thus, globalisation enforces both advantageous and challenging impacts on international finance. The study focuses on **"Have the effects of globalisation been advantageous or challenging for international finance".**

### Problem statement

It has been analysed that the financial manager of India do not evaluate whether globalisation affects the nation positively or negatively (Asongu and De Moor, 2017). Due to globalisation, it has been difficult to analyse the impact of uncertain events on the economy of India and economy around the world. The research helps in increasing understanding of the problem that has been faced by a financial institution of India and effective strategy has been adapted to resolve the problem appropriately.

### Research Questions

#### Primary Question

Have the effects of globalisation been advantageous or challenging for international finance?

**Secondary Questions**

- Why it is significant to improve international finance?
- What is the effect of globalisation on the improvement of international finance?

**Research rationale**

It is difficult to assess the impact of uncertain events on the economy of India as a result the financial manager does not have the insight regarding whether globalisation is impacting the nation favourably or adversely (Noussair, et al., 2013). The study significantly emphasised on analysing the impact of globalisation on the operations of the international finance. The research has been adopted to resolve the issues confronted by India due to globalisation to assess both the positive and negative impact of globalisation on international finance.

**Research significance**

The study can help in analysing the major problem faced by the financial manager of India along with analysing strategies that are adopted to resolve the issues successfully (Borio, et al., 2017). The study provides an insight regarding both positive and negative aspects of globalisation towards the national economy and international finance providing a significant solution towards the challenges regarding exchange rate, FDI, poverty and equality, and so forth.

**Research structure**

- ✓ **Introduction:** This section determines the short explanation of the study and gives the rationale for selecting the research area. This section explains the background of the study and the significance of the research.
- ✓ **Objective:** This section involves the aims and objectives of the research study.
- ✓ **Research methodology**: This section includes various methods and approaches used for collecting primary and secondary data.
- ✓ **Data analysis:** This section includes collecting and assessing data that assists in analysing the topic of the research successfully.
- ✓ **Findings:** The findings of the study rely on the questions of the research.
- ✓ **Conclusion and Suggestions:** It completes the study of the research and summarises the extent to which the research objective is accomplished. The suggestions of the study rely on the questions of the research.

## 2. AIMS AND OBJECTIVES OF THE STUDY

The research aim is to assess the impact of globalisation that has been advantageous or challenging for international finance.

**The objective of the study**

- To identify the concept of international finance and globalisation
- To analyse the factors that impact the international finance.
- To assess the importance of globalisation for improving the international finance
- To assess the challenges confronted by Indian financial managers due to the emergence of globalisation

## 3. RESEARCH METHODOLOGY:

**Introduction**

This section of the study involves the data regarding approaches adopted in the study for assessing and simplifying valuable findings. This section provides support in developing the appropriate methods and approaches to address the question of the research “Have the effects of globalisation been advantageous or challenging for international finance”. In this section, the discussion depends upon the research philosophy, design, strategy as well as data collection method adopted in the study.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

**Research design**

The research design is determined as a blueprint as it assists in optimising the approaches that are appropriate for the research and offer in-depth analysis of the study that is useful in future studies (Bretschneider, et al., 2017). The research design is being assessed to determine the several layers of the methodology undertaken for the research.

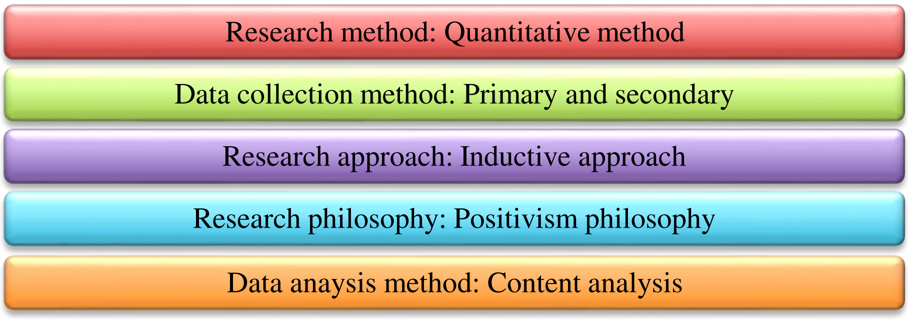



**Figure 1: Research Design**

**Research method**

In the respective research, the quantitative method is used as it assists in analysing the numerical data appropriately (Bryman, 2017). Considering the effect of globalisation on the international finance, the **quantitative research method** has been identified to be useful to create the accurate result of the data that assists in assessing and measuring the data depending upon facts as well as figures. The method is useful in determining the objective and accurate data for analysing the **impact of globalisation has been advantageous or challenging for international finance.**

**Research philosophy and approach**

The **positivism philosophy** is used in the respective research as it relies on the quantitative method. The philosophy is used for properly conducting the study as it has better consistency as well as representativeness (Cohen, et al., 2017). In positivism philosophy, overall knowledge depends on the facts that increase the learning connected to **the impact of globalisation has been advantageous or challenging for international finance**. In addition to this, the inductive approach is used as it assists in accomplishing positive results to conduct the research properly. It also increases the relation among the topic of research with secondary data collection methods in the respective study (Liu, 2016). Also, the **inductive approach** provides the major set of processes that can offer reliable findings. In addition, this approach is based on observation and is also useful in assessing the gathered data and information (Paradis, et al., 2016).

**Data collection method**

In the respective research, the primary as well as secondary methods are used as it is useful in assessing the data depending upon the views of the author and to extract the fact-based data. The secondary method is considered as the cost-effective method to conduct the research successfully (Melnikovas, 2018). The secondary method is used to collect the data by using several sources involving journals, books and articles to conduct the research successfully. The secondary data collection method is used to assess the **impact of globalisation has been advantageous or challenging for international finance.**

**The primary method** is adopted to gather the suitable data directly as it assists in fulfilling the objective of the research. The information gathered through the primary source is precise as it is available through the source (Roberts, 2015). To conduct the primary research, **the survey questionnaire** is adopted as it provides accuracy and reliability to the overall procedure and it is appropriate for collecting the information. The data and information are being gathered from the 100 financial personnel of India as they have adequate knowledge of the impact of globalisation on international finance. The primary source is adopted for gathering factual information as it assists in properly organise the research (Rahi, 2017).

**Data analysis method**
The data analysis in the respective research has been conducted by using the **content analysis method**. The method is adopted as a technique for assessing the existence of several concepts, themes as well as current scenarios in the quantitative data used for the research (Ørngreen and Levinsen, 2017). The content analysis method is used for presenting the quantitative information in an understandable format.

**Ethical consideration**
The ethical consideration is used in the respective research is relies on the gathering of primary as well as secondary data (Ricci, et al., 2019). The data gathered from the participants are free from biases and keep safe without harming the privacy of information gathered to conduct the research. Furthermore, no manipulation within the outcomes while collecting data through the primary source. It assists in increasing the accuracy of the research study by maintaining reliability and honesty.

**4. FINDINGS**
**Q1. What is your Gender?**


**Figure 2: Gender ratio of participants**

The above-given pie-chart depicts that there are 50% of males and 50% of females were taken into consideration to conduct the research appropriately. The equal ratio of both males and females has been taken as there is no biasness included in the respective research. The participants who are selected in the research have detailed information and knowledge related to international finance and globalisation.

**Q2. What is your profession?**

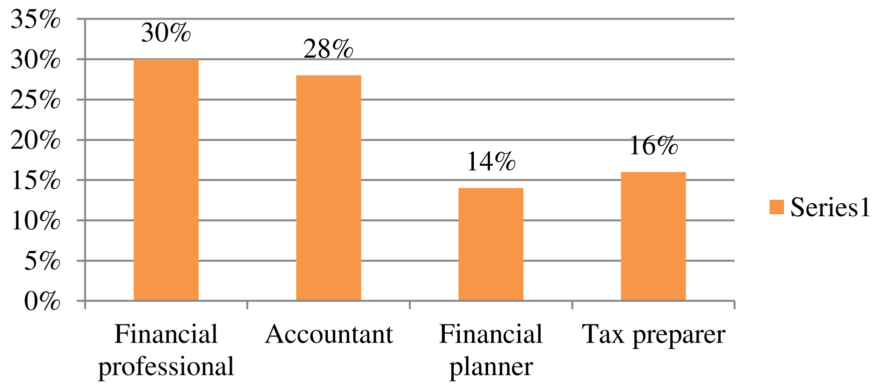



**Figure 3: Participants' profession**

As per the above-given graph, it has been assessed that there were 30% of respondents are the financial professional and 28% of the participants were the accountant. Furthermore, there were 14% of the participants were financial planners and 16% of the respondents were tax preparers.

Based on the above-given information, it is analysed that the majority of the respondents were financial professionals as they possess adequate knowledge of international finance. Also, financial professionals have an understanding of the impact of globalisation on international finance. In addition to this, there were few respondents are financial planner as they possess a knowledge of making effective plan related to international finance.

**Q3 Do you agree that globalisation has favourable effects on international finance?**

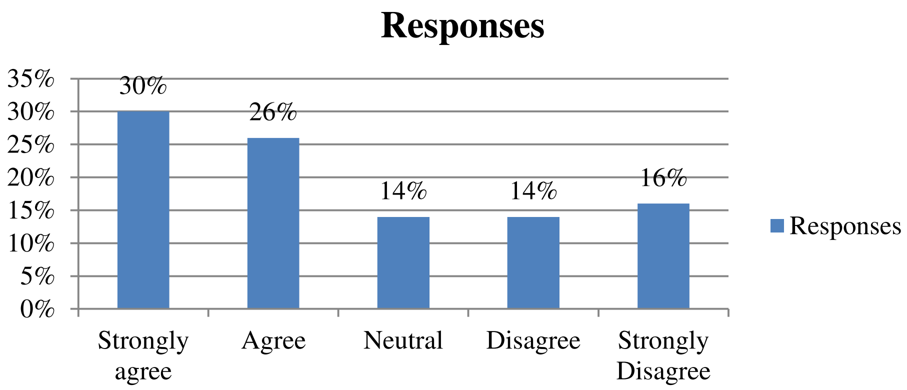



**Figure 4: Impact of globalisation on international finance**

**Interpretation**

Based on the above-given diagram, it has been assessed that 30% of the respondents strongly agreed that globalisation has favourable effects on international finance. 26% of participants agreed with the same. Furthermore, 14% of the respondents were neutral and 14% of the respondents disagree with the same. Also, there are 16% of the participants were strongly disagreed that globalisation has positive effects on international finance.

As per the above-mentioned information, it has been analysed that the majority of the respondents strongly agreed with the fact the globalisation has favourable effects on international finance. Globalisation has changed the balance of risks within the global capital market. Through globalisation, creditworthy banks as well as organisations within emerging markets can decrease the borrowing cost. Also, globalisation helps in technological advancement, financial innovation and increasing financial performance that impose positive effects on international finance. Globalisation obliges related economies to regularly invest to protect the economic health as well as obtain new profit. There are several respondents disagreed with the fact that globalisation positively affects international finance because of the vague impact of the same in the cash inflows and outflows and unstable financial market of the nation. In addition to this, few respondents are neutral as according to them the globalisation might not favourably impact international finance.

**Q4. As per your opinion, which of the following is the critical factor that affects the operations of international finance?**

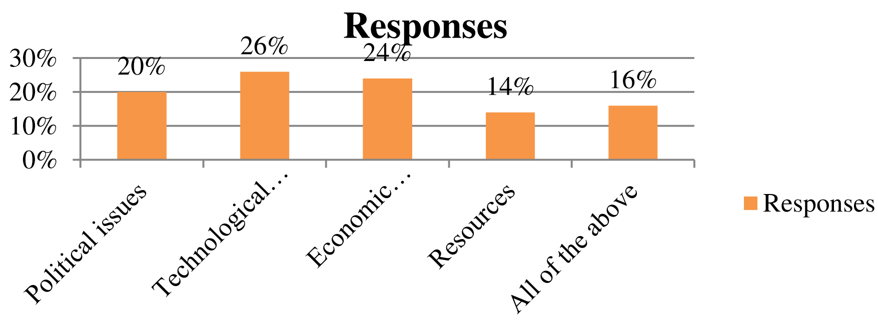



**Figure 5: Factor that affects the operations of international finance**

**Interpretation**

As per the above-given graphical representation, there were 20% of the respondents agreed that political issues are the critical factor that affects the operations of international finance. 26% of the participants marked technological advancement. Furthermore, there is 24% of the respondents reviewed economic growth, 14% of the respondents marked resources and the remaining 16% of the participants agreed that overall factors affect the operations of international finance.

Based on the above-given information, it has been assessed that the majority of respondents agrees that technological advancement imposes a direct impact on the operations of international finance. Technological advancement helps in improving international financial services appropriately. In addition to this, the advancement in technology makes financial services feasible and approachable. Few respondents believe the resources are a critical factor that imposes a direct impact on the operations of international finance.

**Q5. Do you agree with the fact that globalisation improves international finance?**

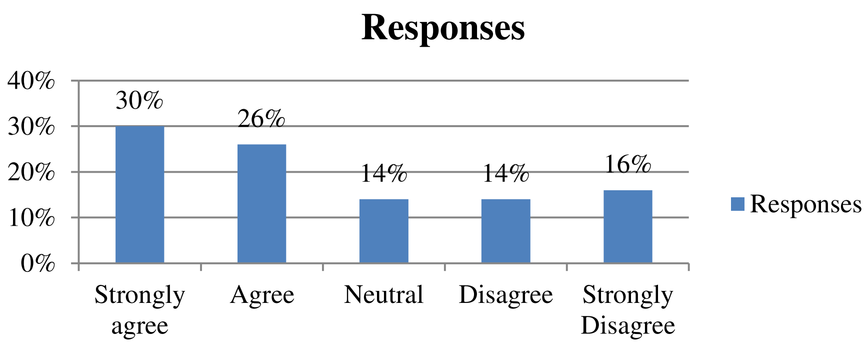



**Figure 6: Globalisation improves international finance**

Based on the above-given graph, it has been assessed that there are 30% of the respondents strongly agreed that globalisation improves international finance. 26% of the participants agreed with the same. 14% of the respondents were neutral and 14% of the participants disagree with the same. Furthermore, there are 16% of the respondents strongly disagreed with the fact that globalisation improves international finance.

As per the above-given information, it has been analysed that the majority of the respondents believes that globalisation improves international finance. Furthermore, globalisation has changed the balance of risks within the global capital market. Globalisation also assists in improving and developing the financial sector, as the financial markets become sophisticated while they combine with markets across the globe, enhancing the alternatives of the finance for both borrowers as well investors. In addition to this, there were few participants that disagreed as according to them globalisation does not improve international finance because of the volatile cash flows and dominating countries. Moreover, few respondents were neutral as per them the globalisation might not improve the international finance.

**Q6. Which of the following challenges are confronted by Indian Financial managers due to the emergence of globalisation?**

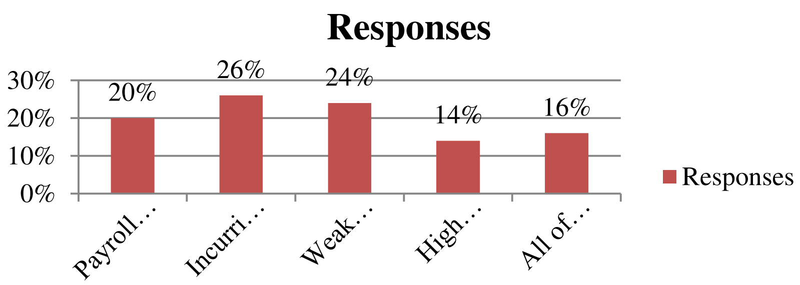



**Figure 7: Challenges confronted by Indian Financial managers due to the emergence of globalisation**

As per the above-given graph, it has been assessed that there were 20% of the respondents agreed that payroll and compliance is the major challenge that is confronted by Indian Financial managers due to the emergence of globalisation. 26% of the participants marked incurring tariffs and export fees. In addition to this, there were 20% of the respondents reviewed weak regulation and 14% of the participants marked high investment costs. Moreover, there were 16% of the respondents agreed that all the above-mentioned challenges are confronted by Indian Financial managers due to the emergence of globalisation.

Based on the above-mentioned information, it has been analysed that majority of respondents believes that incurring tariffs and export fees is the major challenge that is faced by Indian financial manager due to emergence of globalisation. The tariffs rate and export fees are the major issues confronted by the financial manager as tariffs increase costs that impose a direct impact on international finance. Tariffs enhance the cost of products that is the major challenge confronted by the Indian financial manager due to the emergence of globalisation. In addition to this, the increase in tariff cost results in maximising the rate of taxation so it is difficult for the financial manager to distribute profit among stakeholders. Furthermore, it has been assessed that few respondents believe that high investment cost is the major challenge that is confronted by the Indian financial manager due to the emergence of globalisation.

**Q7.What according to you will be the long-term impact of globalisation on international finance?**

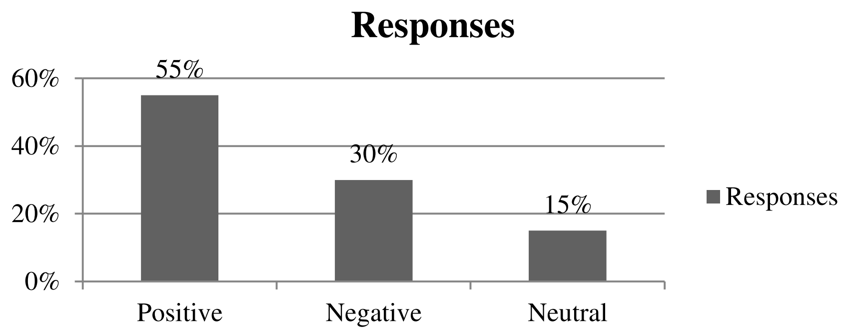



Figure 8: Long-term impact of globalisation on international finance

Based on the above-given graph, it has been assessed that there were 55% of the respondents believes that globalisation positively affects international finance. In addition to this, there were 30% of the respondents marked negatively and 15% of the participants were neutral with the same.

As per the above-mentioned information, it is analysed that the majority of the respondents believes that globalisation positively affect international finance. Globalisation helps in increasing the growth and permitting developing nations to appropriately handle economic volatility. In addition to this, globalisation can impose a direct impact on the economic growth and financial stability of the nation. There are several positive outcomes of globalisation on international finance including net capital inflows, investment as well as the growth that impose a positive impact on international finance. Furthermore, few participants are neutral as they might not agree that globalisation positively affects international finance.

## 5. ANALYSIS

Based on the above-given information, it has been assessed that the equal ratio of both males as well as females has been taken as there is no biasness included in the respective study. The majority of the participants are financial professionals as they have sufficient knowledge related to international finance. In addition to this, the majority of the respondents are strongly agreed with the concept that globalisation has a positive impact on international finance. Globalisation obliges related economies to regularly invest to protect the economic health as well as obtain new profit. Also, globalisation has altered the balance of risk in the international capital market. Furthermore, the majority of the participants believe that advancement in technology enforces a direct impact on the operations and activities of international finance.

The advancement in technology assists in enhancing international financial facilities successfully. Moreover, it has been discussed that the majority of the participants agrees the globalisation enhances international finance. Also, globalisation helps in enhancing the financial sector, as the financial market becomes complicated as they integrate with markets around the world, increasing the finance alternatives for both investors and borrowers. The incurring tariffs and exports fees are the primary challenges that are confronted by a financial manager due to the emergence of globalisation has been discussed in the data analysis section. Furthermore, it is assessed that the majority of the participants believes that globalisation positively affects international finance. It also justifies the research question "**Have the effects of globalisation been advantageous or challenging for international finance"**? Globalisation assists in enhancing growth and allows developing countries to properly manage economic volatility. Globalisation imposed a direct impact on the economic growth as well as the financial stability of the country. Also, it has been discussed that there are various favourable outcomes of globalisation on international finance involving net capital inflow, investment and growth that enforces a positive effect on international finance.

## 6. CONCLUSION AND SUGGESTIONS

### Conclusion

With consideration to **objective one,** it has been assessed that international finance is the monetary and financial interactions among more than two nations, emphasising on areas including foreign direct investment and exchange rate. In addition to this, globalisation is the procedure of combination and global influence of cultures as well as economies. Globalisation promotes interactions among various areas and populations across the world.

In the context of **objective two**, it can be concluded that there are several factors such as political issues, technological advancement, economic growth and resources that impose a direct impact on the operations of international finance. Technology plays a significant role in accelerating the procedure of globalisation. The political factors are designed to provide facilities for trade as well as commerce in view of globalisation. The majority of the respondents believe that technological advancement is the critical factor that imposes a direct impact on operations of international finance.

In the context of **objective three,** it can be concluded that globalisation plays an important role in enhancing international finance. Globalisation has altered the balance of risk in the international capital market. It also helps in enhancing the financial sector and increasing the alternatives of funds for both borrowers as well as investors.

With consideration to **objective four,** it has been assessed that there are several challenges such as payroll, weak regulations, high investment cost, tariffs and export fees and many more that are confronted by Indian financial managers due to the emergence of globalisation. The majority of respondent believes that the tariff rate and export fees are the major problems faced by the Indian financial manager due to globalisation.

### Recommendation/Suggestions

There are several strategies that can be recommended to resolve the issues confronted by Indian financial manager due to emergence of globalisation that is given below.

- **Opt for foreign direct investment:** Foreign direct investment is the appropriate strategy that can be recommended to resolve the problem confronted by Indian financial managers due to the emergence of globalisation. FDI assists in increasing economic growth, exchange rate stability, provision of finance and technology. FDI is considered as a basis of external capital as well as high income for the nation. Thus, foreign direct investment helps in increasing the inflow of funds that is advantageous for nations with restricted domestic resources and for countries with limited opportunities to get high finance in international capital markets.
- **Adopt a licensing strategy:** Licensing is an effective strategy that can be suggested to resolve the issues confronted by Indian financial managers due to the emergence of globalisation. Licensing creates the opportunities and chances for income, creates the opportunities and creates an easier entrance into foreign markets that can assist Indian financial managers to resolve the issues successfully.

### REFERENCES :

1. Asongu, S.A. and De Moor, L., 2017. Financial globalisation dynamic thresholds for financial development. Journal of Development Research, 29(1), pp.192-212.

2. Borio, C., Gambacorta, L. and Hofmann, B., 2017. The influence of monetary policy on bank profitability. International Finance, 20(1), pp.48-63.
3. Bretschneider, P.J., Cirilli, S., Jones, T., Lynch, S. and Wilson, N.A., 2017. Document review as a qualitative research data collection method for research, 13(2), pp.29-44.
4. Bryman, A., 2017. Quantitative and qualitative research: further reflections on their integration. In Mixing methods: Qualitative and quantitative research, 22(3), pp.314-325
5. Cohen, L., Manion, L. and Morrison, K., 2017. Validity and reliability. In Research methods in education, 6(2), pp.11-15.
6. Hopper, T., Lassou, P. and Soobaroyen, T., 2017. Globalisation, accounting and developing countries. Critical Perspectives on Accounting, 43, pp.125-148.
7. Liu, L., 2016. Using Generic Inductive Approach in Qualitative Educational Research: A Case Study Analysis. Journal of Education and Learning, 5(2), pp.129-135
8. Melnikovas, A., 2018. Towards an explicit research methodology: Adapting research model for futures studies. Journal of Futures Studies, 23(2), pp.29-44.
9. Noussair, C.N., Plott, C.R. and Riezman, R.G., 2013. The principles of exchange rate determination in an international finance experiment. In International Trade Agreements and Political Economy (pp. 329-368).
10. Ørngreen, R. and Levinsen, K., 2017 Workshops as a Research Methodology. Journal of E-learning, 15(1), pp.70-81.
11. Paradis, E., O'Brien, B., Nimmon, L., Bandiera, G. and Martimianakis, M.A., 2016. Design: Selection of data collection methods. . Journal of Economics & Management Sciences, 8(2), pp. 263-264.
12. Rahi, S., 2017. Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. Journal of Economics & Management Sciences, 6(2), pp.1-5.
13. Ricci, L., Lanfranchi, J.B., Lemetayer, F., Rotonda, C., Guillemin, F., Coste, J. and Spitz, E., 2019. Qualitative methods used to generate questionnaire items: A systematic review. Qualitative research, 29(1), pp.149-156.
14. Roberts, L.D., 2015. Ethical issues in conducting qualitative research in online communities. Qualitative Research, 12(3), pp.314-325
15. Stromquist, N.P. and Monkman, K., 2014. Defining globalization and assessing its implications for knowledge and education, revisited. Globalization and education: Integration and contestation across cultures, 1, pp.1-21.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/015 --:-- Research Article/Paper

# THE RATIONALE AND ETHICS BEHIND NON PROFIT ORGANISATIONS BEING EXEMPT FROM TAX

[1]Tanuja Rathore, [2] Ramkumar Sankhla
[1] Guest Faculty, Department of Accounting, FCMS, JNV University, Jodhpur,(Raj.)INDIA.
[2]Research Scholar) Department of Accounting, FCMS, JNV University, Jodhpur,(Raj.)INDIA.
Email - [1]ram.kumar0188@gmail.com

***Abstract:*** *A nonprofit organization (NPO) is not motivated by profit but rather by commitment to a particular cause that receives all funds received over and beyond what is required to maintain the organization. NGOs are granted tax-exemption status by central government as a result, which exempts them from paying income tax. Trusts, cooperatives, advocacy, charity, environmental, and religious groups frequently use nonprofit entities. Although not all NPOs use paid workers in management positions, the majority do.NPOs, in contrast to for-profit companies, do not have owners, and any surplus funds left over after running costs are applied to the organization's objectives rather than being shared with its participants or staff. The community is served by nonprofit organizations through their activities and services. These organizations are created to fill in the gaps when there is a need in the community. According to the definition, a nonprofit organization is created to promote the common goal rather than the goal of increasing profits for owners or investors. Since the inception of this tax, almost all categories of NPOs have been exempted from the application of the Income Tax Act, 1961, but the reason for this exemption remains unclear. For-profit organizations must pay taxes on their commercial profits. Nonprofit organizations (NPOs) founded with philanthropic intentions are free from paying taxes. NPOs fill up the holes in the government's systems for delivering welfare and development, according to the justification. They are created by the people for the people, whether it be in the fields of health, education, or simple arts and humanities. These groups act as a link between democracy and capitalism. Being active and current with the world around you is crucial in today's economy. It's essential to be informed and aware of what you can do to support your neighborhood and country given how quickly things are changing.*

***Key Words:*** *Non-Profit Organisation, Tax Exemption, NGOs, Role of NPOs, Ethics.*

## 1. INTRODUCTION :

### Outlook Of Ngo

Since non-profit organisations do not operate for financial gain or profit, they are not considered businesses. Hospitals, social facilities, educational institutions, and places of worship are only a few examples. Governments supervise and oversee a large number of non-profit organisations to ensure the progress and well-being of society. However, it is not necessary for solely government officials to manage this form of organisation. Such organisations may be administered by one person or group of people, but not for profit.

NPOs contribute significantly to society by seeking to enhance both the general welfare and the lives of others. They frequently lead social change and offer desperately needed services to the neediest. NPOs give people a way to combine their talents and resources to accomplish shared objectives. They give workers the chance to put their skills to good use rather than just for personal gain. NPOs are crucial to democracy because they hold powerful institutions and people responsible. They also support ensuring that everyone has a say in choices that have an impact on their lives. In summary, nonprofit organizations play a crucial role in society since they strive to improve the lot of everyone in it. Nonprofits are generally founded out of a desire to see the community flourish, and volunteering is essential to that flourishing. Organizations benefit from the diversity and individual experience that volunteers contribute. Whatever the motivation, support your neighborhood non-profit organizations. There are numerous reasons to do so. Participate, give, and help make your community better by doing so.

The concept of public welfare and interest refers to actions taken by the government or state on behalf of the people Governments are in charge of safeguarding the public's interests by creating laws and regulations that benefit citizens. Tax exemptions for nonprofit organisations are granted by the government primarily because these groups promote social welfare.

This is a basic overview of the various NGOs that are active in India. According to data from the Indian government, there are more than 49,859 NGOs registered in India with the FCRA. They are playing a significant role, and frequently, their involvement has produced positive results. They give citizens the ability to cooperate calmly and willingly to support social ideals and civic objectives, which are crucial to civil society. They back neighborhood and local initiatives. NGOs emulate and embrace the variety of society in various ways. Their efforts are felt at the local level, and they assist governments in achieving several objectives. Despite being an independent business, they adhere to strict government laws and have their financial operations closely scrutinized. The norms differ and rely on the kind of NGO, as previously mentioned.

**Source of Funding of NGO**

Donations account for about approx. 10% of a nonprofit's revenue. The other comes through gifts or agreements, investments, interest earned, sales of goods, and service fees. The truth is that donations are just these organizations' third largest source of money, even though many individuals believe they make up more than 10% of their total revenue. There is still significant work to be done to encourage communities to invest in themselves, despite efforts to raise that figure.NGOs are non-governmental organizations that work to promote charity, aid, and global development.They clearly understand their role in advancing society's progress although these organizations provide social welfare, NGOs must manage an annual financial plan of millions.They are dependent on donations from private individuals as well as membership fees to government programs for assistance and funding.Despite being an autonomous organisations, many of them rely on funds and assistance from the government to run smoothly.

As non-profits, NGOs hunt for several funding sources, including:

- membership dues
- private aids
- sale of goods and amenities
- the grants from other non-profits
- the government funding for NGOs

**2. LITERATURE REVIEW :**

Edward N. Gamble and Pablo Munoz (2022),” When Tax-Exempt Nonprofits Detract Value from Society”, Academy of Management Perspectives, Vol.36, No. 1 stated that In exchange for producing and delivering social benefits, nonprofits are granted tax exemptions. While the results of these tax exemptions are frequently favorable, there are value-diminishing circumstances where it would be more expensive to give the tax exemption than it would be beneficial. The reasons for these value-detracting events are now dispersed and discipline-specific. The goal of this essay is to make clear the circumstances under which tax-exempt NGOs diminish society's worth. We review 15 years of tax-exempt nonprofit scholarship from nine different fields and identify three variables that undermine value: discrepancies in policymaking and regulation, nonprofit administration and governance, and discovery and prosecution. The value degradation to society is accelerated by the interaction and mutual reinforcement of these three factors. Overall, our research provides crucial policy insights into the unexpected consequences of tax exemptions, and our approach may be used to spot circumstances when there would be a poor return on investment.

As per Sert S. ,Garrone P., Melacini M., and Perego A., (2018), "Corporate food donations: altruism, strategy or cost saving?", British Food Journal, Vol no. 120 No. 7, pp 1628-1642 Economic efficiency concerns are taken into consideration together with strategic and moral considerations when making managerial decisions about surplus food donations.

Kim, Oh, and Kim (2018) present Korean government tax benefits offered to nonprofit organisations in order to ultimately pass benefits to the general population. The Korean government takes the necessary actions for the good of its people. According to Lamboy-Ruiz, Cannon, and Watanabe (2019), the government develops policies to guarantee an increase in welfare. Benefits to the community are regarded as crucial to improving society or the nation as a whole. The differences in the tax exemption rules of Nigeria, the US, and the UK are explained by Nwabachili and Obi-Ochiabutor (2020). Each country is evaluated in order to provide additional benefits to nonprofit organisations.

According to Basri and Khalid (2020), accountability problems are a typical occurrence in nonprofit organisations. To make the operations more efficient, the tax authorities must give the problems specific consideration. In order to lessen the difficulties faced by nonprofit groups, government agencies must work together. According to Netzer (2020), the government should support local religious and cultural traditions in order to advance national welfare and well-being. Therefore, a government should provide such groups its full support so that they can play a part in the overall development of a nation.

## 3. RESEARCH METHODOLOGY

This paper is prepared using the multidimensional studies method to study the prevailing literature and analyze the same for further research perspectives.

### Laws and Regulations allied with NGOs registration in India

An NGO is a legally recognized organization that was founded by regular or legal personnel and operates independently from the government or any of its related agencies. Governments frequently use this phrase to refer to entities lacking official status.

It functions clearly without any assistance from official agencies. In our nation, NGOs can either be listed as Trust, Society, or Section 8 companies, depending on the endeavor the founder hopes to carry out and accomplish through the NGO.

An organization that solely promotes social causes and has a predetermined mission and goal for the advancement of societal development is known as an NGO.

Under the aforementioned headings, there are various requirements for NGOs to register. On the official website of the Ministry of Corporate Affair or MCA, applicants must submit an online application called SPICe+ if they want to register their NGO as a section 8 corporation.

According to the aforementioned requirement, interested candidates who wish to register an NGO under the trust must undergo an entirely new process. The steps listed below will provide you with a thorough understanding of how to apply to register an NGO as a trust.

- Choose an appropriate name as per the Governing act.
- Required to draft the trust deed.
- Select wisely Settlers & Trustees of The Trust
- Prepare an MOA
- Pay trust registration fees.
- Prepare and Collect a Trust deed copy from the Registrar's office.
- Trust deed must be submitted to the local Registrar's office.
- Collect the registration from the Registrar's office.

### Why should non-governmental organizations (NGOs) in India apply for registration under sections 12A and 80G?

Sections 12A and 80G both have their own set of ramifications and benefits for non-profits. The following are some of the benefits:

- An NGO can obtain tax exemption simply by registering under sections 12A and 80G – provided that certain conditions are met.
- Only if the NGO receives a certificate under 12A and 80G can the person/entity donating earn tax benefits.

- A tax credit of 50% of the donation amount will be applied to the person's or organization's total income.
- Only if an NGO is registered under sections 12A and 80G will it be eligible for government financing.

**Criteria for NGOs to be eligible for the 12A and 80G certificates**
The following are the basic eligibility requirements for 12A and 80G certificates:

- The NGO's assets and income should only be used for philanthropic purposes.
- All receipts and expenditures should be correctly recorded in the books of accounts.
- Non-governmental organizations (NGOs) should not be founded or operated for the benefit of any one religion, caste, or community.
- The bylaws or objectives of NGOs should not include any provision for using the organization's income or assets for anything other than philanthropic purposes.
- If an NGO earns money from a business, the trustee should keep separate books of accounts to ensure that donations are not diverted.

## 4. ANALYSIS

For a non-profit organisation, tax exemption makes it easier to use the income consistently. If there is a surplus, the tax credits provided to these groups boost their resources so they can use them more effectively .The financial gains are vital for reusing the extra money for people's welfare. As a result, receiving financial aid is very important for a government to keep its welfare policies stable. The leaders of non-profit organisations are able to improve their operations and assist the government due to the increasing financial rewards.Tax benefits do not just apply to income taxes; the government also provides tax relief to groups that provide food assistance. The government is in charge of guaranteeing citizens' fundamental rights . Nonprofit groups provide the government with specialised assistance in addressing the problems of poverty and inflation in the nation. The financial advantage helps these groups by providing funding to help them with the issues and problems that can arise in their daily operations.

The main issue, of course, is that our current federal income tax system places various costs on productive activity depending on how that activity is structured. Production carried out by households is taxed differently than production carried out by proprietorships and partnerships, which are in turn taxed differently than production carried out by production carried out in the form of a business organization. As a result, the tax system influences how these organizational types are chosen. How should nonprofit (or cooperative) corporations be taxed if these aspects of the tax system are to be taken for granted? Any decision we make will lead to biases in the decision to organize activity using the nonprofit form rather than other legal forms. This paper makes sense to tax nonprofit organizations in a way that tends to balance out other allocational biases inherent in the organizational forms at play, such as imperfect access to capital. A case can be made for extending income tax exemption to many charities but not to others—including, potentially, social clubs—based on this concept, it has been suggested here. Because it is difficult for them to compete with private-sector earnings in lower-level and mid-management roles, they frequently rely on the commitment of employees who believe in their mission. However, to compete with comparable roles in the private sector, executive salaries are frequently fairly high. Nonprofit organizations that frequently rely on outside resources, like donations, may also experience problems with fundraising and sponsorship. Since mishandled or misdirected finances could result in the loss of funding from both public and private sources as well as loss of status, meticulous accounting, transparency, and accountability are crucial to the continuance of operations.

A city or state's government works to ensure the welfare and well-being of its residents. An organization's implied ethical duty and responsibility is to support such activities. Promoting such behaviours is important for easing the difficulties that different citizens confront. The entire planet places a significant emphasis on the promotion of welfare practises in order to promote humanity. To address the economic and social issues in a city or state, a government needs the assistance of such charity organisations.

In order to safeguard the interests of all parties involved, nonprofit organisations work as an agent of the government. Welfare organisations are required to abide by the policies and guidelines that the government has prepared for them . The executives of nonprofit organisations must create a strategy plan to advance these welfare practises. The lack of a tax credit makes it difficult for these organisations to continue their welfare programmes. Therefore, managing the activities in such non-profit organisations is necessary. To lessen upcoming difficulties, a non-profit organization's leaders should arrange their management and control of the activities.

## 5. CONCLUSION :

In line with the general conclusions of the current study, tax exemption for non-profit organisations is crucial for minimizing any potential threat in the future. According to the research, non-profit organisations operate in accordance with the welfare laws and regulations imposed by the government. It is necessary for the government to fund such welfare schemes in order to encourage them. The government's revenue budget may have serious problems as a result of this decision, yet welfare and well-being practises should be continued accordingly. Such groups should receive further assistance from the government so that their long-term financial problems can be addressed.

Our opinion is that the Indian industry should make advantage of the current exemptions before requesting more leniency. To foster comfort both inside and outside the sector, the NGO sector needs to attain a reasonable level of self-control and accountability. Some of these procedures, such as validation and rating, will aid in figuring out the organization's net value and improve credibility for the industry. Then, tax breaks will be applied automatically. But rather than coming from an outside agency, this transformation must be driven from within the industry. Any organization depends on its financial resources to function, whether it is a for-profit business or a nonprofit. The company should set up a framework such that an employee who manages finances with personal interests has little choice but to disclose those interests and abstain from making decisions. A manager's pay should reflect his efforts and performance. If a worker is rigorously monitored and receives his just compensation, he is being honest. The guidelines below will assist the organization in creating a framework and self-governing norms for the staff.. it has been argued that the exclusion of nonprofit organizations from federal income tax should not be seen as a simple reward for charitable deeds or as a logical outcome of the tax base to which the corporate income tax is applied. Instead, the impact of the exemption on capital formation in the nonprofit sector should be considered. In this context, the exemption's explanation is less obvious than is typically thought, but it is still conceivable to justify the current course of action, at least in broad strokes.

## REFERENCES :

1. Hansmann Henry (1981), The Yale Law Journal, Volume 91, Number 1.
2. SertS.,Garrone P., Melacini M., and Perego A., (2018), "Corporate food donations: altruism, strategy or cost saving?", British Food Journal, Vol no. 120 No. 7, pp 1628-1642.
3. Edward N. Gamble and Pablo Munoz (2022)," When Tax-Exempt Nonprofits Detract Value from Society", Academy of Management Perspectives, Vol.36, No. 1.
4. Horwitz, J. R. (2002). Why we need the independent sector: the behavior, law, and ethics of not-for-profit hospitals. UCLA L. Rev., 50, 1345.
5. Turegun, N. (2020, September). The Rationale and Ethics behind Non-Profit Organizations Being Exempt from Tax. In RSEP CONFERENCES (p. 50).
6. Basri, H., & Khalid, S. N. (2020). "Views on the Issue of Accountability in Non-Profit Organizations". Malaysian Management Journal, 14(1), pp.49-60.
7. Kim, H. M., Oh, H. J., & Kim, Y. K. (2018). "Developing and Fostering Public Benefit of Not-For-Profit Medical Institutions in Korea through Tax Benefits". Korea Journal of Hospital Management, 23(3), pp.1-15.
8. Hojiev, M. (2017). "Further Improvement Issues of Accounting and Reporting in Non-State Non-profit Organizations in Uzbekistan". European Journal of Business and Management, 9(3), pp.212-216.
9. CA(Dr.) N. Suresh(2017) - A Practical approach to Taxation and accounting of charitable trusts NGOs & NPOs
10. Bombay Chartered Accountants' Society- Taxation of Charitable Trusts.
11. https://cleartax.in
12. https://taxguru.in

DOIs:10.2015/IJIRMF/ICGRTHE-2022/016 --:-- Research Article/Paper

# IMPACT OF DIGITALISATION IN ACCOUNTANCY

**[1]Purnima Jain, [2]Pramila Chouhan**

[1] Research Scholar, Department of Accounting, FCMS, JNV University, Jodhpur (Rajasthan), INDIA
[2] Research Scholar, Department of Accounting, FCMS, JNV University, Jodhpur (Rajasthan), INDIA
Email - purnimajain08@gmail.com

***Abstract:*** *In this paper, we mainly focused on the effect of digitalization in accountancy. Over the few decades, the use of technology has increased drastically. The Government of India's flagship initiative, Digital India, aims to convert India into a knowledge-based society and economy. To stand in the global market, one needs to be a digitally sound economy. India is a developing country and to compete with the developed nation we need electronic brains i.e. digitalization. Digitalization is an unavoidable and constantly developing peculiarity that makes critical modifications, problems, and opportunities for associations. The widespread and ever-expanding phenomenon of digitalization alters, confounds, and opens up a new area for companies. Studies that have a deep impact of digitization on accounting practice and the function of management accountants are still lacking. Businesses must revise their business plans to adapt to a technological revolution. Due to digitalization, businesses now need to develop new value chains, business models, and organizational structures to control their business strategies. Innovation processes have been found to shift as a result of digitalization, and some experts predict that entire markets will change as well. One sector that has witnessed a rise in digitalization and is anticipated to expand even more is the accounting sector. Similar to many other industries, the accounting sector is feeling the need for transformation as a result of digital technologies. To successfully become a digitalized business, this study intends to analyze how digital accounting organizations could establish a general business model. The financial sector and the way that business is done have undergone radical change since the advent of digitization. Accounting professionals can manage financial transactions, perform intricate computations, and store a lot of data all from a computer. Today's information technology makes it feasible to conduct global economic activities that were previously impractical, and digitalization has an impact on both corporate and individual financial management. Company cultures that are conducive to digitization will be necessary. Digitalization will provide accounting organizations with digital accounting tools, information sharing, and communication channels, to name a few of the findings. Employees need to possess more specialized knowledge than is required for analog enterprises. It is estimated that digitalization will change the options offered to clients. Additionally, digitization may have important partners, a specialized client niche, a cost structure, and income sources.*

***Keywords:*** *Digitalization, accountancy, technology, revolution, economy, accounting professionals, digital accounting.*

## 1. INTRODUCTION:

In the era of globalization, where the doors of one country are open for the whole, to compete in this global economy one needs to be digitally sound. Digitalization in every field is necessary. Accounting is the heart of every business. The accounts of business should be accurate and the accuracy and authenticity of data increased when it is in digital form. Digitalization could upend the field of management accounting. It might also have an impact on management accounting and control procedures, the controller's job, and the organization's digital landscape and related business models. The process of converting to a digital business, or digitalization, involves using digital technologies to alter a business model and offer new income and value-producing options. As a result, it has impacted all corporate operations, including supply chains and business models, as well as auxiliary operations like human resources and accounting. Different new types of collaboration between businesses, suppliers, customers, and employees are made possible by digitalization, creating new products and service offers. At the same time, incumbent businesses are challenged by digitalization since it forces them to reevaluate their current business plans. Digitalization has led to the automation and robotization of repetitive tasks in the finance function, as well as the development of business intelligence and the use of data analytics. Both the function of controllers and our daily lives are being impacted by digitalization. The financial sector has undergone a technological revolution. Business owners used to have to employ accountants to manually record and process financial data. It takes more time, money, and effort to do this. Further, it increases human error rates. Business owners and their accountants can do operational activities more quickly and precisely, as well as evaluate and report data more effectively, thanks to automation and digital accounting. In this manner, corporate owners can address challenging problems like cash management while concentrating on their strategic duties. Digitalization is anticipated to become more in the commercial sector of accounting. Digitalization makes it clear that corporate strategies and operations need to adapt. This is due to the impact of digital technologies on corporate communication, such as the Internet, e-commerce, electronic data interchange, and virtual meetings.

## 2. OBJECTIVES:

The concept of digital accounting is very simple, it is the generation, representation, and transfer of financial data into an electronic format. All accounting transactions take place in an electronic domain rather than on paper. Many of the manual operations that accountants often deal with are being digitalized and automated using software solutions. To dispel a common misunderstanding, digital accounting doesn't replace the need for accountants or downplay the value of accounting procedures. By improving the productivity of accounting experts, it values and strengthens them. in the history of business, digitalization is changing the working culture of firms and other organizations. The financial and accounting operations of organizations are changing along with them, which has an impact on the audits of their financial statements.

## 3. LITERATURE REVIEW:

Numerous research scholars have investigated the topic of the impact between digital transformation and accounting from various angles, using various research methods, and in a particular academic community.

Manyika et al., 2016, Governments also gain from digital finance since it provides a platform for increased aggregate spending, which in turn leads to more tax collection due to an increase in the number of financial transactions.

Nguyen et al. (2021) concluded that digital transformation processes will enable managers to take advantage of the effort associated with accounting work and the resulting errors to focus on improving product quality and raising the organization's competitiveness rather than on customer search and customer acquisition.

Caruana (2016) The widespread use of digital technologies has increased the frequency and scope of cyberattacks, which pose a serious threat to the security and privacy of customer data on digital channels. As a result, regulators may reconsider the trade-off between efficiency and security in the financial services industry as a result of their increased awareness of cyber risks. 2016

The accounting function is infamously amenable to computerization, claim two Oxford University professors (Frey & Osborne, 2017). Regarding computerization, my goal is to investigate the what and why of the phenomenon. I'll go about things that a quick examination of the notion of digitization and its drivers is presented.

According to Deloitte (2020), the stated financial performance of digitally advanced organizations has been much better than that of their less digitally mature counterparts. Therefore, it is understandable why businesses are interested in digitization. Increased cost efficiency, better product and service quality, higher customer happiness, revenue growth, and higher staff engagement have all been linked to the superior financial performance that results from the beneficial business effects of digitally mature organizations.

Markus (1983) examined financial accountants' responses to the adoption of a new financial accounting system and discovered strong opposition to the change. The predicted loss of control, loss of organizational prestige, and loss of control over the organization's resources were the driving forces behind the resistance7. The adoption of new technologies may utterly fail even when the technical reforms have the greatest of intentions due to inadequate implementation (Bhattacherjee & Hikmet, 2007; Markus, 1983). Markus (1983) focuses on early risk assessment and quantification as well as open and honest organizational-level communication to reduce the possibility of resistance.

**4. METHODOLOGY:**

The relevant professional and available scholarly literature were examined and reviewed in order to meet the research objectives. Proquest, EBSCO Host, and Web of Science database searches were used to find academic material. The following search terms were used: cloud computing, artificial intelligence, big data, and developments and trends in the accounting profession. We chose the English-language publications that were the most pertinent to the topic of this research and for which the complete paper was available. Searching the websites of the largest audit companies and organizations for accountants and auditors yielded professional papers. Digitalization and its impact on the accounting profession were studied as research topics. Scientific research techniques such as induction and deduction, analysis and synthesis, generalization, and abstraction were used to assess a sample of academic and professional articles.

In computer science, the word "digital accounting" refers to the representation of information in 0s and 1s that can be read, written, and stored by machines. Digital accounting is often used to refer to digits or numbers. The prefix "e" stands for electronic, which refers to the use of electricity to power devices like computers. The depiction of accounting data in a digital format such that it may be electronically modified and sent is known as digital accounting, or e-accounting as a related analog. The term "digital accounting" refers to changes in accounting brought on by computing and networking technology but does not have a uniform meaning. Accounting, the art, and science of evaluating a company's performance have developed along with it, especially as information technology has advanced. Accounting theory and practice have been influenced by a variety of technologies, including mainframes and punch cards, databases and data warehouses, personal computers and productivity software, specialized accounting software and enterprise resource planning (ERP) systems, local area networks (LANs), and wide area networks (WANs). For many years, for instance, internal controls, audit trails, end reports, data entry mechanisms, data storage, and processing systems, and accountant skill sets have all undergone constant change.

Our transition to a more remote work environment has progressed significantly. The ability to view your company's financial information from a distance is one of the main advantages of a digital accounting system. As a result, there are very few employees working on office premises. They won't need to take their laptops with them in order to retrieve vital data. Cloud-based accounting solutions are provided by digital accountants, and software packages for these accountants allow you to access the system at any time and from any location. The benefit of digital accounting systems is their simplicity of use. Accounting software solutions are extremely simple to use compared to manual accounting procedures, providing customers with comfort and convenience. Maintaining annual, quarterly, or monthly company records and using the data to make choices about the business should be the goal of accounting. To create a cash flow statement and other financial statements using manual accounting, an accountant might expend hours or even days collecting data from the previous year. With digital accounting, it is convenient to perform various automatic financial trail on easily available data, and the accountant may quickly draw up the financial statements. To speed up online transactions, professionals can save a lot of time by gathering and presenting statistics and data. As a result, production and efficiency increase. By using digital accounting to automate numerous accounting tasks, staff can be redirected towards other crucial tasks like sales or business growth. This implies that more money could be made with the same quantity of resources. While the security of paper-based accounting records isn't safe (they can be lost, or damaged by fires or other natural catastrophes), moving to digital accounting makes data security a more urgent issue. The issue with managing and storing data internally is that, without reliable data recovery procedures in place, you risk losing your data in the event of a system failure or crash. Imagine losing accounting information that took years of effort in a moment.

There is no way to reduce customer payment delays without one-to-one billing and payment tracking. too many intrusions may cause difficulty to make following up with debtors. This can have a negative effect on your cash flow situation. The best answer to the issue might be a digital accounting system. It automates the process of submitting payment requests and invoices. Poor compatibility with the various tools used in your firm is one of the greatest issues with manual accounting solutions. The best cloud-based accounting software integrates easily with other business systems including payroll, point of scale (POS), order fulfillment on websites, and more. These integrations frequently have no or very little cost. These applications are made up of ecosystems that contain hundreds of commercial applications and allow for open data sharing. Society is gradually becoming more automated and digital, which needs ongoing strategic management renewal. Businesses must take into account new technology needs and incorporate them into their value chains, activity planning, strategies, and business models, among other things. Every aspect of our life is being digitalized, including education and schools, social networking, business (nearly every company has a website), and commercial operations including markets, logistics, and increasingly accountancy. As a result, the contemporary era was dubbed the "digital era". Digital technology enables jobs to be completed more quickly and precisely. Because of this, the rise of digital marketplaces such as Amazon, Alibaba, Ebay, Emag, and Olx is impacted and continues to grow every year. Facebook, Instagram, Twitter, Pinterest, and LinkedIn are just a few examples of rapidly growing social media platforms. This article addresses the problem of turning digital in business by outlining some of its benefits and explaining why it is crucial for businesses.

## 5. ANALYSIS & DISCUSSION:

There are several justifications for accountants to adopt and use contemporary digital solutions. factors that may have a major effect and serve as a catalyst for technological advancement. We must complete accounting chores by the deadlines specified and recognize the value of giving various users better, more timely information. Additionally, by utilizing technology, the preparation time will be reduced, the quality and relevancy of the accounting information will increase, and information will be immediately accessible in real-time. Accountants are closer to their clients and provide more advice services regarding ongoing business operations as accounting procedures become computerized and less time-consuming.

## 6. RESULT / FINDINGS:

Digitalization and automation are utilized to remove or limit repetitive and routine duties, freeing up personnel (accountants) to concentrate on more imaginative, non-routine, and unstructured tasks that called for deeper thought and specialized knowledge. The future actions of seasoned accountants will be impacted by this change in strategy. Businesses (clients) are willing to switch accounting firms more rapidly than in the past if they are dissatisfied with the services they receive since the majority of services are now cloud-based and financial data is available more quickly than ever.

## 7. RECOMMENDATIONS :

The main digital tools with a significant impact on the accounting profession include:

**Artificial Intelligence**

Businesses have been actively receiving information in close to real-time thanks to intelligent technology like artificial intelligence and machine learning. The use of automation and artificial intelligence in accounting and auditing procedures can greatly minimize the demand for human labor. Where obtaining human knowledge and expertise is not excessively challenging or time-consuming, artificial intelligence can be successfully used for more structured, programmable, and repetitive jobs.

**Blockchain**

Businesses can access the same information in real-time from many sources thanks to blockchain technology. The majority of organizations choose this delivery technique to protect their private accounting information and streamline time-consuming procedures.

**Daily Accounting**

Everyday information delivery opportunities are expanded by technological advancement. Although stakeholders, auditors, and other parties still demand thorough and real-time reporting, accounting is still based on the periodic evaluation and analysis of financial data. A transition phase and implementation processes are needed to go from periodic accounting and reporting that is solely focused on financial information to a more complete perspective of accounting reporting. There will be some role displacement and disruption as a result of implementing and switching to a more complete accounting function.

**Mass data**

The capacity to access extensive data via digital technologies improves accountants' effectiveness and efficiency. Because modern technologies offer real-time updates, big data can shorten the reporting process. Professionals may efficiently analyze data and gain insight into it using analytical skills and tools, changing the way business choices are made in the process. Big data will have an impact on auditing as well as managerial and financial accounting.

## 8. SOLUTION

Accounting programmes that operate in the cloud are a good solution. These services include cloud storage that is protected by numerous data centers for data backup. Many rely on SSL technology for data encryption, similar to that used in banks to protect customer financial information. Even if something goes wrong, you ought to be able to access or back up your data with digital accounting. The use of the conventional pen, ledger, and desk calculator has decreased as a result of the growing popularity and accessibility of specialized accounting software and more effective processing tools. These tools enable faster data input and calculation with a very low chance of error. The accountant may now devote more time to figuring out how to develop and safeguard the client's business. Although digitalization and automation have many benefits for successfully running a business and performing accountants' tasks, it must be noted that automation and artificial intelligence could not perform accountants' most important tasks, which are interpreting and analyzing financial information. The current state of cognitive technologies and their impact on auditors and the audit process, senior accountants predicted that there will still be a need for human accountants in the near future. Automatization will likely increase rather than decrease the value of services, according to a promising prognosis. Basic services may and will be provided even more quickly, giving accountants more time to talk with clients about their current circumstances and anticipated future needs. The same technologies will be used by accountants and financial advisors to advance from data entry, recordkeeping, and basic analysis to strategic business consulting. Excel and other fundamental analytics products will likely be replaced. Financial controllers and CFOs are beginning to use structured data, unstructured data, and predictive analytics to gain access to a massive database of consumer information, financial patterns, and industry information. Because of the reduction in manual data entry and the improvement in the speed, quality, and accuracy of data, technological advancements and technologies like the cloud, artificial intelligence, and blockchain will boost the role of accountants and the entire financial industry. For the accounting profession to be more productive in the 21$^{st}$ century, a new model that can adapt to technological advancements and innovations in the process of digitization and e-transformation is required.

## 9. CONCLUSION

The digitalization of operations is advantageous for both the clients and the employees of the company. Since both accountants and customers can access real-time data remotely and see, modify, and comment on their statements at the same time, there is no longer a need for in-person consultations. Due to quicker and more effective operations, a business may connect with its customers most practically and serve more customers. New digital technologies are making it simpler for companies to run their operations and provide better customer service. In order to create timely financial insights and remain competitive, the adoption of these technologies is crucial. Organizations are establishing a "paperless office" within their finance divisions as they come under increasing demand to improve costs, pricing, and efficiency. Organizations only need to install the appropriate systems and technology once the essential legislative frameworks are in place to start reaping the benefits of the digitized business environment in finance and accounting.

Digital accounting is simplifying accounting tasks while also producing more accurate data an d more productive and trained workers. Data can be accessed instantly thanks to the digitalization of a

ccounting, which also helps to attract more customers and workers. Digital accounting makes it possib le to automatically produce financial statements such as-
cash flow statements, ratio analyses, and shareholder equity statements.

**REFERENCES :**

1. https://www.researchgate.net/journal/The-International-Journal-of-DigitalAccounting-Research-1577-8517
2. https://www.emerald.com/insight/content/doi/10.1016/S1474-7979(02)050354/full/pdf?title=the-impact-of-digital-technology-on-accounting-behavioral-research
3. https://www.outlookindia.com/outlookmoney/tech-toys/digital-accounting-is-thefuture-7889
4. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.jetir.org/papers/JETIR2111251.pdf
5. https://www.google.co.in/
6. https://www.wikipedia.org/
7. https://www.cnbc.com/2017/10/02/fintech-everything-youve-always-wanted-to-know-about-financial-technology.html
8. http://www.businessdictionary.com

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/017 --:-- Research Article/Paper

# The Study of Conversion Efficiency in Photogalvanic Cell for Electrical Output in Solar Energy Conversion and Storage: CPC Mannose AB System

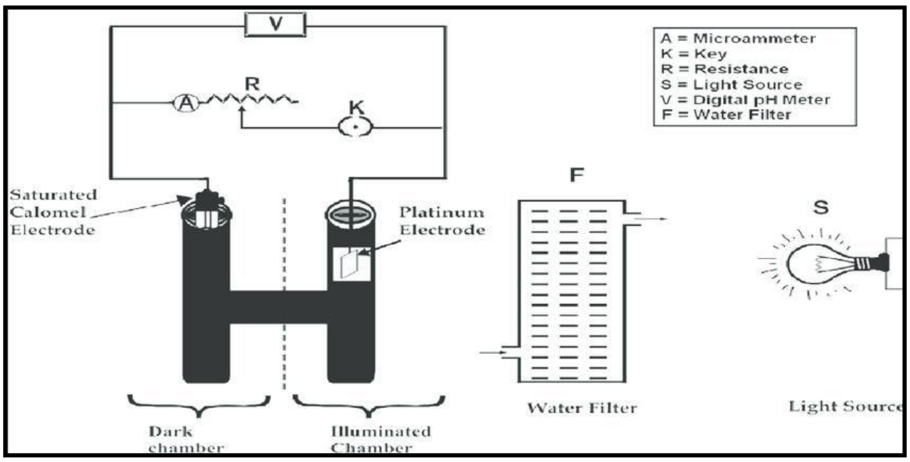
[1]Dr. Archana Surana, [2]Mukesh Kumar Jangid, [3]Dr. Monika Jangid

[1]Assistant professor(VSY), Chemistry, Government College, Jodhpur (Raj.), INDIA
[2]Assistant professor, Deptt. of Chemistry, S.N.K.P. Govt. College, Neem Ka Thana, Sikar (Raj.), INDIA
[31]Assistant professor(VSY ) Deptt. of Chemistry, M.S.H.K.P.S. Government College, Revder, Sirohi (Raj.), INDIA
E–mail:[1]drarchanasurana23@gmail.com; [2]mkmkjangid52@gmail.com; and [3]monikajangid24@gmail.com

***Abstract:*** *Study was planed about extent of conversion efficiency in solar cell for electrical output in solar energy transformation by Cetylpyridinium chloride (CPC)–MANNOSE –AB SYSTEM. The photogalvanic cells were studied for solar energy transformation system (with or without surfactant) by following different parameters like open circuit voltage (Voc) (1062.00 mV), short circuit current (isc) (70 µA), potential at power point (Vpp) (600 mV), current at power point (ipp) (35.00 µA) and fill factor(n) (0.2875) values are obtained with surfactant system. The following parameters also using without surfactant and the values are obtained at 998.0 mV, 40.00 µA, 607.00 mV, 30.00 µA, and 0.2680. Electrical parameters of the cell have also been obtained for CPC, MANNOSE and AB system. On the basis of obtained results, we are concluded that the observed results (with surfactant) affected photogalvanic cell more than previously published results (single surfactant). The obtained results have enhanced the conversion efficiency and storage capacity of photo galvanic cells. Obtained results have the scope to enhance electrical output as well as storage capacity of photogalvanic cells. Dye, reductant and surfactant based reaction mechanism been studied for CPC–MANNOSE–AB system. The photogalvanic is emerging field of research and manuscript contains substantial electrical output, conversion efficiency and storage capacity of developed photogalvanic cell with special attention to better performance and reduces the cost of the photogalvanic cell for its commercial viability.*

***Key Words:*** *Photogalvanic cell, photogalvanic effect, azure–B, Cetylpyridinium chloride (CPC), conversion efficiency.*

***Graphical abstract:***



## 1. INTRODUCTION :

Energy is a key role for humanity in Modern society and demanded day by day as riding environment. A huge proportion of world electricity generation comes from thermal power, most of which is coal based. For industrial development and agricultural activities, currently, about more than half of world energy demand is met by two fossil fuels –coal and oil. Solar energy plays an important role in economical development of any country with respect to electricity generation. The present research project is focusing on the role of surfactant in photogalvanic cells and how photons from sunlight can be used as a driving force for energy solar energy conversion and storage. Although photogalvanic cell and photovoltaic cells are used for solar energy conversion and storage but photovoltaic cells have least storage capacity whereas photogalvanic cells having very good storage capacity and due to this reason present research project has been taken under study.

Photogalvanic cells are based on the photogalvanic effect; provide an additional method on acquiring energy, converting sunlight into electricity and its storage. Production of potential between two electrodes separated by suitable substances in which the influence of light on the electrode potential is due to a photochemical process in the body of the electrolyte is termed as the Becquerel effect. Photogalvanic solar cells, the original dye based solar cell, have yet to fulfill their promise as a low fabrication cost, scalable energy conversion system.

Sodium lauryl sulfate (NaLS). cetyl pyridinium chloride (CPC) and Triton X-100 (TX-100) were used by Ameta et al.[1] inside a photogalvanic cell which contain Azure C as a photosensitizer and EDTA as a reductant for solar energy conversion and storage. They studied the effect of variation of the effecting parameters such as, concentrations of the surfactants, filling-factor, conversion efficiency and performance of the cell.They observed that in presence of NaLS, the cell can has a life cycle of (storage capacity) is about 300 minutes.

Photogalvanic effect in photogalvanic cells containing toluidine blue as photosensitizer, EDTA as reductant and sodium lauryl sulphate, cetyl pyridinium chloride, Tween-80 as surfactants in different systems was studied by Gangotri and Meena[2]. They observed that different system generated different photopotential and photocurrent. They studied the effect of different parameters on electrical output of the cell.

Genwa and Singh[3] used Lissamine green B as a photosensitizer, Ascorbic acid as reductant and NaLS as surfactant in the photogalvanic cell. They found that the prepared sysem will generate a photopotential and photocurrent of 850.0 mV and 375.0 μA respectively. They studied the existing system and observed that system shows 1.0257% of conversion efficiency, 0.2598% is the fill factor and the cell performance were observed for 170.0 minutes in dark.

Chouhan and Genwa[4] studied the photogalvanic effect using Erythrosine as photosensitizer in Benzethonium Chloride EDTA system . They observed gives out put of 890.0 mV and 250.0 μA as photopotential and photocurrent. They conclude that the conversion efficiency of the system was 0.8282 % and fill factor was found as 0.33. The cell performance was observed 95.0 minutes in dark.

Koli et al.[5] prepared a Photogalvanic cells system using Congo red dye-formaldehyde as a photosensitizer-reductant, sodium lauryl sulfate as a surfactant reagent and sodium hydroxide alkaline solution as a medium. They performed several studies related to variation of the different cell fabrication parameters, to get the optimum cell performance at an optimal value of these parameters. They observed that the storage capacity ($t_{0.5}$) of the synthesized PG cell as 120 min in the dark.

Wang et al.[6] demonstrated the feasibility of production of hydrogen and electricity with simultaneous contaminants removal from wastewater within a dye-sensitized photoelectrochemical cell (DSPC). They used a nanostructured plasmonic Ag/AgCl @ chiral $TiO_2$ nanofibers as photoanode. They add 17-β-ethynylestradiol, EE2 and $Cu^{2+}$ as an electrolyte in the DSPC. They observed that the presence of contaminants in the wastewater acts as electron bridges for the stabilization of charges. They observed almost complete removal of total organic carbon (TOC), $Cu^{2+}$, EE2, and a 70% removal of total nitrogen in presence of visible-light. They also recorded a relatively high solar energy conversion efficiency (PCE 3.09%) and approximately 98% of the electricity was converted to $H_2$ after the consumption of dissolved oxygen (DO), $Cu^{2+}$ and Total Nitrogen.

Koli and Sharma[7] performed a comparative photogalvanic study using Fast Green FCF, Brilliant Cresyl Blue, and Rhodamine B dye as photosensitizer and using fructose as reductant. They observed that al, three dye system shows similar processes during charging and discharging of the cells, on the basis of observation they concluded that all three dye system shows similar mechanistic aspect of power generation and storage.

The photogalvanic effect of Fast Green FCF–Fructose system is reported by Koli and Sharma[8] for solar energy conversion and storage. They used Sodium Lauryl Sulphate as efficiency enhancer and Pt electrode to further improve the solar power and storage capacity of this system. They observed that this changes enhance the performance in terms of electrical parameters such as maximum power, shortcircuit current, open-circuit potential, etc. They reported the storage capacity as half change time as 33 min.

The Cetylpyridinium chloride (CPC) has been used by Gunsaria et al.[9] as cationic micelle species, Congo Red as photosensitizer and D-Xylose as electron donor to enhance electrical output and performance in terms of storage capacity of the photogalvanic cell. They reported that the synthesized system will generate a photopotential and photocurrent as 930.0mV and 470µA, respectively. They observed that the photogalvanic cell can be used for 130 minutes in the dark.

Fast Green FCF–Fructose and sodium lauryl sulphate surfactant in an alkaline medium system is prepared by Koli[10] to check workable feasibility in natural sunlight. He found that the cell works in natural sunlight with an enhanced optimum cell performance as compared to that for earlier reported similar cells. He reported the cell performance in terms of maximum power, short-circuit current, open-circuit potential, efficiency and storage capacity (as half change time) is of the order of 649.6 µW, 2250 µ|A, 1048 mV, 8.12% and 59 min, respectively.

## 2. MATERIAL, METHOD AND MECHANISM :

Azur–B (LOBA), D(+) Mannose (LOBA), Sodium hydroxide, Oxalic Acid, Phenolphthalein chemicals are used in this work. In the experiment, Azur–B as photosensitizer (M/500), Mannose (M/100), CPC (M/100) and NaOH (1M) were prepared in double distilled water and kept in Amber coloured container to protect from sun light. A H–shaped glass tube is used which consist of known amount of the solutions of photosensitizer (dye), Sodium hydroxide, Reductant, surfactant and distilled water so as to keep the total volume of the mixture always 25.0 ml. A platinum electrode ($1.0 \times 1.0$ $cm^2$) is dipped in one limb and a Saturated Calomel Electrode (SCE) is immersed in the another limb of the H–tube. The terminals of the electrode are then connected to a digital pH meter (Systronics Model – 335) and the whole cell is placed in the dark. The potential (mV) is measured in dark when the cell attains a stable potential. Then the limb containing platinum electrode is exposed to a 200 W tungsten lamp (Philips). The Light intensity is varied by employing lamps of different wattage. A water filter is placed between the illuminated chamber and the light source to cut–off infra–red radiations.

### 2.1 MECHANISM :

The reactions between surfactant and dye do not effectively react at dark. It may be concluded that the redox potential of reductant Mannose is much higher than that of the used dye. It was observed that a rapid fall in potential reaches a static value after some period. On removing the source of illumination, the directions of change of potential were reversed; however, it never reached the initial value. It suggests that the main reversible photochemical reaction is also accompanied by some irreversible side reactions.

Clark and Eckert[11] have reported about the electroactive species in well established photogalvanic systems like iron (II) thionine where ferric ions were considered as reactive species at the dark electrode, but in all the three surfactants Mannose–AB photogalvanic systems the electroactive species are quite different. The Leuco dye and the dye itself are the electroactive species at the illuminated and dark electrode, respectively.

On illumination the photocurrent was increased rapidly in first few minutes to reaching a maximum ($i_{max}$), the increase in diffusion length did not affect the photocurrent at equilibrium ($i_{eq}$) and also the ($i_{eq}$), should be recycling reaction of the oxidation product of reducing agent and the semi or leuco dye.

The participation of leuco–forms of the dye as electroactive species was experimentally confirmed by Wildes and Lichtin[12] and Wyarnt Remyetal.[13] It is to be mentioned that photo–decay and deactivation of dye follows non–zero order kinetics. On the basis of observations, the mechanism for photogeneration of electricity has also been proposed as

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

**Illuminated Chamber**
On irradiation, dye molecules get excited

$$AB \xrightarrow{h\upsilon} AB^* \text{ (excited)} \quad (1)$$

The excited dye molecules accept an electron from reductant and converted into semi or leuco form of dye, and the reductant into its excited form

$$AB^* + R \longrightarrow AB^- \text{(semi or leuco)} + R^+ \quad (2)$$

At Pt electrode, the semi or leuco form of dye loses an electron and converted into original dye molecule

$$AB^- \longrightarrow AB + e^- \quad (3)$$

**Dark Chamber**
At counter electrode, dye molecule accept an electron from electrode and converted in semi or leuco form

$$AB + e^- \longrightarrow AB^- \text{ (semi or leuco)} \quad (4)$$

Finally, leuco/semi form of dye and oxidized form of reductant combine to give original dye and reductant. Molecule and the cycle will go on

$$AB^- + R^+ \longrightarrow AB + R \quad (5)$$

Where,
AB = dye, AB* = excited form of dye, $AB^-$ = semi or leuco form of dye, R = reducing form of the reductant and $R^+$= oxidized form of the reductant.

## 3. RESULT AND DISCUSSION :
**Variation of Potential with Time**
The photogalvanic cell is placed in dark till it attained a stable potential and then the platinum electrode is exposed to light. It is observed that potential changes on illumination and it reaches a constant value after a certain period. When the light source is removed, the direction of change in potential are reversed and a stable potential are again obtained after sometime. The variation of potential in CPC–Mannose–Azur–B System (with and without surfactant) with respect to time is given in Table 1.

**Table 1: Variation of Potential with Time**

| CPC–Mannose–AB System | | | Mannose– AB System [without surfactant] |
|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$ Light Intensity = 10.4 mW cm$^{-2}$ [Mannose] = $2.24 \times 10^{-3}$ Temp. = 303 K [AB] = $4.20 \times 10^{-5}$ pH =12.70 | | | [Mannose] = $1.60 \times 10^{-3}$ [AB] = $5.20 \times 10^{-5}$ pH =12.17 |
| **Time (Min)** | **Potential (mV)** | **Time (Min)** | **Potential (mV)** |
| 0.0 | –172.0 | 0.0 | –174.0 |
| 5.0 | –180.0 | 58.0 | –185.0 |
| 10.0 | –201.0 | 10.0 | –187.0 |
| 15.0 | –234.0 | 15.0 | –204.0 |
| 20.0 | –335.0 | 20.0 | –226.0 |
| 25.0 | –387.0 | 25.0 | –290.0 |
| 30.0 | –411.0 | 30.0 | –384.0 |
| 35.0 | –439.0 | 35.0 | –470.0 |
| 40.0 | –457.0 | 40.0 | –521.0 |
| 45.0 | –471.0 | 45.0 | –562.0 |
| 50.0 | –482.0 | 50.0 | –584.0 |

| | | | |
|---|---|---|---|
| 55.0 | –486.0 | 55.0 | –587.0 |
| 60.0 | –490.0 | 60.0 | –599.0 |
| 65.0 | –500.0 | 65.0 | –605.0 |
| 70.0 | –517.0 | 70.0 | –612.0 |
| 75.0 | –523.0 | 75.0 | –633.0 |
| 80.0 | –538.0 | 80.0 | –1005.0 |
| 85.0 | –907.0 | 85.0 | –1005.0 |
| 90.0 | –1017.0 | 90.0 | –1005.0 |
| 95.0 | –1017.0 | 95.0 | –1005.0 |
| 100.0 | –1017.0 | 100.0 | –1005.0 (lights off) |
| 105.0 | –1017.0 (lights off) | 105.0 | –998.0 |
| 110.0 | –1013.0 | 110.0 | –998.0 |
| 115.0 | –1005.0 | | |
| 120.0 | –991.0 | | |

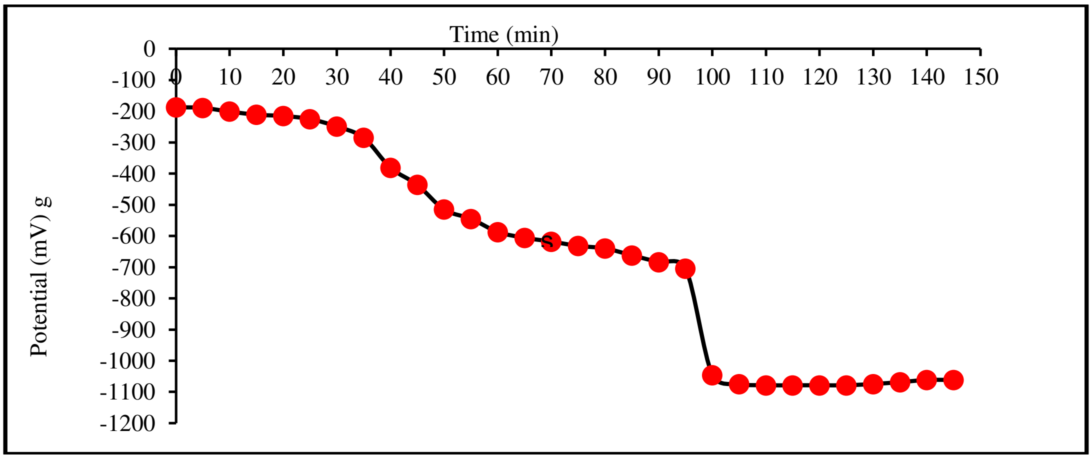



**Fig. 1 A: Variation of potential with time (CPC–Mannose–Azure B System with surfactant)**

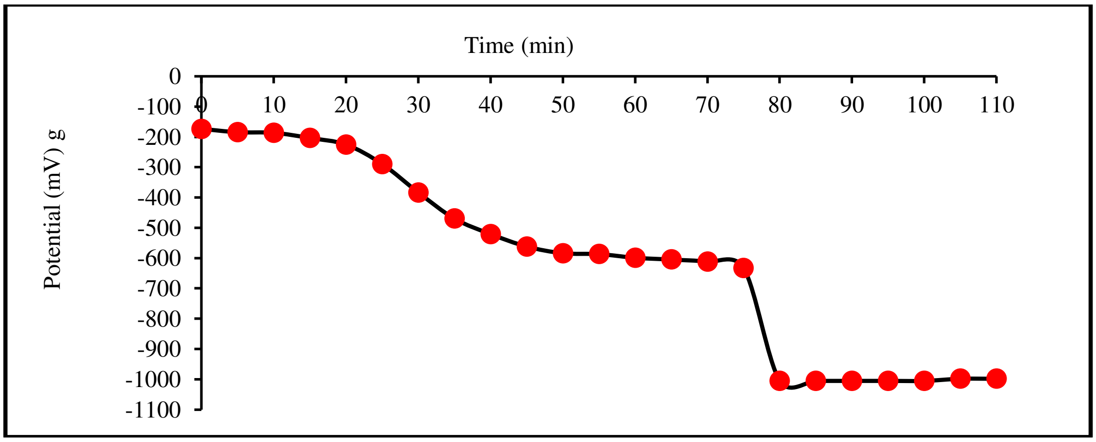



**Fig. 1 B: Variation of potential with time (CPC–Mannose–Azure B System with surfactant)**

**Variation of Current With Time**

It is observed that there are rapid rise in photocurrent of CPC–Mannose–Azur B System on illumination and it reaches a maximum within few minutes. This value is denoted by $i_{max}$. Then the current are found to decrease gradually with the period of illumination, finally reaching a constant value at equilibrium. This value is represented as $i_{eq}$. Same trend is followed in the Mannose–Azure B system (without surfactant). The current are found to decrease on removing the source of illumination. The variation of current in this system i.e. CPC–Mannose–Azur B with respect to time is given in Table 2.

**Table 2: Variation of Current with Time**

| CPC–Mannose–AB System | | | Mannose– AB System [without surfactant] |
|---|---|---|---|
| $[CPC] = 5.60 \times 10^{-4}$<br>$[Mannose] = 2.24 \times 10^{-3}$<br>$[AB] = 4.20 \times 10^{-5}$ | Light Intensity = 10.4 mW $cm^{-2}$<br>Temp. = 303K<br>pH = 12.70 | | $[Mannose] = 1.60 \times 10^{-3}$<br>$[AB] = 5.20 \times 10^{-5}$<br>pH = 12.17 |
| **Time (Min.)** | **Current (μA)** | **Time (Min.)** | **Current (μA)** |
| 0.0 | 0.0 | 0.0 | 0.0 |
| 1.0 | 35.0 | 1.0 | 18.0 |
| 2.0 | 45.0 | 2.0 | 29.0 |
| 3.0 | 55.0 | 3.0 | 35.0 |
| 4.0 | 60.0 | 4.0 | 45.0 |
| 5.0 | 68.0 | 5.0 | 52.0 |
| 6.0 | 75.0 | 5.5 | 55.0 |
| 7.0 | 95.0 | 6.0 | 67.0 |
| 15.0 | 92.0 | 6.5 | 75.0 |
| 20.0 | 90.0 | 7.0 | 73.0 |
| 30.0 | 87.0 | 10.0 | 70.0 |
| 40.0 | 82.0 | 20.0 | 66.0 |
| 50.0 | 79.0 | 30.0 | 62.0 |
| 60.0 | 75.0 | 40.0 | 57.0 |
| 70.0 | 70.0 | 50.0 | 53.0 |
| 75.0 | 68.0 | 60.0 | 49.0 |
| 80.0 | 65.0 | 70.0 | 44.0 |
| 85.0 | 60.0 | 80.0 | 40.0 |
| 90.0 | 60.0 | 90.0 | 40.0 |
| 95.0 | 60.0 | 100.0 | 40.0 (lights off) |
| 100.0 | 60.0 | 110.0 | 38.0 |
| 105.0 | 60.0 (lights off ) | 120.0 | 35.0 |
| 110.0 | 59.0 | 125.0 | 35.0 |
| 115.0 | 58.0 | | |

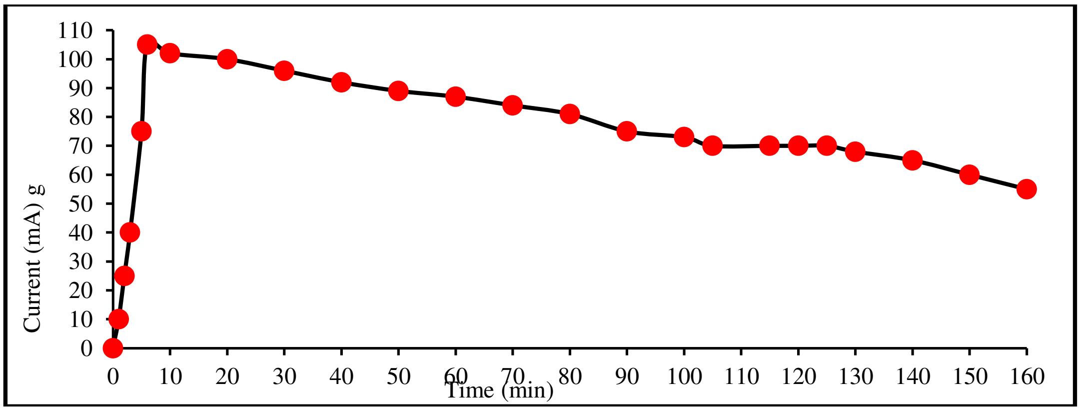



**Fig. 2 A: Variation of current with time (CPC–Mannose–Azure B System with surfactant)**

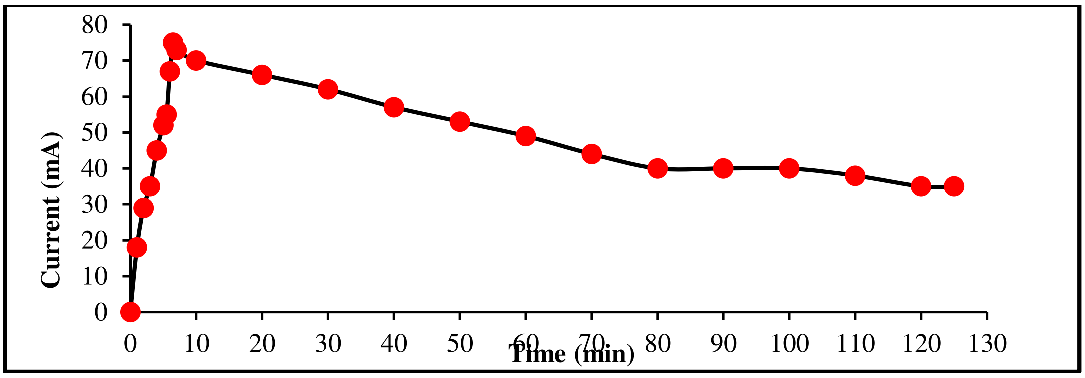



**Fig. 2 B: Variation of current with time (CPC–Mannose–Azure B System without surfactant)**

**Effect of Variation of pH**

Photoglavanic cell containing CPC–Mannose–Azur–B System are found to be quite sensitive to the pH of the solution. It is observed that there is an increase in the photopotential of this system with the increase in pH value (In the alkaline range). At pH = 12.60 a maxima is obtained for the CPC–Mannose–Azur B system, whereas in the Mannose–Azur–B system (without surfactant) at pH 12.17 a maxima is obtained. On further increase in pH, there is a decrease in photopotential. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The effect of variation of pH on conversion efficiency and storage capacity of CPC–Mannose–Azur B system (with and without surfactant) are reported in Table 3 and graphically represented in Fig. 3 (A & B), respectively.

**Table 3: Effect of variation of pH**

| **CPC–Mannose–AB System** | | | | | | **Mannose–AB System [without surfactant]** |
|---|---|---|---|---|---|---|
| [CPC] = 5.60 × $10^{-4}$<br>[Mannose] = 2.24 × $10^{-3}$<br>[AB] = 4.20 × $10^{-5}$ | | Light Intensity = 10.4 mW $cm^{-2}$<br>Temp. = 303K | | | | [Mannose] = 1.60 × $10^{-3}$<br>[AB] = 5.20 × $10^{-5}$ |

| **CPC– Mannose–AB System** | **pH** | | | | |
|---|---|---|---|---|---|
| | **12.30** | **12.50** | **12.70** | **12.90** | **13.10** |
| Conversion efficiency | 0.6380 | 0.1228 | 0.1549 | 0.1292 | 0.948 |
| Storage capacity (min.) (in dark) | 18.0 | 23.0 | 28.0 | 25.0 | 22.0 |
| **Mannose–AB system (Without surfactant)** | **11.72** | **11.93** | **12.17** | **12.38** | **12.55** |
| Conversion efficiency | 0.599 | 0.904 | 0.1028 | 0.873 | 0.624 |
| Storage capacity (min.) (in dark) | 11.0 | 18.0 | 21.0 | 15.0 | 19.0 |

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

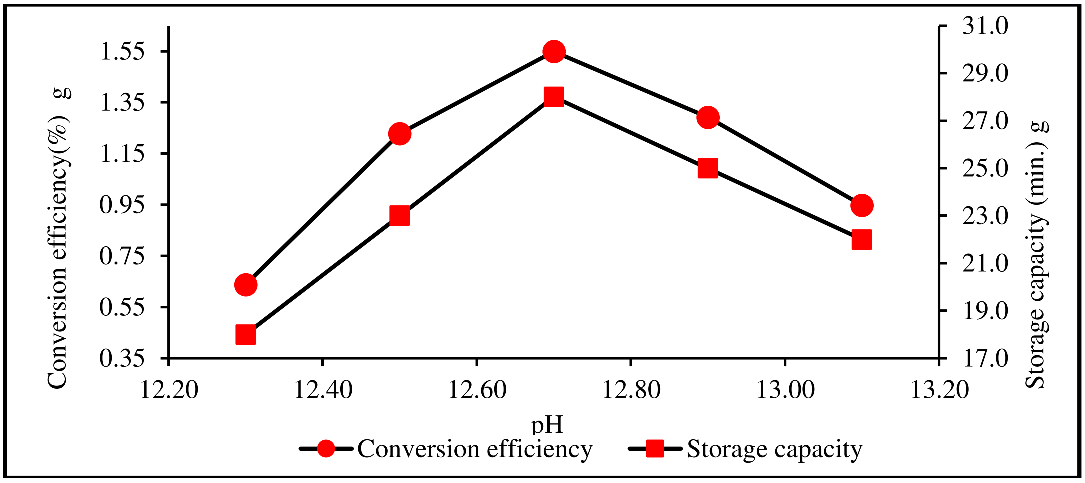



**Fig. 3 A: Variation of conversion efficiency and storage capacity with pH**

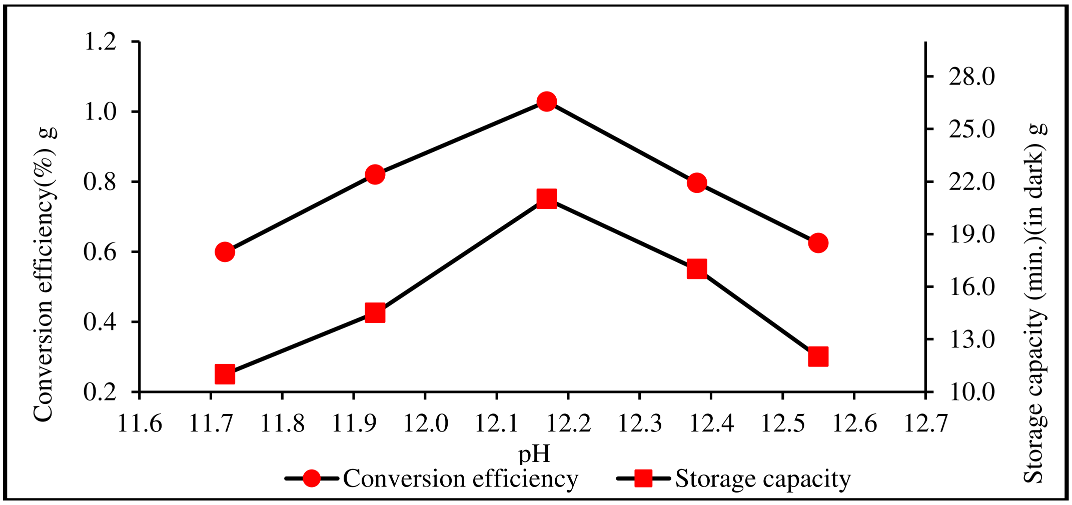



**Fig. 3 B: Variation of conversion efficiency and storage capacity with pH (without surfactant)**

**Effect of Variation of [CPC] Concentration**

Electrical output of the cell is found to increase on increasing the concentration of CPC reaching a maximum value. On further increase in their concentration, a fall in photopotential, photocurrent and power of photogalvanic cell is obtained. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The effect of variation of CPC concentration on conversion efficiency and storage capacity of CPC–Mannose–Azur B system are reported in Table 4 and are graphically represented in Fig. 4.

**Table 4: Effect of variation of [CPC] Concentration**

| [Mannose] = $2.24 \times 10^{-3}$<br>[AB] = $4.20 \times 10^{-5}$<br>pH = 12.70 | Light Intensity =10.4 mW $cm^{-2}$<br>Temp. = 303K | | | | |
|---|---|---|---|---|---|
| **CPC– Mannose–AB System** | **[CPC] × $10^{-4}$ M** | | | | |
| | **5.28** | **5.43** | **5.60** | **5.81** | **6.22** |
| Conversion efficiency | 0.524 | 0.931 | 0.1549 | 0.1153 | 0.985 |
| Storage capacity (min.) (in dark) | 10.0 | 16.0 | 28.0 | 23.0 | 17.0 |

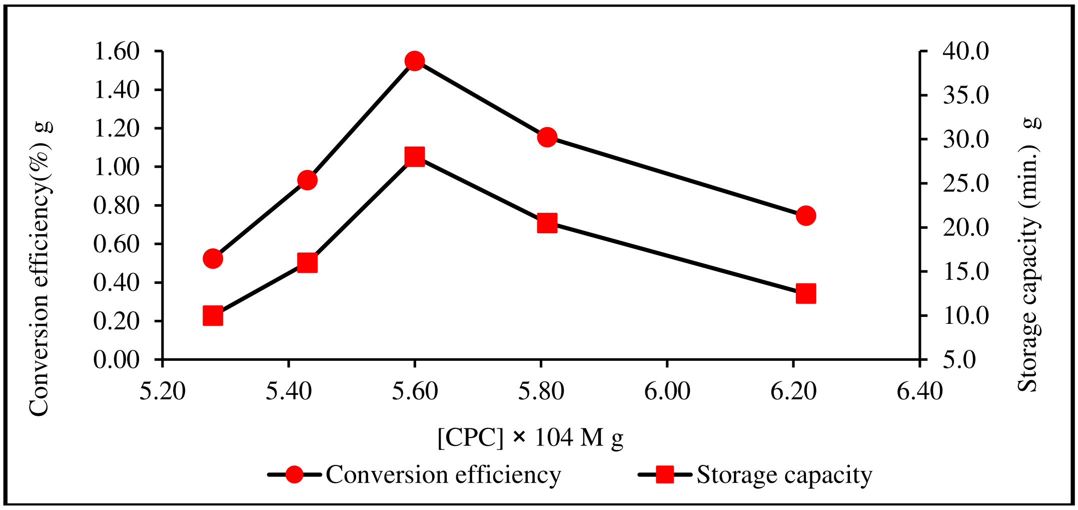



**Fig. 4: Variation of conversion efficiency and storage capacity with [CPC] Concentration**

**Effect of Variation of [Mannose] Concentration**

With the increase in concentration of the reductant [Mannose] the photopotential is found to be increase till it reaches a maximum. On further, increase in concentration of Mannose a decrease in the electrical output of the cell is observed. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The effect of variation of Mannose concentration on conversion efficiency and storage capacity of CPC–Mannose–Azur B system and Mannose–Azur–B system (without surfactant) are reported in Table 5 and graphically represented in Fig. 5 (A & B).

**Table 5: Effect of variation of [Mannose] Concentration**

| **CPC–Mannose–AB System** | | | | | **Mannose– AB System [without surfactant]** |
|---|---|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$ Light Intensity = 10.4 mW $cm^{-2}$<br>[AB] = $4.24 \times 10^{-5}$ Temp. = 303K<br>pH =12.70 | | | | | [AB] = $5.20 \times 10^{-5}$<br>pH = 12.17 |
| **CPC– Mannose–AB System** | **[Mannose] × $10^{-3}$ M** | | | | |
| | **1.80** | **2.06** | **2.24** | **2.40** | **2.68** |
| Conversion efficiency | 0.1260 | 0.1400 | 0.1549 | 0.1501 | 0.1345 |
| Storage capacity (min.) (in dark) | 12.0 | 17.0 | 28.0 | 22.0 | 15.0 |
| **Mannose–AB system (Without surfactant)** | **1.23** | **1.49** | **1.60** | **1.89** | **2.12** |
| Conversion efficiency | 0.793 | 0.999 | 0.1028 | 0.973 | 0.886 |
| Storage capacity (Min.) (in dark) | 13.0 | 16.0 | 21.0 | 18.0 | 11.0 |

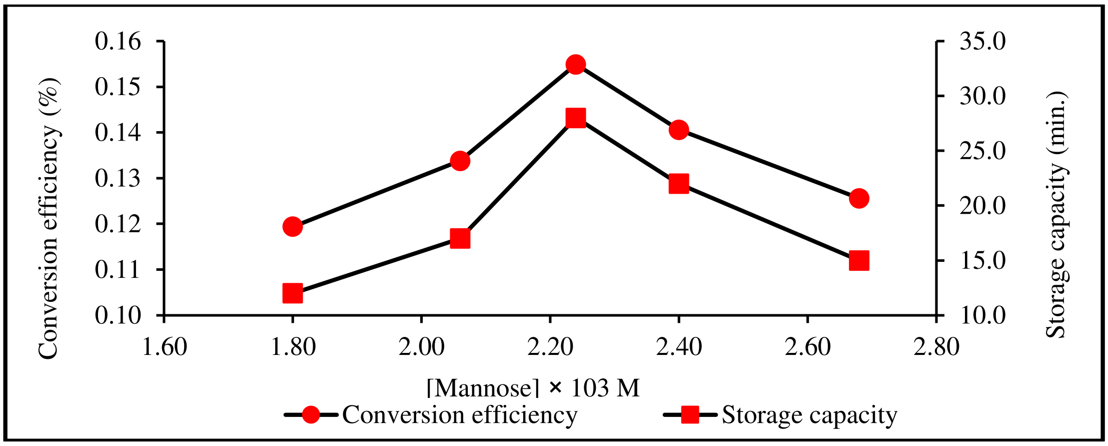



**Fig. 5 A: Effect of variation of conversion efficiency and storage capacity with [Mannose] concentration**

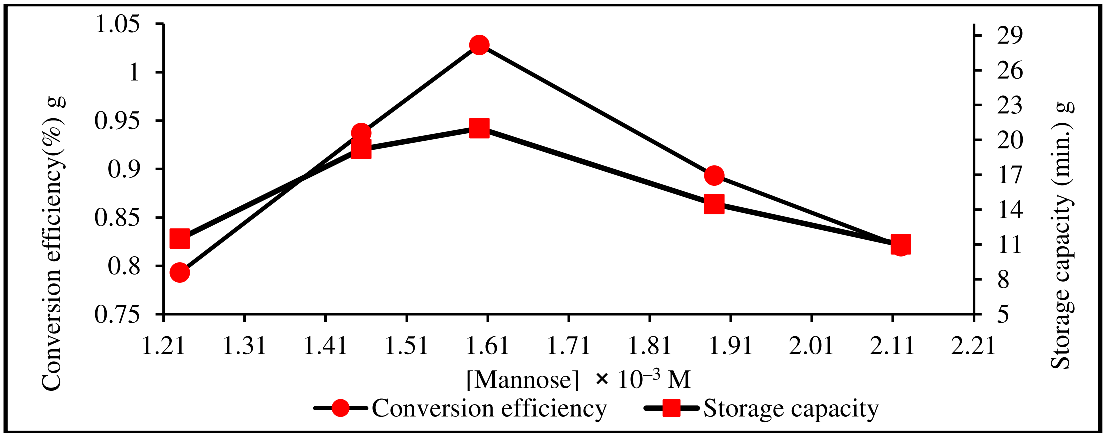



**Fig. 5 B: Effect of variation of conversion efficiency and storage capacity with [Mannose] concentration without surfactant**

## 4. EFFECT OF VARIATION OF [Azur–B] CONCENTRATION

It is observed that the conversion efficiency and storage capacity are increased with the increase in concentration of the dye. A maxima is obtained for a particular value of Azur–B concentration, above which a decrease in the electrical output of the cell is obtained. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The effect of variation of Azur–B concentration on conversion efficiency and storage capacity of CPC–Mannose–Azur–B system and Mannose–Azur–B system (without surfactant) are reported in Table 6 and graphically represented in Fig. 6 (A & B), respectively.

**Table 6: Effect of variation of [AB] Concentration**

| **CPC–Mannose–AB System** | | | | | **Mannose– AB System [without surfactant]** |
|---|---|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$<br>[Mannose] = $2.24 \times 10^{-3}$<br>pH =12.70 | Light Intensity =10.4 mW $cm^{-2}$<br>Temp. =303K | | | | [Mannose] = $1.60 \times 10^{-3}$<br>pH = 12.17 |
| **CPC– Mannose–AB System** | **[AB] × $10^{-5}$ M** | | | | |
| | **3.80** | **4.02** | **4.20** | **4.43** | **4.68** |
| Conversion efficiency | 0.883 | 0.1285 | 0.1549 | 0.1385 | 0.1036 |
| Storage capacity (min) (in dark) | 18.0 | 23.0 | 28.0 | 25.0 | 16.0 |

| Mannose–AB system (Without surfactant) | 4.80 | 5.01 | 5.20 | 5.42 | 5.68 |
|---|---|---|---|---|---|
| Conversion efficiency | 0.598 | 0.701 | 0.1028 | 0.787 | 0.623 |
| Storage capacity (min) (in dark) | 11.0 | 12.0 | 21.0 | 19.0 | 13.0 |

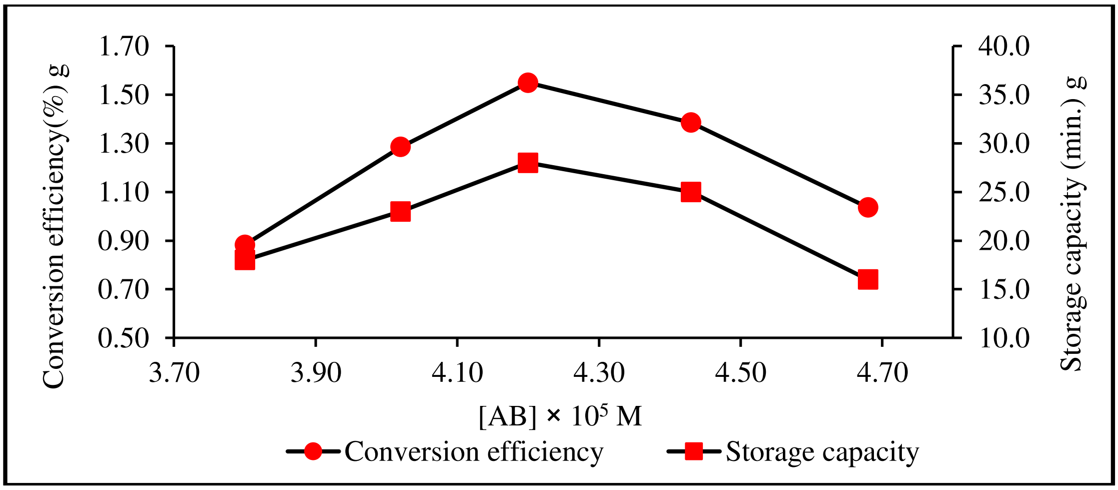



Fig. **6 A: Variation of conversion efficiency and storage capacity with [AB] Concentration**

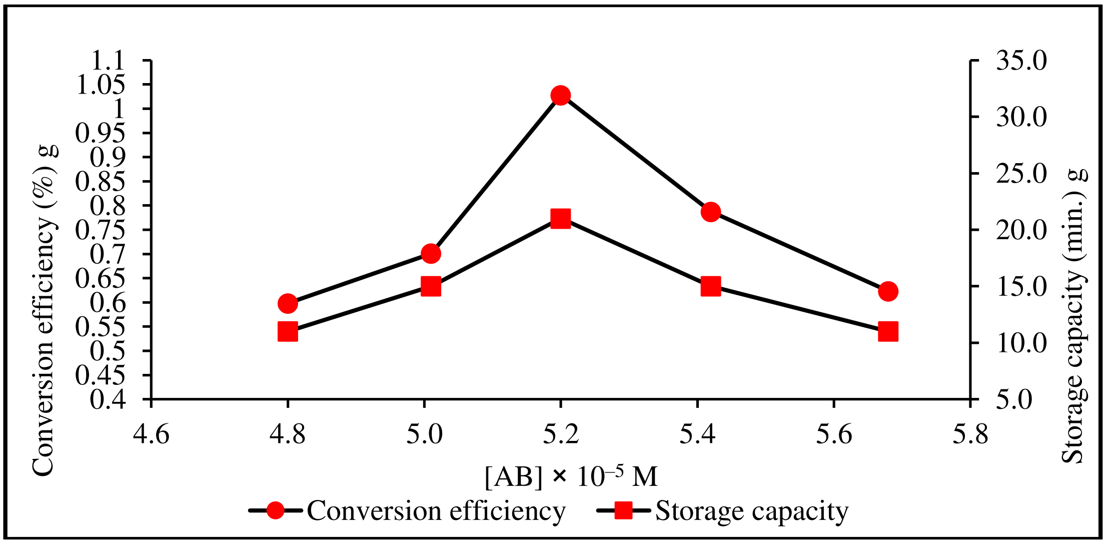



**Fig. 6 B: Variation of conversion efficiency and storage capacity with [AB] Concentration without surfactant**

**i–V Characteristics of The Cell**

The short circuit current ($i_{sc}$) and open circuit voltage ($V_{oc}$) of the photogalvanic cells are measured with the help of a multimeter (keeping the circuit closed) and with a digital pH meter (keeping the other circuit open), respectively. The current and potential values in between these two extreme values are recorded with the help of a carbon pot (log 470 K) connected in the circuit of multimeter, through which an external load is applied. The i–V characteristics of the photogalvanic cells containing CPC–Mannose–Azur–B system and Mannose–Azur–B system (without surfactant) are given in Table 7 and graphically represented in Fig. 7 (A & B), respectively.

**Table 5.7: Current–Voltage (i–V) characteristics of the cell**

| CPC–Mannose–AB System | | | Mannose– AB System [without surfactant] | | |
|---|---|---|---|---|---|
| [CPC] = 5.60 x $10^{-4}$ Light Intensity = 10.4 mW $cm^{-2}$<br>[Mannose] = 2.24 x $10^{-3}$ Temp. = 303K<br>[AB] = 4.20 x $10^{-5}$ pH = 12.70 | | | [Mannose]=1.60 x$10^{-3}$<br>[AB] = 5.20 x $10^{-5}$<br>pH = 12.17 | | |
| **Potential (mV)*** | **Photocurrent (μA)** | **Fill Factor (η)** | **Potential (mV)*** | **Photocurrent (μA)** | **Fill Factor (η)** |
| –1017.0 | 0.0 | | –1005.0 | 0.0 | |
| 940.0 | 5.0 | | –960.0 | 5.0 | |
| 830.0 | 10.0 | | –815.0 | 10.0 | |
| 786.0 | 15.0 | | –712.0 | 15.0 | |
| 633.0 | 20.0 | | –678.0 | 20.0 | 0.2680 |
| 592.0 | 25.0 | | –490.0 | 25.0 | |
| 514.0 | 30.0 | 0.2709 | –372.0 | 30.0 | |
| 424.0 | 35.0 | | –289.0 | 35.0 | |
| 384.0 | 40.0 | | 0.0 | 40.0 | |
| 346.0 | 45.0 | | | | |
| 298.0 | 50.0 | | | | |
| 168.0 | 55.0 | | | | |
| 0.0 | 60.0 | | | | |

* Absolute value

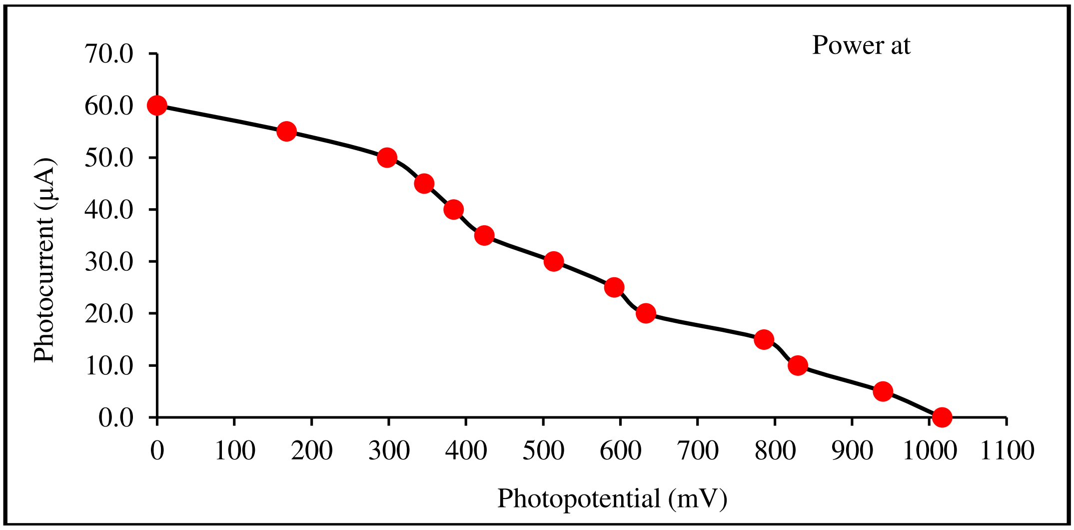



**Fig. 7 A: Current–voltage (i-V) characteristics of the cell**

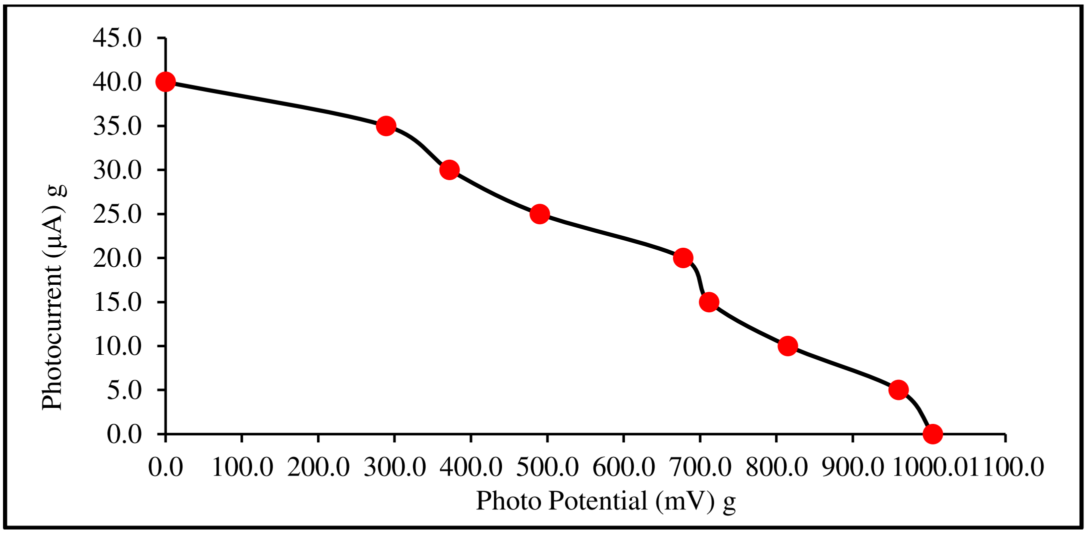



**Fig. 7 B: Current–voltage (i-V) characteristics of the cell (without surfactant)**

It is observed that i–V curve deviated from their regular rectangular shapes. A point in i–V curve, called Power Point (pp) is determined where the product of current and potential is maximum and the fill–factor is calculated using the formula:

$$\text{Fill factor } (\eta) = \frac{V_{pp} \times i_{pp}}{V_{oc} \times i_{sc}} \qquad \text{......(6)}$$

Where $V_{pp}$ and $i_{pp}$ represent the value of potential and current at power point, respectively. $V_{oc}$, $i_{sc}$ represent open circuit voltage and short circuit current, respectively.

**Effect of Diffusion Length**

The effect of variation of Diffusion Length (distance beTween the two electrodes) on the current parameters of the cell ($i_{max}$, $i_{eq}$) and initial rate of generation of photocurrent) are studied using H–shaped cell of different dimensions. It is observed that with an increase in diffusion length ($i_{max}$), and rate (µA $min^{-1}$) both showed an increase but the ($i_{eq}$) showed a negligibly small decreasing behaviour with the increase in diffusion length. So, virtually, it may be considered as unaffected by the changes in diffusion length. The results are summarized in Table 8 and the effect of variation of diffusion length on the current parameters of the cell are graphically shown in figure 8 (A & B).

**Table 8: Effect of diffusion length**

| **CPC–Mannose–AB System** | | | | **Mannose– AB System [without surfactant]** |
|---|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$<br>[Mannose] = $2.24 \times 10^{-3}$<br>[AB] = $4.20 \times 10^{-5}$ | | Light Intensity = 10.4 mW $cm^{-2}$<br>Temp. = 303K<br>pH = 12.70 | | [Mannose] = $1.60 \times 10^{-3}$<br>[AB] = $5.20 \times 10^{-5}$<br>pH = 12.17 |
| | **Diffusion Length $D_L$ (mm)** | **Maximum photocurrent $i_{max}$ (µA)** | **Equilibrium photocurrent $i_{eq}$ (µA)** | **Rate of initial generation of current (µA $min^{-1}$)** |
| **CPC–Mannose–AB System** | 35.0 | 90.0 | 68.0 | 10.2 |
| | 40.0 | 93.0 | 65.0 | 12.7 |

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

| | | | | |
|---|---|---|---|---|
| | 45.0 | 95.0 | 60.0 | 13.5 |
| | 50.0 | 100.0 | 50.0 | 14.2 |
| | 55.0 | 102.0 | 56.0 | 16.1 |
| | | | | |
| **Mannose–AB System (Without Surfactant)** | 35.0 | 65.0 | 50.0 | 10.5 |
| | 40.0 | 70.0 | 45.0 | 11.0 |
| | 45.0 | 75.0 | 40.0 | 11.5 |
| | 50.0 | 80.0 | 36.0 | 12.0 |
| | 55.0 | 85.0 | 30.0 | 12.5 |

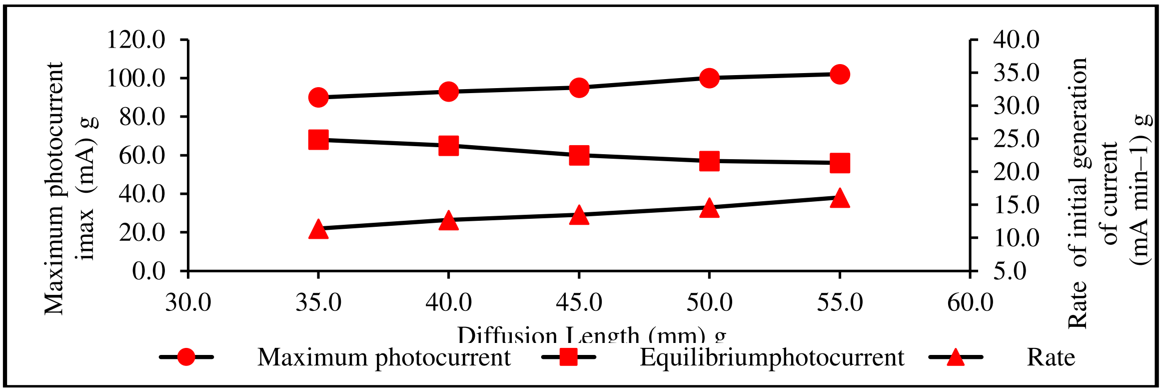



**Fig. 8 A: Variation of Current Parameters with Diffusion Length**

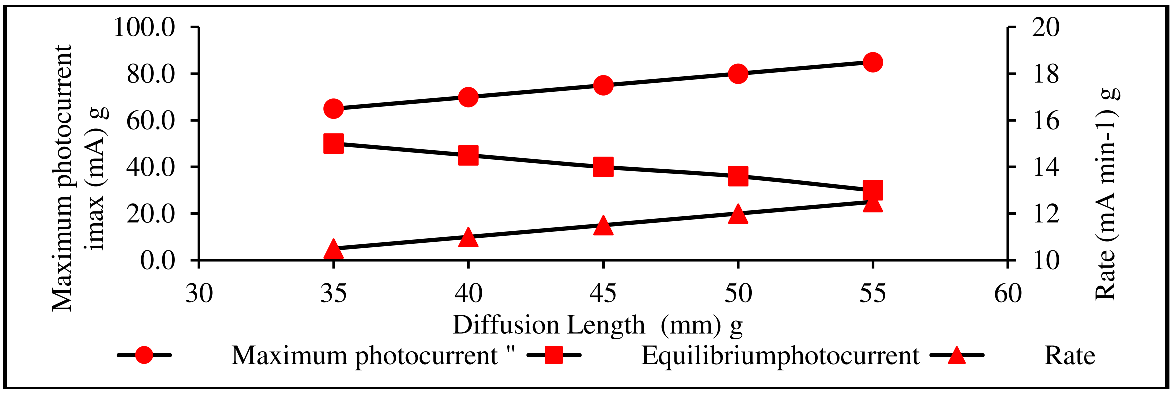



**Fig. 8 B: Variation of current parameters with diffusion length without surfactant**

## 5. EFFECT OF ELECTRODE AREA

The effect of electrode area on the current parameters of the cell is also studied. It is observed that with the increase in the electrode area, the value of maximum potential ($i_{max}$) is found almost independent of this variation (rather it is affected in reverse manner). The effect of variation of electrode area on $i_{max}$ and $i_{eq}$ are reported in Table 9 and are graphically represented in Fig. 9 (A & B), respectively.

**Table 9: Effect of Electrode Area**

| CPC–Mannose–AB System | Mannose– AB System [without surfactant] |
|---|---|

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

| [CPC] = $5.60 \times 10^{-4}$<br>[Mannose] = $2.24 \times 10^{-3}$<br>[AB] = $4.20 \times 10^{-5}$ | Light Intensity = 10.4 mW $cm^{-2}$<br>Temp. = 303K<br>pH = 12.70 | | | [Mannose] = $1.60 \times 10^{-3}$<br>[AB] = $5.20 \times 10^{-5}$<br>pH = 12.17 | |
|---|---|---|---|---|---|
| **CPC– Mannose–AB System** | **Electrode Area ($cm^2$)** | | | | |
| | **0.36** | **0.64** | **1.00** | **1.44** | **1.69** |
| Maximum photocurrent ($i_{max}$) (μA) | 79.0 | 90.0 | 95.0 | 118.0 | 123.0 |
| Equilibrium photocurrent ($i_{eq}$) (μA) | 72.0 | 70.0 | 65.0 | 50.0 | 46.0 |
| **Mannose–AB System (without surfactant)** | | | | | |
| Maximum photocurrent ($i_{max}$) (μA) | 56.0 | 69.0 | 75.0 | 89.0 | 108.0 |
| Equilibrium photocurrent ($i_{eq}$) (μA) | 50.0 | 46.0 | 40.0 | 34.0 | 28.0 |

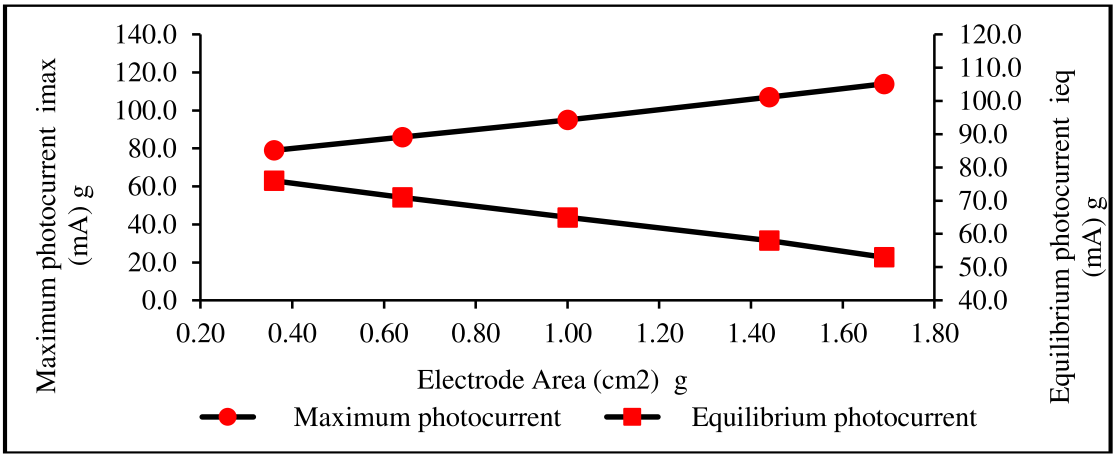



**Fig. 9 A: Variation of Current Parameters with Electrode Area**

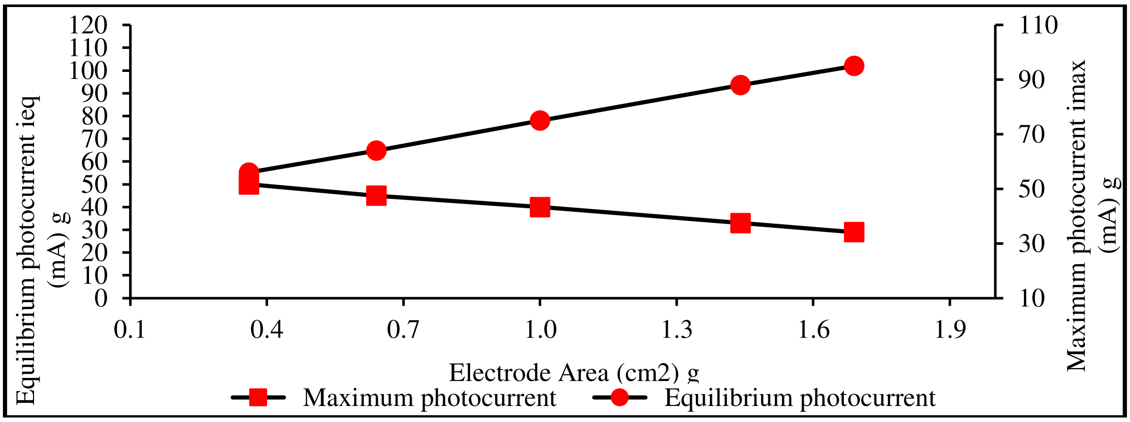



**Fig. 9 A: Variation of current parameters with electrode area without surfactant**

## 6. EFFECT OF TEMPERATURE

With an increase in the temperature, the photocurrent of the photogalvanic cell is found to increase with a corresponding rapid fall in potential. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The result is reported in Table 10 and graphically represented in Fig. 10 (A & B).

**Table 10: Effect of Temperature**

| **CPC–Mannose–AB System** | | | | | | **Mannose– AB System [without surfactant]** |
|---|---|---|---|---|---|---|
| [CPC] = 5.60 × $10^{-4}$<br>[Mannose] =2.24 × $10^{-3}$<br>[AB] = 4.20 × $10^{-5}$ | Light Intensity =10.4 mW $cm^{-2}$<br>pH = 12.70 | | | | | [Mannose] = 1.60 × $10^{-3}$<br>[AB] = 5.20 × $10^{-5}$<br>pH = 12.17 |

| **CPC– Mannose –AB System** | **Temperature (K)** | | | | |
|---|---|---|---|---|---|
| | **298.0** | **303.0** | **308.0** | **313.0** | **318.0** |
| Conversion efficiency | 0.1722 | 0.1549 | 0.1362 | 0.1254 | 0.1192 |
| Storage Capacity (min.) (In dark) | 21.0 | 28.0 | 36.0 | 43.0 | 57.0 |
| **Mannose–AB System (without surfactant)** | | | | | |
| Conversion efficiency | 0.1382 | 0.1028 | 0.849 | 0.683 | 0.565 |
| Storage Capacity (min.) (In dark) | 15.0 | 21.0 | 29.0 | 36.0 | 48.0 |

The effect of temperature on total possible power output in the CPC–Mannose–Azur–B System and Mannose–Azur–B System (without surfactant) are also studied and it is observed that with the increase in temperature (temperature range under observation) the power output of the cell increase slowly irrespective of the rapid fall in photopotential.

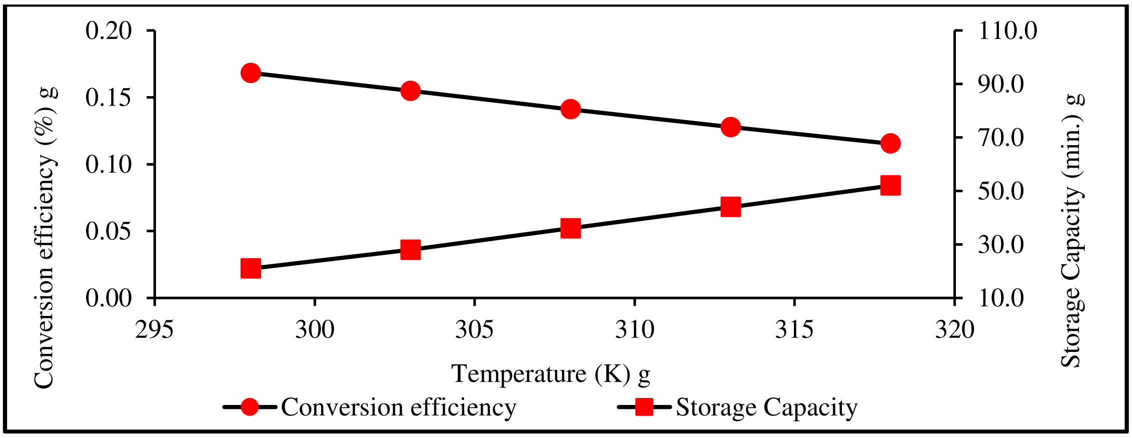



**Fig. 10 A: Variation of conversion efficiency and storage capacity with temperature**

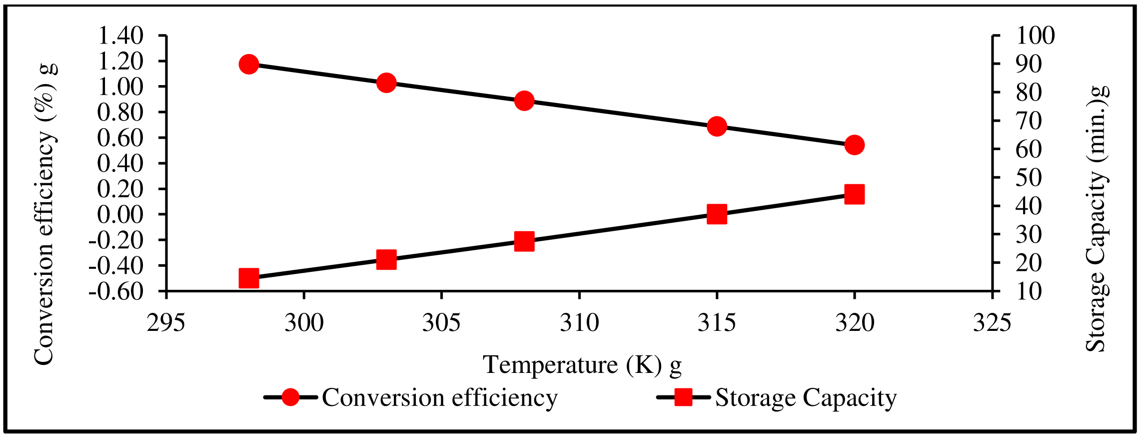



**Fig. 10 B: Variation of conversion efficiency and storage capacity with temperature without surfactant**

**Effect of Light Intensity**

It is found that photocurrent showed a linear increasing behaviour with the increase in light intensity whereas photopotential increases in a lograthmic manner. Consequently the conversion efficiency also shows the same trend but the storage capacity of the photogalvanic cell was observed in irregular manner. The result are reported in Table 11 and graphically represented in Fig. 11 (A & B).

**Table 11: Effect of Light Intensity**

| **CPC–Mannose–AB System** | | | | | **Mannose– AB System [without surfactant]** |
|---|---|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$ Temp. =303K<br>[Mannose] = $2.24 \times 10^{-3}$ pH = 12.70<br>[AB] = $4.20 \times 10^{-5}$ | | | | | [Mannose] = $1.60 \times 10^{-3}$<br>[AB] = $5.20 \times 10^{-5}$<br>pH = 12.17 |
| **CPC– Mannose –AB System** | **Light intensity (mW cm$^{-2}$)** | | | | |
| | **3.1** | **5.2** | **10.4** | **15.6** | **26.0** |
| Conversion efficiency | 0.550 | 0.872 | 0.1549 | 0.1736 | 0.1892 |
| Storage Capacity (min.) (In dark) | 17.0 | 22.0 | 28.0 | 33.0 | 40.0 |
| **Mannose –AB System (without surfactant)** | | | | | |
| Conversion efficiency | 0.842 | 0.963 | 0.1028 | 0.1121 | 0.1341 |
| Storage Capacity (min.) (In dark) | 14.0 | 18.0 | 21.0 | 23.0 | 26.0 |

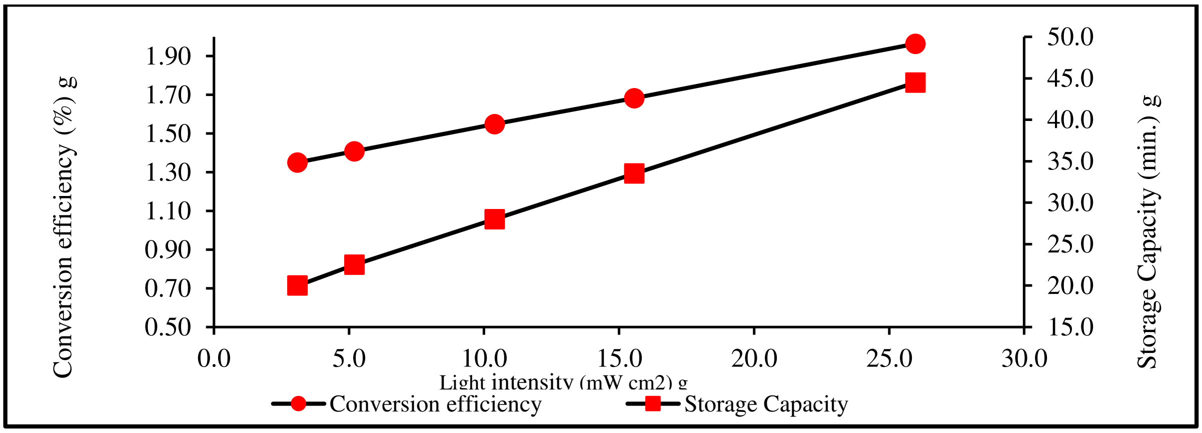



**Fig. 11 A: Variation of Conversion efficiency and Storage capacity with Light Intensity**

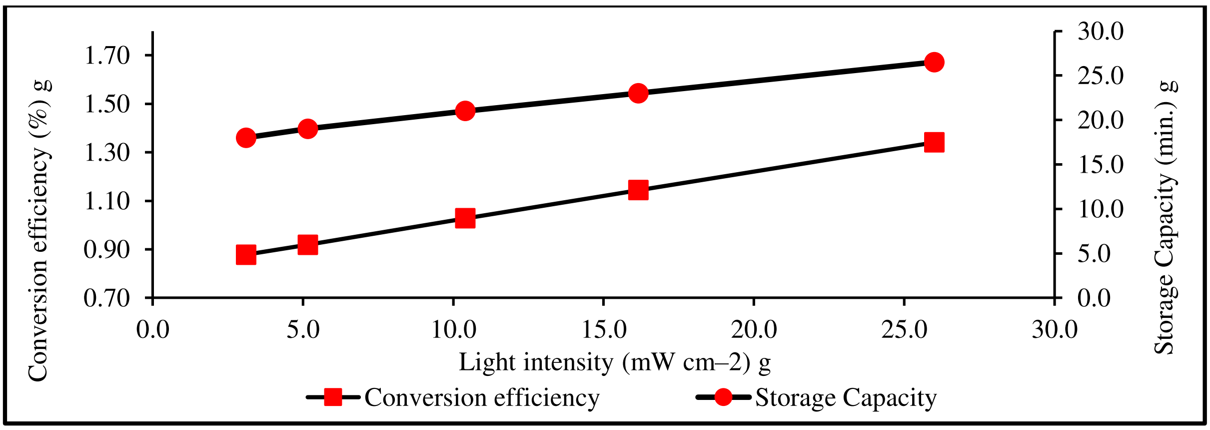



**Fig. 11 B: Variation of conversion efficiency and storage capacity with light intensity without surfactant**

**Storage Capacity of the Cell**

The storage capacity of the photogalvanic cell is observed by applying an external load (necessary to have current at power point) after terminating the illumination as soon as the potential reaches a constant value. The storage capacity is determined in terms of $t_{½}$ i.e., the time required in fall of the output (power) to its half at power point in dark. It is observed that the cell can be used in dark for 28.0 minutes for CPC–Mannose–Azur–B System. Whereas, in Mannose–Azur–B System (without surfactant) it can be used in dark for 21.0 minutes. The results are reported in Table 12 and graphically represented in Fig. 12 (A & B), respectively.

**Table 12: Storage Capacity of the Cell**

| CPC–Mannose–AB System | | | Mannose– AB System [without surfactant] |
|---|---|---|---|
| [CPC] = $5.60 \times 10^{-4}$<br>[Mannose] = $2.24 \times 10^{-3}$<br>[AB] = $4.20 \times 10^{-5}$ | Light Intensity = 10.4 mW $cm^{-2}$<br>Temp. = 303 K<br>pH = 12.70 | | [Mannose] = $1.60 \times 10^{-3}$<br>[AB] = $5.20 \times 10^{-5}$<br>pH = 12.17 |
| **Time (Min.)** | **Power (µW)** | **Time (Min.)** | **Power (µW)** |
| 0.0 | 16.1 | 0.0 | 10.7 |
| 2.0 | 15.4 | 2.0 | 10.3 |
| 4.0 | 14.3 | 4.0 | 9.5 |
| 6.0 | 12.8 | 6.0 | 9.0 |
| 8.0 | 11.8 | 8.0 | 8.8 |
| 10.0 | 11.0 | 10.0 | 8.3 |
| 12.0 | 10.8 | 12.0 | 7.5 |
| 14.0 | 10.0 | 14.0 | 7.1 |
| 16.0 | 9.6 | 16.0 | 6.8 |
| 18.0 | 9.3 | 18.0 | 6.2 |
| 20.0 | 8.8 | 19.0 | 5.7 |
| 22.0 | 8.4 | 20.0 | 5.4 |
| 24.0 | 8.3 | 21.0 | 5.3 |
| 26.0 | 8.2 | 22.0 | 5.2 |
| 27.0 | 8.1 | 24.0 | 5.0 |
| 28.0 | 8.0 | 26.0 | 4.9 |
| 29.0 | 7.9 | 28.0 | 4.8 |
| 30.0 | 7.7 | | |

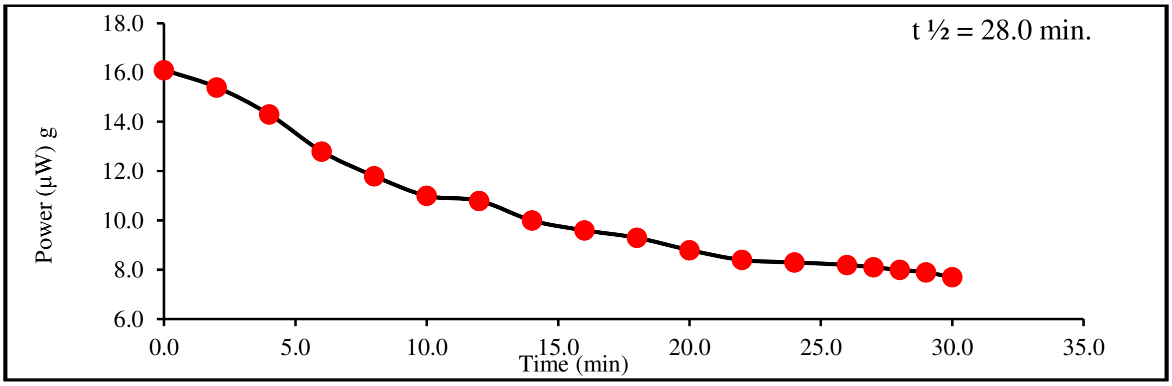



**Fig. 12 A: Storage Capacity of the Cell**

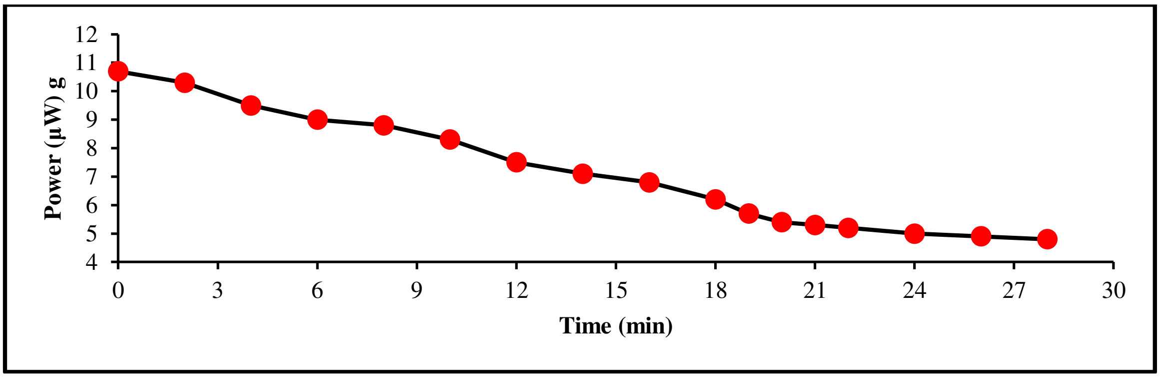



**Fig. 12 B: Storage capacity of the cell without surfactant**

**Conversion Efficiency of The Cell**

The used formula for determine conversion efficiency of the cell is:

$$\text{Conversion Efficiency} = \frac{V_{pp} \times i_{pp}}{10.4\ \text{mW/cm}^{-2}} \quad 100\% \qquad \ldots\ldots(7)$$

With the help of current and potential values at Power Point (pp) and the incident power of radiations, the conversion efficiency of the cell is determined as 0.1549% in the presence of CPC – Mannose – Azur–B system where as for Mannose–Azur–B System (without surfactant) the conversion efficiency of this cell is 0.1028%.

## 7. CONCLUSION :

The experimental observation of present work has given an impetus to explore the more suitable selection of surfactant, reductant and photosensitizer to increase the electrical out put and storage capacity and lower down the concentration of substrate to reduce the cost of photogalvanic cells. It still has the scope to put up efforts in this direction. The systems to be select must have surfactants of low cost, high stability along with reductant and photosensitizer. The present study reveals that surfactants have not only increased the conversion efficiency (with surfactant 0.1549% and without surfactant 0.1028%) but also the storage capacity (with surfactant in dark 28.00 min) of the photogalvanic cells.

## REFERENCES :

1. Ameta, S. C., Khamesra, S., Gangotri, K. M., and Seth, S. (1990). Use of micelles in photogalvanic cell for solar energy conversion and storage: Azur C-EDTA System. *Zeitschrift für Physikalische Chemie*, *271*(1), 427-432.
2. Gangotri, K. M., and Meena, J. (2006). Role of surfactants in photogalvanic cells for solar energy conversion and storage. *Energy sources*, *28*(8), 771-777.
3. Genwa, K. R., and Singh, K. (2013). Optimum Efficiency of Photogalvanic Cell for Solar Energy Conversion: Lissamine Green B-Ascorbic Acid-NaLS System. *Scientific Research*, 4 (3). doi: 10.4236/sgre.2013.43037.
4. Chouhan, A., and Genwa, K. R. (2011). Study of electrical parameters and energy efficiency in photogalvanic cell containing erythrosine as a photosensitizer in benzethonium chloride–EDTA system. *Energy*, *2*(1), 18-24.
5. Koli, P., Dayma, Y., Pareek, R. K., and Jonwal, M. (2020). Use of Congo red dye-formaldehyde as a new sensitizer-reductant couple for enhanced simultaneous solar energy conversion and storage by photogalvanic cells at the low and artificial sun intensity. *Scientific reports*, *10*(1), 1-10.
6. Wang, D., Li, Y., Puma, G. L., Wang, C., Wang, P., Zhang, W., et al. (2015). Dye-sensitized photoelectrochemical cell on plasmonic Ag/AgCl@ chiral $TiO_2$ nanofibers for treatment of urban wastewater effluents, with simultaneous production of hydrogen and electricity. *Applied Catalysis B: Environmental*, *168*, 25-32.

7. Koli, P., and Sharma, U. (2017). Photochemical solar power and storage through photogalvanic cells: Comparing performance of dye materials. *Energy Sources, Part A: Recovery, Utilization, and Environmental Effects*, *39*(6), 555-561.
8. Koli, P., and Sharma, U. (2016). Energy conversion in electrolyte under artificial light: Fast Green FCF-Fructose-surfactant-small Pt electrode photogalvanic cell. *Applied Solar Energy*, *52*(2), 76-83.
9. Gunsaria, R. K., Nadeem, S. S., and Meena, R. N. (2012). Studies of cationic micelles effect on photogalvanic cells for solar energy conversion and storage in Congo red-D-Xylose-Cetyl pyridinium chloride system. *Int. J. Basic Appl. Chem. Sci*, *2*, 77-83.
10. Koli, P. (2019). Enhancing efficiency of fast green FCF–fructose photogalvanic solar cell by using surfactant in natural sunlight. *International Journal of Ambient Energy*, *40*(8), 868-874.
11. W.D.K. Clark and J.A. Eckert, Photogalvanic cells. *Solar Energy,* **17**, 147–150, (1975).
12. P.D. Wildest and N.N. Lichtin, *Journal of Physical Chemistry,* **52**, 981, (1978).
13. M. Wyart Remy, A. Kirsch De M. Mesmaeker and J Naslecki, *Nouv. J. Chem.,* **3**, 303, (1979).

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/018 --:-- Research Article/Paper

# The Journey of Lokpal in India: Background and Challenges

**Dr. Rajesh Bohra**
Assistant Professor, Deptt. of Public Administration,
Shri Pushtikar Shri Purohit Suraj Raj Roopa Devi SmritiMahila Mahavidhyalay, Jodhpur (Raj.)
Email – lecrajesh124@gmail.com

***Abstract:*** *Today, the concept of welfare state has gained worldwide acceptance. The industrial revolution, ideological changes after the World Wars, planned development, proliferation of democracy and importance of functions performed by welfare state, have played important role in inception of idea of welfare state. According to Encyclopedia of social sciences, welfare state is a state, which takes it as its unavoidable responsibility to provide minimum standard of living to its citizens. After A long period of efforts, India has been successful in getting its first Lokpal. This long period, full of discussions, rejections, acceptances, amendments, reforms, whatever it may be termed, has been very dramatic from all aspects. Looking at the rising graph of corruption in India, one may complain that had such institution established in India few decades back, the scenario of integrity in India would have been quite different. Being late does not decrease its importance. The Lokpal is ready to play a game changer role in fight against corruption in India.*

***Key Words:*** *Lokpal, amendments, corruption.*

## 1. INTRODUCTION:

After A long period of efforts, India has been successful in getting its first Lokpal. This long period, full of discussions, rejections, acceptances, amendments, reforms, whatever it may be termed, has been very dramatic from all aspects.

Looking at the rising graph of corruption in India, one may complain that had such institution established in India few decades back, the scenario of integrity in India would have been quite different. Being late does not decrease its importance. The Lokpal is ready to play a game changer role in fight against corruption in India.

## 2. Grievance Redressal Machinery: Importance

Today, the concept of welfare state has gained worldwide acceptance. The industrial revolution, ideological changes after the World Wars, planned development, proliferation of democracy and importance of functions performed by welfare state, have played important role in inception of idea of welfare state .According to Encyclopedia of social sciences, welfare state is a state, which takes it as its unavoidable responsibility to provide minimum standard of living to its citizens.[1] In fact, in a welfare state, people depend solely on government for fulfillment of their various demands and requirements. Thus the concept of welfare state has led to tremendous increased in the number and varieties of governmental activities. The activities of government have extended up to various fields of human life.

Countries like India, which is a welfare state and also a developing nation , witnesses enormous expansion of governmental activities and also increase the importance of public administration. Public administration is regarded as nation builder and the most important instrument of socio-economic transformation. According to professor Donham"if our civilization breaks down, it will be mainly a breakdown of administration.[2] To perform all the governmental activities, the administration is conferred with discretionary powers. These discretionary powers are needed to coordinate with changing environment and for taking suitable decisions. But side by side these discretionary powers have generated certain defects in the working of administration because where there are powers and discretion, there is always the possibility of their abuse in the form of mal administration and corruption.

The success of democratic government solely depends on good and harmonious relations between administration and citizens. Unfortunately, the dissatisfaction of the citizens with the administrative machinery has grown in recent years. Today in India, the citizens seem to be facing two major problems, which are responsible for their grievances against administration. One of such problems is the problem of injustice . Another akin problem is that of corruption, which is an age old phenomenon and today it has entered into the very vitals of our polity and society. Corruption has become a “Low risk, high reward” activity today.

The Transparency International, in its report of the year 2021, has placed India at 86$^{th}$ place in its assessment.[3]

**3. Grievance Redressal Machinery In India: Historical Background**

This is true that, in past, every system of governance had some sort of grievances redressal machinery. In Rigvedic India, the king was whole and sole of judicial machinery. Rigveda mentions 'Ugra' (Police Officer) who was responsible for detaining criminals.[4] Similarly at the time of Bimbisar the judges called Vyavaharik,[5] Rajjuk in Ashoka's Empire,[6] Regional Governor, Fozdar and Kotwal under Mughal empire[7], placing of bell in his Darbar by Mughal Emperor Jahangir,[8] are the examples to show that some sort of grievances redressed system has always been present in the past. Under the British rule in India, efforts of Lord Clive, Warren Hastings, Lord Cornwallis and Lord William Bentic to curb corruption cannot be ignored.

In independent India also lots of steps have been taken for redressal of citizens grievances. Some of them are the courts of justice established by the constitution, provisions of Public Interest litigations, Administrative Tribunals and Lok Adalat etc. The Parliament and legislative Assemblies also discuss the public grievances. The institutions like Central Vigilance Commission, Central Bureau of Investigation and Anti-Corruption Departments of states are also working in this field. But as the state-citizen relationship has become more and more complex, these traditional methods of putting curb on corruption are either out of reach of common citizen or they are complex, costly and inaccessible for them. Therefore the main problem before the modern administrative system is, how to provide the citizen an alternative institution which can review the actions of administration, keeping in view that this review has to be cheap, quick and impartial and to which the citizens can have an easy access for the redressal of his grievances, with full confidence.

**4. Idea of Ombudsman**

To provide the citizen with an alternative institution within the democratic framework which enjoys full confidence of people and provides cheap, quick justice to citizens, many countries have, in the past few years adopted the Institution of Ombudsman. Ombudsman has roused new enthusiasm-Ombudsmania and has become sweeping through the democratic countries.[9] The word Ombudsman has originated from the Swedish word 'Ombud' which refers to a person who acts as a spokesman or representative of another person.[10] According to Swedish Public Law, Ombudsman means an appointee of the Parliament of Sweden for the supervision of the administration. To standardize the meaning of the word 'Ombudsman' and to establish the uniformity in the use of this word, the Committee of International Bar Association, resolved in 1974 that the term ' Ombudsman' should be used to refer to only those grievance-handling mechanisms, which fall within the scope of the following definition:
“An officer provided for by the constitution or by action of legislature or Parliament and headed by an independent high level public official who is responsible to the Legislature or Parliament, who receives complaints from aggrieved persons against government agencies, officials and employees or who acts on his own motion, and who has the power to investigate, recommend corrective action, and issue reports”.[11]

One of the most remarkable features of the Ombudsman institution is its quality of flexibility to suit the different needs of different fields such as constitutional requirements, the political system and the legal frameworks and even the military.

Sweden is the first country where the Institution of Ombudsman was adopted constitutionally In 1809.[12] In 1915, a separate Military Ombudsman was appointed to supervise the military affairs. In 1968, the office of Justice Ombudsman and Military Ombudsman were amalgamated and three Parliamentary Commissioners called Justice Ombudsman were appointed. There are now four

Ombudsmen all elected by Riksdag (Parliament) for a term of four years. The Swedish Constitution declares that the Ombudsman should be a person of "known legal ability and outstanding integrity".[13] Since 1975, under the new organization, there are four Ombudsmen and one of the Ombudsmen is elected by the Parliament to hold the office of the Chief Ombudsman.[14]

The Swedish Ombudsman is by no means super administrator. Supervision, as the Parliament instructions make clear, does not include control over what judges and administrator do. But he can prosecute an official he belives to be guilty of crime or breach of duty.[15] One of the duties of Ombudsman is the presentation of Annual Report to the Parliament. This report is probably Ombudsman's most important means of influencing the application of the law in Sweden. Swedish Ombudsman himself cannot punish an official but can only report to the higher authorities for taking necessary departmental or other action. He has power to suggest amendments of law, rules, procedures and practices.[16]

The first country to establish the office of the Ombudsman, after Sweden, was Finland in year 1919. This is similar to that in Sweden. In Denmark, the Ombudsman was appointed under constitution, according to the act passed in 1954. Similarly the first Ombudsman was appointed in Norway in 1963. New Zealand was the first commonwealth country to appoint Parliamentary Commissioner in 1962 who is close to Danish pattern. In UK, Sir Edmund Compton was appointed as first Parliamentary Commissioner in 1967. Other developed countries also adopted this institution, in the course of time.In France, the Mediator is appointed by a decree of the Council of Ministers. In Israel, the Knesset's Rules Committee appoints the Commissioner for complaints from public state comptroller.In Poland, the Supreme Chamber of Control is an unusual and permanent body nominated and accountable to the Diet.

**5. Efforts for Lokpal in India**

Demands for establishing an institution like Ombudsman were raised in India also, just after independence. There were many factors responsible for such demands to be raised. Among them were, India being a legacy of the days of colonialism, after effects of Second World War, spread of corruption in almost all branches of Indian administration etc. Just a few days before his assassination, Mahatma Gandhi, the Father of nation in one of his prayer meetings, expressed his anguish over the state of corruption prevailing in Indian society.[17] In such conditions, the idea of Ombudsman started gaining favour from many quarters in India including committees, organizations, eminent jurists, and members of the Parliament. The Committee on Ombudsman of the Third All India law Conference, New Delhi recommended the Institution of Ombudsman in 1962. An eminent jurist M.C Setalwad, then Attorney-General of India also stressed the importance of this institution.[18] P.B. Gajendragadkar, then Chief Justice of India also stressed the importance of establishing the Institution of Ombudsman while discussing the 'Role of Administration in Democratic Welfare State'.[19] In September 1963 the Administration Reforms Committees of Rajasthan and Maharashtra recommended the establishment of this institution at state levels.[20]

The question of having an Ombudsman for India was, for the first time, raised in Parliament on 3rd April 1963 by Dr L.M.Singhvi, a noted parliamentarian. He strongly advocated that this institution would be securing to the citizen a forum wherein his grievances can be effectively ventilated and this institution may be the real solution for the various problems which arise in respect of the injustice being done in particular cases.[21] Again in April 1964, Dr Singhvi moved a resolution for setting up of Ombudsman type machinery. The resolution sought to express the option of the House that :-"An officer of Parliament to be known as the people's procecutor 'Lok Ayukta' broadly analogous to the Institutions of Ombudsman in Sweden, Denmark and New Zealand, be appointed under suitable legislation for the purpose of providing effective and impartial investigation machinery for public grievances, for eradicating corruption at all levels, for redressing administrative wrongs and excess for securing the liberties of citizens, and generally for strengthening the basic foundations of parliamentary democracy as a system of government".[22]

In 1965, a demand was raised in the Parliament for setting up of an Enquiry Commission on administrative reforms. To meet this demand in parliament, the Administrative Reform Commission was appointed on 5th January 1966 under the chairmanship of Mr.Morarji Desai.[23] This Commission strongly favoured the establishment of an ombudsman type of institution to deliver speedy and cheap justice to aggrieved citizens. It recommended the appointment of two new special authorities. One designated as Lokpal, would deal with complaints against Ministers and Secretaries to the Government at Centre and states. Second termed as Lokayukta, one for the Center and one in each state would attend complaints against the rest of the bureaucracy.

In accordance with recommendations, the commission suggested a Draft bill introduction of the Lokpal and Lokayukta. In pursuance of its acceptance of the Administrative Reforms Commission the Central Government introduced in May 1968, a bill entitled "The Lokpal and Lokayukta Bill, 1968, in the Lok Sabha which passed it in August 1968. The bill, however lapsed because fourth LokSabha dissolved early in December 1970. A fresh bill entitled. "The Lokpal and Lokayuktas Bill 1971 was introduced in the Lok Sabha on August 11, 1971. But due to some reasons it could not complete its journey and then came the Emergency in 1975 and such efforts halted for a time period. A "Lokpal Bill 1977" introduced by the Janta Government in the Lok Sabha was referred to a Joint Select Committee which presented their report but when the Bill was under consideration, the Lok Sabha was prorogued and was subsequently dissolve. As a result this Bill also lapsed.

In 1985, A fresh bill for the appointment of a Lokpal was introduced in the Lok Sabha but there arose sharp disagreement between the government and the opposition on major provisions of the Bill. The Bill was referred to Joint Select Committee of the two Houses. Meanwhile the Government proposed to withdraw the Lokpal Bill and assured to bring a more comprehensive legislation to deal with redressal of public grievances. But nothing could be happened. Unfortunately, since then, the Lokpal Bills, with more or less changes, had been introduced in the Lok Sabha in 1989, 1996, 1998, 2001, 2005, 2008 and 2011. But mostly due to dissolution of the Lok Sabha and also due to differences of opinion and controversies over various provisions of Bill, it could not be converted into act. The points of controversy included organization, jurisdiction and proceedings of inquiry, appointment, powers and responsibilities of proposed Lokpal. Due to controversies the Bill had been referred to Joint Select Committee for consideration. This led to delay and creation of situations where the Lokpal Bill could not be passed by the Parliament before it dissolved.

After the movement of Mr Anna Hazare, the Union Cabinet on July 20, 2011,approved the Lokpal and Lokayukta Bill, 2011 but Team Anna Hazare was not satisfied with provisions of it and it proposed Jan Lokpal Bill which was more comprehensive. The Lokpal and Lokayuktas Bill 2011, was passed by the Lok Sabha but Rajya Sabha sent it to the Select Committee on 21 May 2012. The select committee gave suggestions like keeping the Prime minister in the Lokpal's purview.

Meanwhile Anna Hazare went on hunger strike at 'Ralegan Siddhi' on December 10, 2013 for getting this bill passed by the Parliament. Under pressure the RajyaSabha passed the Lokpal and Lokayuktas Bill on 17 December 2013, accepting the suggestions as recommended by the Select Committee. The Lok Sabha passed this Bill on 18 December 2013. Then this bill was sent to the President for his assent. The President of India Mr. Pranav Mukharjee gave his assent on 1st January 2014 and it converted into Act known as the Lokpal and Lokayuktas Act, 2013.[24.]

**6. Composition and Features of Lokpal Office[25]**

The Lokpal is a multimember body. It has one chairperson and a maximum of 8 members. Out of maximum 8 members half should be judicial members and minimum 50% of the members should be from SC/ST/OBC/minorities & women. The Chairperson of the Lokpal should either the former Chief Justice of India or the formerJudge of Supreme Court or an eminent person with outstanding ability having special knowledge of minimum 25 years in the matters related to public administration, anti-corruption policy, vigilance, banking, law etc.[26] The Chairperson and members are appointed by the President on the basis of recommendation of selection committee consisting of the Prime Minister (Chairperson), the Speaker of the Lok Sabha (member), The leader of opposition in Lok Sabha (member), the Chief Justice of India or a Judge of the Supreme Court nominated by him (member) and one eminent Jurist nominated by the President.[27]

The term of office for the Lokpal Chairperson and members is 5 years or till the age of 70 years. The salary, allowances and other conditions of service of the chairperson are same as those of the Chief Justice of India. The salary and allowances and other conditions of service of members are same as those of a Judge of the Supreme Court. The jurisdiction of Lokpal includes the Prime Minister, members of the Parliament, Group A, B, C & D Officers and officials of Central Government.[28] This jurisdiction includes any person who is or has been in charge of society setup by Central Act, any other body financed by the Central Government. Special Courts will be constituted to hear and decide the cases arising out of the Prevention of Corruption Act 1988.[29] The Lokpal has the power to Superintendence over and to give directions to CBI. Central Vigilance Commission and CBI are accountable to the Lokpal. The Judiciary has been excluded from the ambit of the Lokpal. The first Chairperson of the Lokpal is Shri Justice Pinaki Chandra Ghose, who is a former judge of the Supreme Court of India and was a sitting member of National Human Rights Commission. His appointment took place on 23 March 2019.

## 7. CONCLUSION :

Thus, after a long struggling journey, the Institution of Lokpal came into existence. Now it can be hoped that corrupt practices of the administrators and politicians would be curbed in efficient manner and corruption will decrease in the country. Though the Institution of Lokpal has started working, there are still some burning questions regarding the Lokpal such as too much workload on this institution, efficiency of Lokpal in conducting investigation and taking action against the Prime Minister when the Prime Minister is part of the Selection Committee of the Lokpal, dependence of the Lokpal on investigating agencies like CBI and CVC, where autonomy of these agencies itself is questionable and danger of converting the Lokpal institution into a parallel bureaucratic system etc.

Despite these fears one can hope that the institution of Lokpal will prove to be a milestone in fight against corruption and mal administration in India.

## REFERENCES :

1. Encyclopedia of Social Sciences, 1981
2. Donham Wallace. " The Theory and Practice of Administration",Harward Business Review, 1936, Volume 14, P.409
3. The Indian Express (Daily Newspaper) Dated January 26, 2022
4. Mukharjee, R.K., Prachin Bharat, Rajkamal Prakashan, New Delhi, 1995, P.36
5. Ibid, Mukharjee, R.K., P.48
6. Ibid, Mukharjee, R.K., P.67
7. William Hawkins, Early Travels in India, P.115
8. Prasad Beni, History of Jahangir, 5th ed. Allahabad, 1962, P.102
9. Wade, H.W.R., "The Ombudsman : the Citizen’s Defender in law and the Commonwealth”(Occasional papers for the fourth Commonwealth Law Conference), New Delhi, 1970.
10. Narsimhan R.L., “The Ombudsman Proposal : A Critique” in L.M. Shingvi (ed) Law and Commonwealth,
11. Delhi 1971, P.24
12. Frank Barnard, Ombudsman Survey (International Bar Association, Ombudsman Committee), Pennsylvania 1975, P.2
13. Agarwal S.K., ‘The Proposed Indian Ombudsman’, P-16
14. Article 96 of the Swedish Constitution.
15. Stancey Frank, ‘Ombudsman Compared’ 1978, P.2
16. Gelhorn, W.A., Ombudsman and others, Harward University Press, 1966, P.205
17. AgarwalU.C, Case for a National Ombudsman, Indian Journal of Public Administration, I.I.P.A., New Delhi, Vol. 34th, 1988, P.251
18. Gandhi M.K., Delhi Diary, Navjivan Publishing House, 1948.
19. Kazzi, M.C.G, control of the Administration, Public Law Journal, 1968, PP 254-55
20. Gajendragadkar, P.B., Vth Annual Report of Indian Institute of Public Administration, July 15, 1963
21. Fadia, B.L., and FadiaKuldeep, Public Administration, Administrative Theories and concepts.SahityaBhawan Publication, 2001, P-604
22. Ibid
23. Sharma, G.B., The Implementation of Ombudsman plan on India, New Delhi, Ashish, 1981, PP 200 – 202

24. Appointment vide the Ministry of Home Affairs Resolution No. 40/3/65-AR (P), dated 5 January, 1966
25. No. 1 of 2014, The Gazette of India, Ministry of Law and Justice
26. Section 3, The Lokpal and Lokayuktas Act, 2013
27. Clause3(1), (2)(a), (3) of the Lokpal and Lokayuktas Act 2013
28. Section 4, The Lokpal and Lokayuktas Act, 2013
29. Section 14, The Lokpal and Lokayuktas Act 2013,
30. Section 35, The Lokpal and Lokayuktas Act, 2013

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/019 --:-- Research Article/Paper

# Significance of greenery & plantation in the educational institutes

**Tripti Sharma[1], Prof. Mata Prasad Sharma[2]**

[1]Research Scholar- Deptt. of Education, Jagatguru Ramanandacharya Rajasthan Sanskrit University, Jaipur

[2]Research Supervisor & Dean- Faculty of Education, Jagatguru Ramanandacharya Rajasthan Sanskrit University, Jaipur

Email- drrajeshdlp66@gmail.com

***Abstract:*** *Green holds the future because the roots of bright future lie in green. Significance of vegetation for the survival of man cannot be ignored due to its several advantages that have long been approved. The advantages of vegetation in and around urban areas on health, habitability and well-being are quite apparent and are becoming increasingly clear, and an increasing number of municipalities strive for structural increase of vegetation in urban areas in order to facilitate the life of the people.*

*There is an integral relationship between man and nature. Contact with nature increases human happiness and reduces stress. It promotes human vitality and creativity and stimulates positively human interaction. Nature has always brought man to teachings. The contemporary teaching-learning scene is somewhat different from the one seen and witnessed in the past. There is an utmost need of the revival of the nature-oriented educational values.*

*To learn effectively, students must be able to concentrate, and for concentration they require a positive environment which is possible only when the education is imparted to them keeping them in touch with nature and amidst natural surroundings. Of course this depends a great deal on the teacher's skills and enthusiasm, as well as a student's own interests and aptitude, but it cannot be denied that a school's physical environment also has an effect, and that greenery in schools can be beneficial.*

*In addition to children's cognitive and physical performance, their socio-emotional well-being and development are also important factors. These include matters such as self-confidence, empathy, respectful behaviour, helping one another and learning to cooperate. The social climate is an important element in this regard, and the schoolyard is no exception. All this is possible in close association with nature.*

*In nature and structure, the study is descriptive, explanatory and interpretative. It is a review study in particular and serves as an overview of the significance of vegetation and greenery in the educational institutes in general at present when most of the schools and colleges situated in the urban space, fail to provide a required positive physical environment. The findings of the study reveal that greenery has much to do stimulate concentration in the students at all levels beginning from the school education to the university education.*

***Key Words:*** *Greenery, Vegetation, Botanical, Plants, Oxygen, Eco-friendly, Environment, Natural Surroundings.*

## 1. INTRODUCTION:

Nature facilitates teaching and learning process and helps the students' minds concentrate on the studies. Since times immemorial the natural surroundings of the schools and colleges have brought the students closer to the depth of the various fields of education. This is the very reason why there has always been a policy of a 'healthy schoolyard' all over the world. The educationists have unanimously approved the concept of healthy school yard.

A healthy schoolyard or college yard is one where the students are provided sufficient opportunities to hide in the bushes, clamber over tree trunks and where they feel all relaxed to lie in any comfortable posture they please. Basically, it is a place where children have space to play in a challenging and green environment. Schools are swapping their grey flagstones for plants and trees. There is less bullying in the playground and fewer children are left out during break time, probably due mainly to the greater variety of play opportunities offered by the new schoolyards.

Sjerp de Vries believes that vegetation reduces stress in various ways, including the mere fact that looking at nature has a calming effect on them. It stimulates human interaction and encourages children to engage in more varied play. It keeps them physically and mentally fit enough and improves the receptive power of their minds. It improves health and wellbeing, and access to green spaces helps them reduce socioeconomic health disparities.

Greenery in and around the schools, colleges and universities is the demand of all times. The educational institutes situated in urban spaces where there stand skyscrapers, lack greenery required for the all round development of the scholars. Green spaces keep the scholars feeling comfortable. A good quantity of urban vegetation, spread over a wide area, counteracts city heat.

Urban vegetation helps make us feel "thermally" comfortable. Water or the shade of buildings are not, in our perception, in the same league as trees when it comes their cooling effect. More than ten per cent tree cover results in an air temperature that is at least three degrees lower. The air that we breathe outdoors on a sunny day is often of better quality than the air indoors, which is often of poor quality. This is due to poor ventilation, high concentrations of $CO_2$ and volatile substances that are emitted by things like carpets, wall panels or electronic devices.

Unhealthy indoor air causes health complaints such as headaches, irritation to the mucous membranes and allergies. Tia Hermans is of the view that healthy air plays an important role in creating a good learning and working environment for children. The more the presence of $CO_2$ in the air, the harder it is to concentrate.

Schools are almost always situated in urban areas, where the higher percentage of built-up and surfaced areas generally produces higher temperatures. This effect occurs in both metropolitan and provincial cities, and increases as built-up areas become denser. This trend of high-rate construction is evident these days. Measured maximum temperature differences vary from one to several degrees, with peak values reaching around 8°C and incidental values even exceeding 10°. Heat stress affects the ability to concentrate, and extreme values or extended duration can also adversely affect health.

Rising urban density and global warming has increased the frequency of these heat-stress periods. Heat stress negatively affects the ability to concentrate. Greenery is helpful in lowering city temperatures. The major air pollutants in urban areas (nitrous oxides (NO), particulates (PM10/PM2.5) and volatile organic compounds such as benzene) come from industry and traffic. Long-term exposure to these substances leads to lung problems and cardiovascular disease. Although air quality at most locations complies with standards, this does not mean the risk is eliminated entirely.

There is no safe lower limit, and concentrations can rise considerably in areas close to busy roads and intersections. Indoor air quality in schools is also often poor; large numbers of children and teachers in a relatively small space frequently causes CO2 levels to rise significantly. Volatile organic compounds from construction materials (such as formaldehyde and benzene) may also be present. In the short term, greenery relieves stress and improves concentration and general well-being. It can help improve air quality both indoors and outdoors, benefiting overall health in the long term. Hence, all the educational institutes need to promote vegetation and greenery for the sake of providing the scholars a good and healthy environment.

## 2. OBJECTIVES OF THE STUDY :

- To produce an overview of the vegetation and greenery standards adopted by the schools and colleges
- To explore the causes and effects of need of vegetation and greenery
- To discuss the importance of vegetation and greenery in around the educational institutes
- To make a review of a few selected studies on the theme, and discuss their contents in the context of the schools, colleges and universities of India
- To provide fruitful suggestions and recommendations.

## 3. LITERATURE-REVIEW :

- **Chandra Omesh V, Badouria R. (2022)** in their study entitled **Guru Ghasidas University Campus Greenery for off setting Carbon Dioxide and Improving Students' Academic Performance**, find that the university has 2/3 green space, 10.64% area under water bodies, and a total built-up area restricted to 15.22%. A total of 61 tree species were identified with a population of 124662 trees on the campus with the abundance of *Peltophorumferrugineum* (17.31%), *Eucalyptus globulus* (13.69%) among planted tree species. In naturally occurring tree species, *Acacia nilotica* occupied highest (88.35%) followed by *Buteamonosperma* (10.04%). The trees of the university campus stocked 10942.6 tons of $CO_2$. Analysis showed that students rated higher preference to campus greenery with 2.71 points in 0-4 points Likert scale, and improved student's academic performance.
- **Itai Danielski, Åsa Svensson, Kerstin Weimer, Lena Lorentzen and Maria Warne (2022)**, in their research paper **Effects of Green Plants on the Indoor Environment and Wellbeing in Classrooms—A Case Study in a Swedish School**, find that the school is a workplace for both children and adults. How the indoor environment is designed is important for their health, especially for children, who are extra sensitive to air pollution and in need of a good learning environment, but also from an environmental perspective concerning the use of energy resources. The indoor plants have the potential to contribute to a better indoor environment.
- **MingKuo, Samantha EKlein, MatthewHEM Browning & JaimeZaplatosch (2021)**, in **Greening for academic achievement: Prioritizing what to plant and where**, conclude that contact with nature enhances learning in elementary and high school students. School facility assessment should begin to include schoolyard greenness. Currently, school facility assessments occasionally include schoolyard features such as the area devoted to asphalt and sport fields but overlook green features such as trees and gardens and overall school greenness. school greenness contributes to academic performance.
- **Madhavan P., Mahendraprabhu M., Ramnath R., Sathish Kumar K. & Mani M. (2021)**, in their jointly written research article on **Relationship between Personal Behaviour and Environment Hygiene of Higher Secondary Students**, observe that cleanliness, hygiene, and personal hygiene habits have an extremely important place in maintaining and developing an individual's physical and spiritual health. The individuals need to preserve and develop their health to maintain their generations. Individual behavior is a mix of responses to external and internal

stimuli. The environment helps the individual grow, develop, become complete, and possess integrity.

- **Das Suryatapa, Chatterjee Annalakshmi & Pal Tapan Kumar** (2020), in **Organic farming in India: a vision towards a healthy nation**, comment that that organic produce is not grown with synthetic pesticides, antibiotics, growth hormones, application of genetic modification techniques (such as genetically modified crops), sewage sludge, or chemical fertilizers. As synthetically produced pesticides and chemical fertilizers are utilized in conventional farming, consumption of conventionally grown foods is discouraged, and for these reasons, the popularity of organic farming is increasing gradually.
- **Matthew H. E. M. Browning and Alessandro Rigolon (2019)**, in their jointly written review article on **School Green Space and Its Impact on Academic Performance: A Systematic Literature Review**, comment that a growing body of literature points to the tantalizing possibility that green space around schools could boost academic achievement. Recent experimental work in school settings echoes a large body of research on the restorative effects of contact with nature on underlying factors required for success in school, including attentional capacity and low stress levels. Views of greenery from classroom windows improve concentration and reduce both self-reported stress and heart rate, whereas classrooms without green views do not.
- **WingTuen Veronica Leung, TuenYee Tiffany Tam, Wen-ChiPan, Chih-DaWu, Shih-ChunCandice Lung & John D.Spengler (2019)**, in their study **How is environmental greenness related to students' academic performance in English and Mathematics?**, find that there is a significant positive association between school surrounding greenness and academic performance after adjusting for the potential confounders. Higher exposure to green land use area is significantly associated with increased academic performance. The positive relationship between school surrounding greenness and academic performance is consistent across different sub-populations. A higher surrounding greenness contributes a better academic performance in students of all grades.
- **Nicole van den Bogerd, S. Coosje Dijkstra, Jacob C. Seidell & Jolanda Maas (2018)**, in their research study entitled **Greenery in the university environment: Students' preferences and perceived restoration likelihood**, comment that interaction with greenery can be beneficial for human stress reduction, emotional states, and improved cognitive function, and that university students might benefit from greenery in the university environment. Multi-level analyses showed that students gave higher preference ratings to the indoor spaces with a nature poster, a green wall, or a green wall plus interior plants than to the standard designs and the designs with the colorful posters. Students also rated preference and perceived restoration likelihood of the outdoor spaces that included greenery higher than those without.
- **Payam Dadvand,, Mark J. Nieuwenhuijsen, Mikel Esnaola and Jordi Sunyer (2015)**, in their research paper **Green spaces and cognitive development in primary schoolchildren**, observe that contact with nature is thought to play a crucial and irreplaceable role in brain development. Natural environments including green spaces provide children with unique opportunities such as inciting engagement, risk taking, discovery, creativity, mastery and control, strengthening sense of self, inspiring basic emotional states including sense of wonder, and enhancing psychological restoration, which are suggested to influence positively different aspects of cognitive development.
- **Akoumianaki-Ioannidou, Paraskevopoulou A.T. & Tachou V. (2010)**, in their study on **The Significance of Plants in School Grounds and Environmental Education of Secondary Schools in Trikals, Hellas**, inform that planting in school grounds does not only provide an aesthetic environment in which students live in but also creates an educational environment that offers teachers the opportunity to teach various subjects and enhance environmental awareness of students. Environmentally based education programs can have a positive effect on student performance in addition to attention and enthusiasm for learning.

## 4. DISCUSSION :

**Study- I** is an Indian study on greenery in Guru Ghasidas University Campus. It reveals a close association of academic performance of the students with the green campus of the university which is allowing the students set new records through their performance.

**Study- II** is a Swedish study which reflects how the Green Plants positively affect the Indoor Environment and Wellbeing in Classrooms, and how all this results into the improved concentration of the students.
**Study-III** emphasizes the relevance of plantation and vegetation in the school and college campuses. However, it brings to the notice of the policy makers that plantation needs much care and consideration. It is essential to know beforehand what to plant and where so that the students may be brought closer to Nature.
**Study- IV** is an Indian study and it discusses a close relationship between personal behaviour and environment hygiene of higher secondary students.
**Study- V** is an Indian study which deals with the significance of organic farming. It confirms that organic farming in India should be taken as a vision towards a healthy nation.
**Study- VI** makes it clear that school green space has much to do with the behavior and academic performance by improving the degree of concentration in the students.
**Study- VII** discusses the impact of environmental greenness on the teaching and learning, and especially on learning English and Mathematics. Though both the subjects cause boredom in the students in general, environmental greenness of the schools make them interesting to the students.
**Study- VIII** finds interaction with greenery quite beneficial for human stress reduction, emotional states, and improved cognitive function.
**Study- IX** establishes a great relationship between green spaces and cognitive development in primary schoolchildren.
**Study- X** recommends beautiful plantation in the school and college ground and environmental education to all the students.

### 4.1 HYPOTHESIS :

- Vegetation and greenery in educational institutes is essential for keeping the scholars in association with nature
- Natural surroundings are more beneficial to the students than the modern surroundings
- The educational institutes in India lack the quality and standards of vegetation and greenery
- A legitimate teaching-learning process at all levels is possible only through the scholars' association with nature.

## 5. METHOD:

Designed chiefly on the secondary data available in the various research papers on the theme on the internet, the paper is an interpretative review article. The steps undertaken for the purpose that helped the researchers arrive at the findings include- a careful selection of the title after much consideration, net surfing for the related literature in order to develop a reasonable familiarity and to get feedback on the theme, selection of the relevant research studies, division of the selected papers into the ones meant to be reviewed and the ones meant to be studied for the purpose of grasping the depth of the theme, review-making, discussing the important aspects of the studies, making findings and extending suggestions and ethical considerations. The scientific spirit of the work was maintained by the rigid observance of the prescribed process of research and steps.

## 6. FINDINGS, ETHICAL CONSIDERATIONS AND CONCLUSION :

The study bears the following findings-

- All people, including children and teaching staff, feel more comfortable in green environments when temperatures are high.
- Dense vegetation limits the flow of air pollution from busy roads into school environments.
- Outdoor vegetation combats the summer heat in and around the school, meaning less heat stress and less artificial cooling.
- Planting dense vegetation is helpful in protecting schools from air pollution from nearby sources, such as busy roads.
- The influence of greenery on young students has a long term positive effect.

- Greenery in classrooms purifies the air: it reduces concentrations of CO2 and volatile organic compounds, keeping the air fresh and healthy.
- Views of greenery from classrooms where students take breaks helps restore concentration more quickly, and reduces stress.
- Even a brief view of a green roof can have positive effects, according to laboratory research.
- Greener school grounds and external surrounds correlate with improved cognitive development in terms of working memory and concentration.
- Green roofs and facades increase insulation capacity, reducing both heating and cooling expenditure.
- Visible greenery, both indoors and out, reduces stress and increases the ability to concentrate.
- Green playgrounds encourage playing outdoors, and foster a better social climate.
- A well-designed green playground that is attractive and functional contributes to improving the outdoor social climate, and children's well-being in general.
- Green walls in classrooms help students' ability to concentrate, and raise attention levels.
- Given enough light and water, plants absorb CO2 from the air, helping to reduce ambient CO2 levels.
- Plants are also able to absorb formaldehyde and benzene from the atmosphere. A study at a school in Portugal showed that plants can cause a 50% drop in volatile organic compounds (VOCs) in the air.
- Indoor plants (such as pot plants or green walls) improve air quality in classrooms and contribute to increased student performance and fewer health problems.
- Plants in classrooms can promote more social behaviour among young people, and reduce levels of illness.
- Shady trees above playgrounds increase thermal comfort during warmer weather, increasing playtime opportunities.
- The water vapour increases the relative humidity in classrooms, which can reduce the percentage of students suffering from headaches.
- Moisture released into the air by plants helps with dry atmospheres, reducing headaches and improving concentration.
- Children who often play in green areas demonstrate better motor development.
- School vegetable gardens are helpful in increasing children's intake of fruit and vegetables and improving levels of 'green literacy'.
- Vegetable gardens capture children's interest in nature.

**7. ETHICAL CONSIDERATIONS :**

- Classrooms should be created in a way that the students in each classroom can enjoy the presence of trees, shrubs, flowers.
- There should be an arrangement of pleasant green outdoor spaces to be used by the students for relaxing themselves.
- There should be large green outdoor spaces in the campus to be used by the students for physical activities.
- There should be created attractive and safe outdoor areas with a variety of playtime activities and games.
- Vegetation should be integrated with the other elements in the schoolyard in a way that it does not look mere decoration.
- Keeping the safety measures in mind, no poisonous plant should be grown.
- A diverse range of playtime activities as well as places where children can go to rest and get away from it all should be created.

A green campus, be it in school, college or university, is no longer a fad, but a clear mandate in India and several other progressive nations where environmental awareness is growing by the day. In simple terms, a green campus aims to make environmental awareness and action an integral part of the life and ethos of those administering, learning or teaching in a school, college or university.

Natural surroundings that include vegetation, greenery and plantation enable both the teachers and the students to make the process of teaching-learning smooth and effective. At present when urbanity has affected the process of teaching and learning with new challenges for the teachers and the students to meet successfully in order to join the main stream, requirement of plantation and greenery is increasing in all the institutes whether they are schools or colleges. The environmentalists and educationists agree that it is only through the students' association with nature in the form of plantation and greenery in the campus that they can adapt to the modern technology of education.

A green campus requires optimum land use, environmental planning and resource management i.e., improving energy efficiency, conserving resources, enhancing environmental quality including habitat preservation, healthy living environment, use of renewable energy and management of wastes and water recycling.

**REFERENCES :**

1. Akoumianaki-Ioannidou, Paraskevopoulou A.T. & Tachou V. (2010): The Significance of Plants in School Grounds and Environmental Education of Secondary Schools in Trikala, Hellas. Acta Hortic: 881, 843-846
2. Chandra K. K. Omesh V, Badouria R.(2022): Guru Ghasidas University Campus Greenery for off setting Carbon Dioxide and Improving Students' Academic Performance. Curr World Environ: 17(1).
3. Das Suryatapa, Chatterjee Annalakshmi & Pal Tapan Kumar (2020): Organic farming in India: a vision towards a healthy nation. Food Quality and Safety (FQS): Volume 4, Issue 2, Pages 69–76
4. Itai Danielski, Åsa Svensson, Kerstin Weimer, Lena Lorentzen and Maria Warne (2022): Effects of Green Plants on the Indoor Environment and Wellbeing in Classrooms—A Case Study in a Swedish School. Sustainability: 14, 3777.
5. Madhavan P., Mahendraprabhu M., Ramnath R., Sathish Kumar K. & Mani M. (2021): Relationship between Personal Behaviour and Environment Hygiene of Higher Secondary Students. Ilkogretim Online - Elementary Education Online: Vol 20 (Issue 5): pp. 7409-7416
6. Matthew H. E. M. Browning and Alessandro Rigolon (2019): School Green Space and Its Impact on Academic Performance: A Systematic Literature Review. Int. J. Environ. Res. Public Health: 16, 429
7. MingKuo, Samantha EKlein, MatthewHEM Browning & JaimeZaplatosch (2021): Greening for academic achievement: Prioritizing what to plant and where. Elsevier, Landscape and Urban Planning: Volume 206
8. Nicole van den Bogerd, S. Coosje Dijkstra, Jacob C. Seidell & Jolanda Maas (2018): Greenery in the university environment: Students' preferences and perceived restoration likelihood. PLoS One: 13 (2)
9. Payam Dadvand,, Mark J. Nieuwenhuijsen, Mikel Esnaola and Jordi Sunyer (2015): Green spaces and cognitive development in primary schoolchildren. PNAS: Vol. 112, No. 26
10. WingTuen Veronica Leung, TuenYee Tiffany Tam, Wen-ChiPan, Chih-DaWu, Shih-ChunCandice Lung & John D.Spengler (2019): How is environmental greenness related to students' academic performance in English and Mathematics?. Landscape and Urban Planning: Volume 181, Pages 118-124

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/020 --:-- Research Article/Paper

# Investors' Attitude, Preferences and Awareness: A study in Rural area of Jodhpur District of Rajasthan

**Sahdev Gujrati**
Research Scholar/ Guest Faculty
Department of EAFM/BFE, FCMS, Jai Narain Vyas University, Jodhpur(Raj.) India
E-Mail – devgujrati82@gmail.com

***Abstract:*** *People all over the world save money so they can afford the things in life that are essential to their survival. However, if one wants to live a life of luxury, saving money by itself is not going to be enough. They would be wise to put their money into investments that offer a higher rate of return over the course of a longer period of time. However, the process of investing money in the right avenue where you can earn a high return is critical. People frequently invest their money in a venture without giving much thought to the potential outcomes, which can ultimately lead to monetary difficulties down the road. However, if they are aware of that opportunity and the outcomes associated with it, then only they will be able to avoid losses and experience high returns. The general public tends to believe that high rates of return always involve a high degree of danger. However, with the right information and preparation, they can take the risk and reap the benefits. Therefore, the only thing that really matters when starting an investment is knowledge and awareness about it. With the help of strategy and foresight, one can make the most of any opportunity that leads to future profit, which encourages them to keep investing. Thus, the primary purpose of this research is to investigate the level of awareness that the rural population has regarding the various investment opportunities that are currently available on the market. In order to accomplish the goal of this study, we focused on rural investors from 200 different communities. This article will also focus on the pattern of investment that is followed by the rural population. This research is an initial investigation that makes use of a quantitative approach to its methodology.*

***Key Words:*** *Banking Sector, Financial Sector, Digitalization, Industry Revolution 4.0, Technologies.*

## 1. INTRODUCTION:

In today's world people who have enough money to invest in today's stock markets can enjoy a life of luxury as a result of the stock market is booming. People in this day and age are not only restricted to satisfying their fundamental requirements, but they also desire more. Not only wealthy individuals and families, but also families from the middle class fantasize about living a luxurious life, which is only feasible if there is an abundance of money. In order to meet their current and future needs and maintain a comfortable standard of living, many people invest their extra cash in the hopes of earning a return in the future. However, what if their investment goes down in flames? They will blame the market next time, and steer clear of it altogether. Most people consider investing in the stock market to be a game. If you come across a potentially lucrative opportunity, you should jump on it and put your spare cash toward it. It's a known fact, though, that being frugal is crucial. Making money is difficult for everyone. It calls for deliberation, patience, expertise, and, most importantly, a willingness to take chances. To begin, one must adhere to certain stock market rules in order to maximize their financial gains. In order to put money into investments, you must first have money. Investing and taking risks are only possible if you have a surplus of funds. Simply having enough money does not mean that you will get a good return on your investment. Before making any investment decisions, you should educate yourself on the best practices and available options. With this in mind, researcher set out to explore how well-informed the rural population is about the various investment opportunities currently on the market. The investment habits of rural residents of Jodhpur, Rajasthan, are another area of focus.

## 2. REVIEW OF LITERATURE:

The review is an important part of the process of analysing the previously published research, as it supplies information as well as the findings of other researchers who have conducted studies that are comparable to this one. The purpose of this literature review is to assist in determining the levels of awareness and preferences held by the rural population residing in the Jodhpur district of Rajasthan. In addition to this, it offers a comprehensive analysis of the investment patterns followed by rural investors.

**Kumar and Arora (2013)** carried out research in order to investigate the various information platforms that investors utilize in order to acquire knowledge regarding the various investment opportunities. They discovered that investors educate themselves and increase their knowledge about various investment opportunities by utilizing a variety of information channels such as television, the internet, newspapers, and professional journals, amongst others.

**Rana and Vibha (2020)** stated that majority of the investors have very less risk-taking capacity and want to put their money in safe assets. The researchers also concluded that Male and Female both have equal Investment Awareness and have same Perceived Risk Attitude. But they have different attitudes towards Payback period of Investment and Investment Performance. But both male and female expect the same thing from their investment. They always show their optimistic behaviour for their investment.

**According to Sharma et al. (2019),** when it comes to making decisions about investments, women are more likely to consult a male advisor than a female advisor. This is because they believe that a female expert will not fully comprehend their requirements and priorities about investments. Due to a lack of knowledge and confidence, women tend to avoid taking risks in their daily lives. They would rather put their money into assets with lower levels of risk, such as bank deposits, fixed deposits, gold, and public provident funds, among others**.**

**Rana and Vibha (2017)** carried out a study with the goal of gaining insight into the preferences of investors at the time of investment decision making. They discovered that the majority of investors are less willing to take risks and would rather put their money into assets with lower levels of risk. When it comes to making decisions about investments, investors are influenced not only by their behaviour but also by demographic factors such as their age, gender, and marital status.

**Kesavan and others (2012)** carried out a study with the purpose of learning more about the investment behaviour of individuals based on the demographic factors. They studied the impact of demographic factors such as age, gender, income, educational qualification, place, and occupation on the investment pattern of the investor. They stated that the demographic factors did not have any significant impact on the investment behaviour of investors.

**Jain, D. and Mandot, N. (2012)** conducted a survey of investors of varying ages and found that that younger investors were frequently more willing to take risks in trading stocks, whereas older investors or those investing for retirement preferred to play it safe.

**Amu (2012)** a study was carried out to investigate the factors that motivate an individual or family to engage in investment activity. The study stated that, the rate of return on an investment is the primary consideration for families when making decisions regarding investments. According to the another finding of the study, demographic characteristics have a significant impact on the choices made regarding investments.

**Selvakumar and others (2012)** concluded that when compared to people living in urban areas, those living in rural areas have a much lower level of awareness regarding the various investment opportunities available to them. The research also stated that one of the factors that affects the level of awareness possessed by rural populations is the absence of educational opportunities in rural areas.

**Lakshmi Devi (2006)** conducted the study in order to investigate the level of knowledge existing among investors regarding Post Office Saving Schemes. According to a recent study, majority of the people would rather put their money into less risky investments and participate in more manageable savings programs. In addition, the findings of the study concluded that certain demographic characteristics have a significant impact on the decisions made by investors.

According to **Vyas Ravi and Moonar Surendra (2012)**, the majority of the rural Indian population prefers to invest in assets with low levels of risk. As a result, they favour placing their money in tangible assets like gold, bank deposits, and life insurance policies.

**Kumar and Arora (2013)** carried out research in order to investigate the various information platforms that investors utilize in order to acquire knowledge regarding the various investment opportunities. They discovered that investors educate themselves and increase their knowledge about various investment opportunities by utilizing a variety of information channels such as television, the internet, newspapers, and professional journals, amongst others.

## 3. OBJECTIVES AND HYPOTHESES:

- The principal objectives of the present study are as below:
- The goal of this study is to determine the degree to which Jodhpur city's rural population is aware of the various investment opportunities that are currently on the market.
- The purpose of this study is to investigate the investment patterns of the rural population in Jodhpur city regarding the various investment avenues that are currently available.

**Hypotheses:**

The following hypotheses were developed so that the objectives could be investigated.

**H01:** There will not be significant difference among the investors of jodhpur city in terms of Investment Awareness towards the Investment Avenues.

**H02:** All the rural investors of jodhpur exhibit the same investment pattern.

## 4. RESEARCH METHODOLOGY:

**Research Design**: An exploratory research design was utilized for this study's research methodology.

**Sampling Method**: A researcher will use a certain method in order to select a sample from the population. This method is referred to as the sampling method. The purposive sampling method was used to select all 200 of the study's samples for this investigation.

**Data Collection:**
The process of identifying subjects and gathering data from these subjects is referred to as data collection (Burns and Grove, 1997). In order to complete this study, researchers gathered both primary and secondary sources of information. The questionnaire served as the primary collection tool for the data. The internet, academic journals, and published books served as primary sources for the secondary data. The time frame for the collection of data was from the 28th of October to the 23rd of November 2022.

**Data Analysis:**
SPSS was used to perform the analysis on the data that was collected. In order to perform an appropriate statistical analysis on the data, the appropriate tools were utilized. The frequency analyses were used for descriptive analysis, while the Chi-Square test was utilized for inferential analysis.

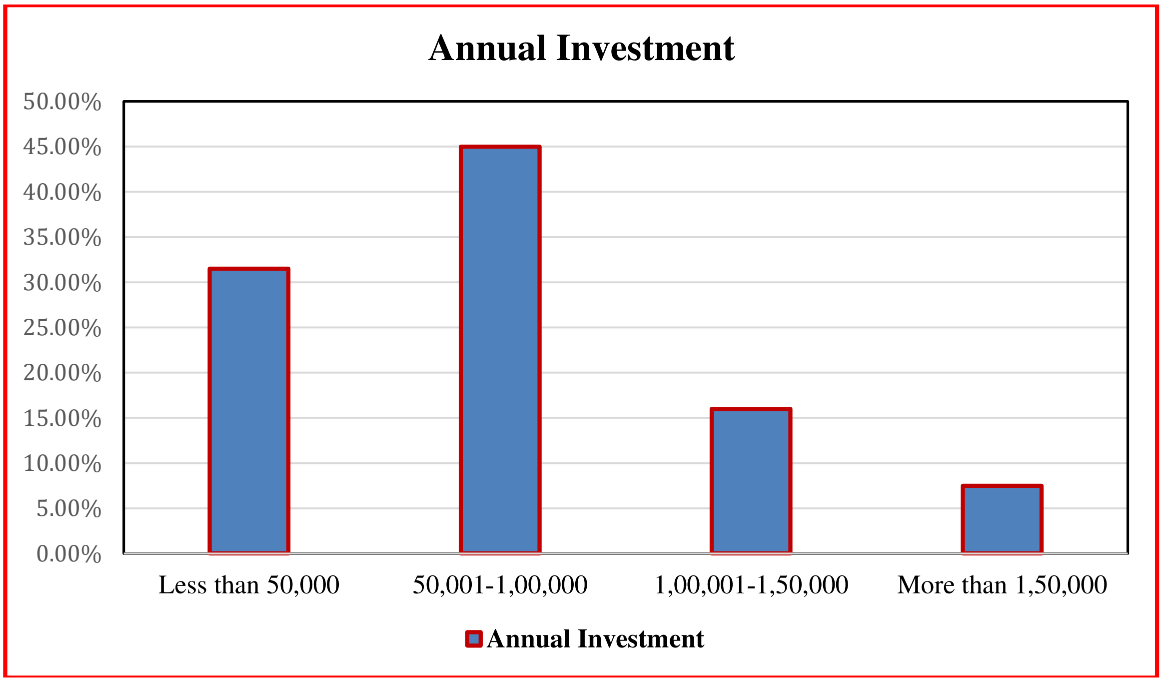
**Data Analysis and Interpretation:**

**Q.1 What is your annual Investment**:

**Table 1: Sources of Information regarding various investment opportunities**

| Annual Investment | Frequency | Percentage |
|---|---|---|
| Less than 50,000 | 63 | 31.5% |
| 50,001-1,00,000 | 90 | 45% |
| 1,00,001-1,50,000 | 32 | 16% |

| | | |
|---|---|---|
| More than 1,50,000 | 15 | 7.5% |
| **Total** | **200** | **200** |

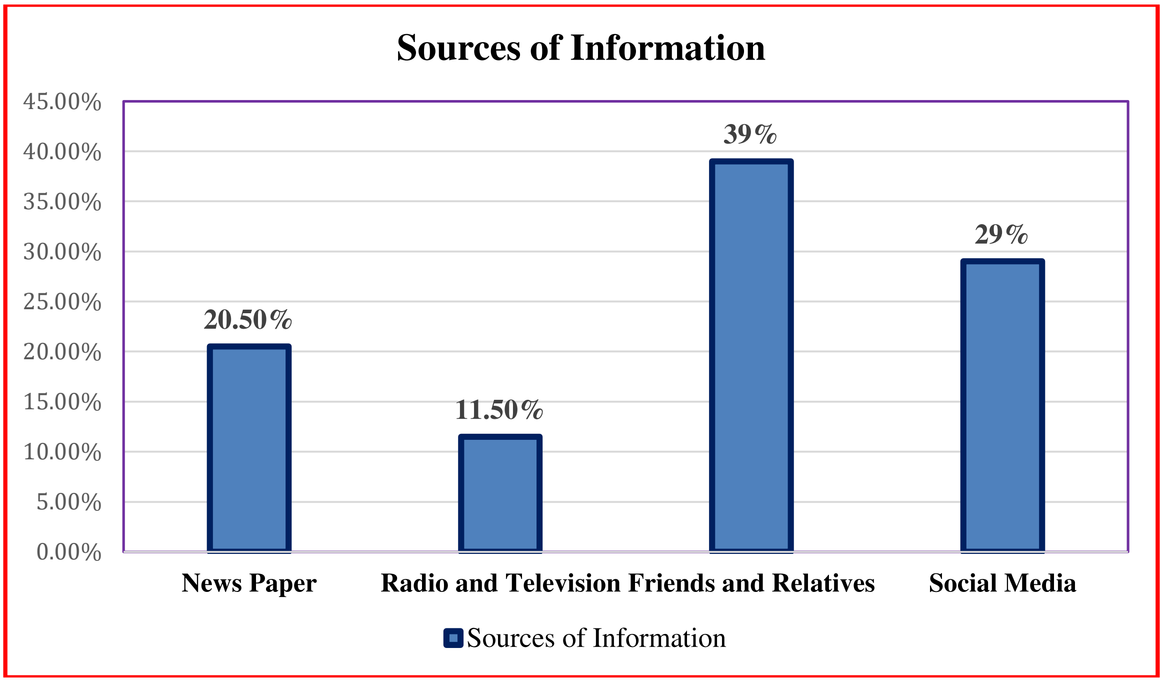



**Interpretation:** The annual investments made by Jodhpur, Rajasthan's rural population are outlined in Table-1. According to the data presented in the table above, 45% of investors participating in the current research survey prefer to invest between 50,000 and 1,000,000 rupees annually. This is followed by 31.5% of investors who prefer to invest less than 50,000 rupees annually. Only a very small number of people are willing to invest Rs. 1,50,000 each year. It's possible that it's connected to their level of income or their propensity for saving. The majority of Indian families prefer to save more money and invest less. People have the misconception that they will incur losses if they put their money into risky assets; consequently, they believe that it is preferable to store their money in safes and savings accounts.

**Q.2 Which of the following sources do you use to obtain information on the various investment opportunities:**

**Table-2: Sources of Information regarding various investment opportunities**

| Sources of Information | Frequency | Percentage |
|---|---|---|
| News Paper | 41 | 20.5% |
| Radio and Television | 23 | 11.5% |
| Friends and Relatives | 78 | 39% |
| Social Media | 58 | 29% |
| **Total** | **200** | **200** |



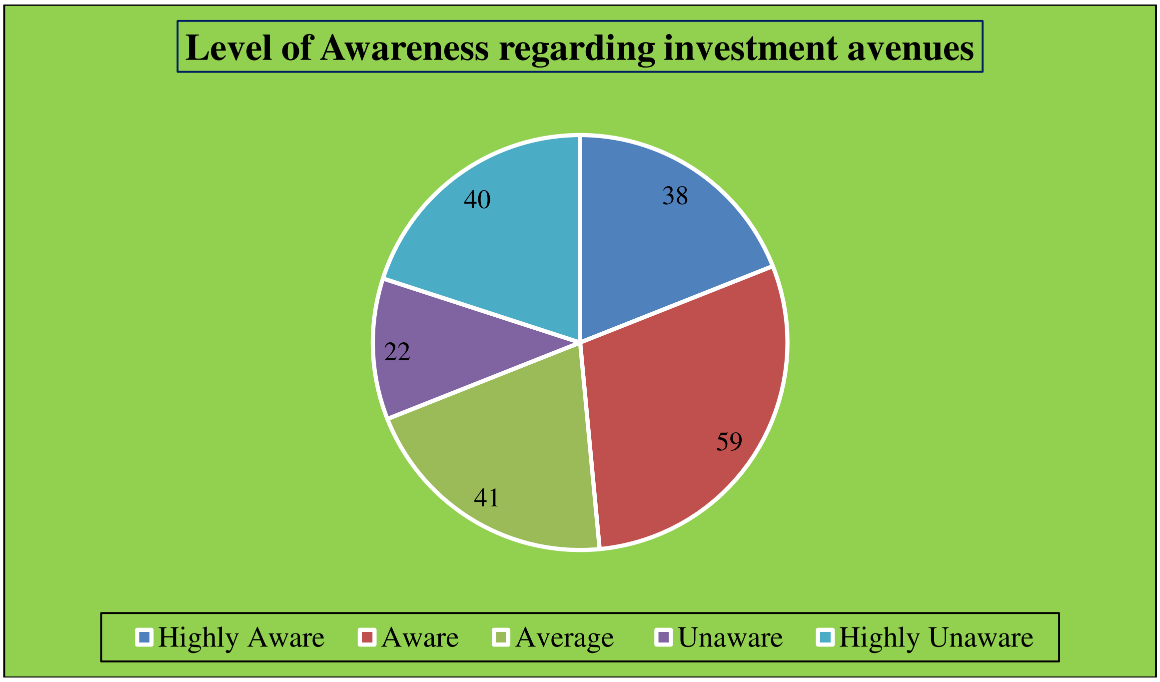

**Interpretation:** Table-2 demonstrates the frequency with which different information sources are consulted by members of the rural population in order to obtain information regarding investment opportunities. According to the findings, the vast majority of investors in rural areas get their information about investment opportunities from their friends and family (39%), followed by social media (29%). Only a very small percentage of investors get their information about potential investments from the media, specifically newspapers (20%) and radio and television (11.5%).

**Ho (1):** There will not be significant difference among the investors of jodhpur city in terms of Investment Awareness towards the Investment Avenues.

**Table 3: Awareness Level of rural investor towards various investment avenues**

| Awareness Level | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|---|---|---|---|---|
| Highly Aware | 38 | 40 | 2 | 3.46 | 0.002* |
| Aware | 41 | 40 | 1 | | |
| Average | 59 | 19 | 19 | | |
| Unaware | 22 | 40 | -18 | | |
| Highly Unaware | 40 | 40 | 0 | | |
| **Total** | **200** | | | | |

Df-4 $\chi 2=3.46$ p=0.01




**Results:** Table-3 presents the findings of the current research regarding the extent to which Jodhpur city's rural population is aware of the various investment opportunities that are currently available on the market. These findings are presented in the form of a table. Due to the fact that the value of chi-square is $\chi2=3.46$ and p=0.002, which is less than 0.05, we are required to reject the null hypothesis and come to the conclusion that the levels of awareness of the various rural populations in Jodhpur are significantly different from one another. Most investors have a level of awareness about investment opportunities that is approximately average. These results are a consequence of the various educational levels and behaviours that were observed. People have varying opinions not only because of their age, but also because of their gender and their level of income.

**Ho (2):** All the rural investors of jodhpur exhibit the same investment pattern.

**Table 4: Avenues in which significant funds have been invested**

| **Avenues in which money invested** | **Frequency (Observed)** | **Frequency (Expected)** | **Residual Value** | **Chi-Square** | **P Value** |
|---|---|---|---|---|---|
| Banks (Fixed Deposit Savings etc) | 117 | 50 | 67 | 31.75 | 0.002* |
| Gold | 41 | 50 | -9 | | |
| Bonds and Shares | 14 | 50 | -36 | | |
| Real Estate | 28 | 50 | -22 | | |
| **Total** | **200** | | | | |

Df-4 $\chi2=31.75$ p=0.002

**Results:** Table-4 presents the findings of the recent study regarding the most preferred investment avenue preferred by Jodhpur city's rural population when it comes to investing their money. Because the value of chi-square is $\chi2=31.75$ and p=0.002, which is less than 0.05, we are required to reject the null hypothesis and state that all of the rural investors of Jodhpur exhibit the same investment pattern. This is because these two values add up to a value that is greater than or equal to 0.05. The vast majority of investors would rather put their substantial sums of money into a very secure asset, such as a bank fixed deposit. Gold and real estate come in second and third, respectively. Only a very small percentage of people have the guts to put their money in risky investments like bonds and shares.

**5. Findings and Discussion:**

Investors who live in rural areas surrounding Jodhpur have an average level of knowledge regarding the many different investment opportunities that are currently available on the market, as indicated by the findings of the current study. People tend to save more of their money and invest less of it due to the widespread perception that the money they put into the stock market could be wiped out at any moment. These investors have a lower tolerance for taking risks, and as a result, they prefer to put their money into assets that have a lower degree of volatility. Investors are placing a greater amount of trust in social media and peer review as a means of acquiring information about the numerous distinct categories of investment opportunities that are available in today's market. The people who live in Jodhpur's rural areas are more likely to keep their money in bank accounts, and when it comes to making investments, they are more likely to put their faith in government bonds, fixed deposit schemes, public provident funds, and other financial services that are offered by the government. They do not invest their money in assets such as mutual funds, bonds, or shares, which have the potential to generate a relatively high return but also carry a high degree of risk. Instead, they keep their money in accounts at various financial institutions. These people put very little money into investments and would much rather add to their savings than participate in the stock market.

**6. Limitations of the Study:**

Due to the small size of the sample, it is possible that the results of this study cannot be extrapolated to all the rural investors in Jodhpur, Rajasthan in terms of their level of knowledge, understanding, and acceptance of the various investment opportunities. Non-probabilistic purposive sampling was used in the present study; thus, the results cannot be extrapolated to the entire rural Jodhpur population. It is important to note that the time frame covered by this study is extremely short. It represents another shortcoming of the ongoing research.

**7. CONCLUSION:**

The act of investing is crucial and important. Creating more money out of existing money is not a child's play. In India People save more money and invest less of it, but when it comes to investing their money, they display a variety of characteristics. Although people are aware that taking greater risks results in greater profits, most people still choose to invest their money in activities that involve less danger. The current research was carried out on the rural population of Jodhpur, which is in the state of Rajasthan in India. According to the findings of the study, most of the rural population demonstrates an average level of awareness regarding the investment opportunities that are currently available on the market. They put more stock in obtaining information about where to invest, how to invest, and what to invest in from friends, relatives, and social media than they do from newspapers. This is because they believe those people to be more reliable sources of information. This rural population invests a comparatively small percentage of their wealth in a variety of markets and holds most of it in liquid assets. People have the misconception that high risk will lead to more loss in the future and that it takes a long time to generate profit, so they put their money in low-risk investments like gold, fixed deposits, basic bank accounts, and public provident funds. These people rarely prefer to invest in risky assets. Long-term investments have the potential to be profitable in the future, but they reduce the funds' liquidity.

**REFERENES:**

1. Adholiya, A., Singh, S., & Adholiya, S. (2020). Effect of Technology on Financial Literacy and Investment Decisions of Citizens of Udaipur (Rajasthan). *Journal of Critical Reviews*, *7*(08), 2395-2402.
2. Guria, L. S., Patankar, R., & Tyagi, D. (2017). Common Service Center's Innovative Delivery of Financial Literacy and Investor Awareness. In *Proceedings of the Special Collection on eGovernment Innovations in India* (pp. 27-33).

3. Jain, D., & Kothari, R. (2012). Investors' attitude towards post office deposits schemes-Empirical study in Udaipur district, Rajasthan. *International Journals of Marketing and Technology*, *2*(7), 255-273.
4. Laxmi, V., Parikh, J., Karmakar, S., & Dabrase, P. (2003). Household energy, women's hardship and health impacts in rural Rajasthan, India: need for sustainable energy solutions. *Energy for sustainable development*, *7*(1), 50-68.
5. Lokhande, M. A. (2015). A study of investment awareness and patterns of savings and investments by rural investors. *Indian journal of finance*, *9*(7), 22-31.
6. Menaria, B., & Jetawat, A. A Study on Demographic Characteristics Impact on Awareness of Investment Avenues of Rural Middleclass Households of Udaipur, Rajasthan.
7. Rana, S. & Vibha (2017). "Marital Status and Investment Preferences." Online International Interdisciplinary Research Journal, 7, 91-98.
8. Rana, S. & Vibha (2020). "Gender Differentiation on Investment Behaviour." Online International Interdisciplinary Research Journal, 10(7), 257-271
9. Saini, S., Anjum, B., & Saini, R. (2011). Investors' awareness and perception about mutual funds. *International Journal of multidisciplinary research*, *1*(1), 14-29.
10. Selvakumar, M., Jegatheesan, K., & Gandhi, J. (2012). A comparative study of investment behaviour of rural and urban investors in Sattur Taluk, Tamilnadu. *NICE Journal of Business*, *7*(2), 37-47.
11. Sharma, Manish, Kota., & Hima Bindu. (2019). The Role of Working Women in Investment Decision Making in the Family in India. *Australasian Accounting, Business and Finance Journal*, 13(3), 2019, 91-110. doi:10.14453/aabfj.v13i3.6
12. Srinivasan, K. S., & Lakshmi, S. D. (2006). Post Office Savings Schemes-An Impetus for Rural Investment. *Indian Journal of Marketing*, *36*(1).
13. Vijayvargy, L., & Bakhshi, P. (2018). Financial literacy and financial inclusion in Rajasthan, India: An empirical study. *IUP Journal of Applied Finance*, *24*(3), 35-53.
14. Vyas, R., & Moonat, S.C. (2012). "Perceptions and behaviour of mutual funds investors in Indore, Madhya Pradesh." Indian Journal Of Finance, 6 (8), 36-42

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/021 --:-- Research Article/Paper

# SPATIO- TEMPORAL CHANGES IN CULTIVATION OF PULSES IN HARYANA (1966-2017)

**ARCHANA**
Department of geography, Maharshi Dayanand University
Rohtak- 124001, Haryana, India.
sangwanarchana95@gmail.com

***Abstract :*** *Pulses are an important ingredient of the vegetarian diet of Indian masses. Pulses are a major source of protein predominantly among Indian vegetarian people making their diets more balanced and nutritive. In this study, analysis has been done to help out the researcher and policy makers to take decisions regarding future initiatives and programmes. In India during 2016-17 pulses were grown over an area of 29.27 million hectare producing 22.4 million tones with yield of 765 kg / per hectare. The cropping area of pulses in Haryana as compared to India is almost decreasing. The trend of contribution of pulses by Haryana at national level is also decreasing which reduces from 0.81 million tons in 1970-71 to 0.06 million tons in 2016-17. In India, about 5.63 to 10.90 percent share of food grains production is pulses. The percentage growth rate in the cropped area as well as in production of total pulses in India shows much fluctuation but serious downfall Haryana. The cropped area, production and productivity of total pulses in India shows positive trend from 10th Five Year Plan, however it is found reverse in Haryana. The highest per capita availability of pulses in a 1971-72 which was 51.22 grams per day and the lowest per capita availability of pulses in 2003-04 i.e. 10.6 grams per day in India.*

***Keywords:*** *Area, Production, Yield, Growth rate, Per capita availability, Pulses.*

## 1. INTRODUCTION :

Agriculture plays on important role of the economy of India and is considered the backbone of rural Indian Economy. It is the most important source of livelihood in rural areas. About 10 percent population is directly dependent on agriculture activities. This proportion of GDP has declined from 54% in 1960-61 and 17.4% in 2016-17 in India, many changes have taken place in the agriculture sector. Which moves from traditional methods to modern and technologically developed methods of agricultural work.

After independence, traditional seeds were uses in agriculture in India till the mid-1960s, whose yield was relatively low. They needed less irrigation. The end of 1960s were marked by institutional reforms in the farm of largely land reforms, development of irrigation system and other related infrastructures. The green revolution started in 1968 resulting in the transformation of agriculture in India into a modern industrial system due to the adoption of technology such as high yielding variety (HYV) seeds, mechanized farm equipment, irrigation, facilities, use of pesticides and fertilizers. All this played a major role in output and growth. In continuation, the 1970s also witnessed high growth in public investment in agriculture. In the 1980s, the nature of agriculture changed due to widespread technological innovation in agriculture. The period since the 1990s as a part of neo-liberal wave of globalization engulfed rural India as well as it was somewhat suddenly and rather rudely, exposed to the exodus towards integration into the global market economy.

### 1.1 Objectives :

The present study focused on the research question pertaining to changing geographical pattern of area under pulses, trend in their production and special - temporal variation in their yield level in Haryana. The main objectives of present study are as follows:

1. To show the trends in cultivation of pulses in term of area, production and yield.

2. To study the changing spatial pattern of acreage and concentration of pulses.
3. To evaluate the spatial and temporal variation in yield level of pulses.
4. To explore the reason behind variation in acreage and yield level of pulses in state.

## 2. LITERATURE REVIEW :

Our world faces climate change, population explosion, food insecurity, and associated risks in a manner so terrible than the past years, directly influencing the economic systems of underdeveloped and developing countries where agriculture confers a significant share of the economy. According to World Health Organization (WHO, 2018) reports, globally, more than eight hundred million people (one in every nine people) endure severe hunger and malnutrition (*Global Hunger Continues to Rise, New UN Report Says*, 2018). The world is looking for a cheap, easy-to-access, highly nutritive, and minimum-input solution to face this terrible situation sustainably, and pulses provide the best opportunity to fulfill the above said criteria. WHO and ICMR (Indian Council of Medical Research) recommend 80g of man-1 day-1 and 40g of man$^{-1}$ day$^{-1,}$ respectively. However, the availability varies from 30-35g pulses man$^{-1}$ day$^{-1}$ (S et al., 2019). Pulses are functional foods and integral to Indian life because of their dynamic properties - good sources of protein, low glycemic index, gluten-free, etc. In 2016, pulses were recognized as a superfood, and the UN Food and Agriculture Organization has declared the year 2016 as the International Year of Pulses (IYP) to showcase transformative research investments that would allow pulses to deliver on their full potential as a critical player in the global food system (FAO, 2016).

Although pulses are perfectly suitable in many different agronomic conditions and positively impact our environment, nearly half of the total production comes from large-scale farming with high yields. Pulses farming at a small scale is unprofitable, with low per-hectare margins. So, it becomes necessary to opt for subsidies for small-scale pulse farming to improve their profitability. A study was conducted in Italy to understand the pulses market better, analyze their retail values and determine the effect of pulses' origin on market price (Acciani et al., 2020). The researchers of CCS Haryana Agricultural University, Hisar, studied the growth and trends of pulses regarding the area under cultivation, total production, and productivity in Haryana. Under this study's secondary data was taken from 1970-71 to 2016-17. The area under pulses cultivation was maximum in 1971-72 while minimum in 2015-16. The highest production was seen in 2012-13, while the lowest was in 2015-16. While the observed compound growth rate (CGR) of productivity during this period was 0.64% (Kumar Nimbrayan & Tripathi, 2019).

Avinash and Patil studied the economic analysis in the area under cultivation, production, and productivity of significant pulses in Karnataka and India for 36 years, i.e., 1980-2016. In Karnataka, the growth rate in area, production & productivity was positive in all the periods except the site in the overall period. A worthy positive and significant growth in the area, production, and productivity was reported in India (CS & BL, 2018). An analytical study was conducted to show the status of pulses growth and limitations of technology scantiness and policy reform as well as constraints of non-availability of essential inputs (i.e., quality seeds, fertilizers, irrigations, etc.) with emerging demands & supply of pulses. It resulted that the growth rate of the area during the 1980s decades was -0.09, 1990s -0.60, and 2000s 1.62, which ultimately affected the net per capita per day availability of pulses that had decreased sharply from 61 gm to 32 gm from 1951 to 2010 (Prem Narayan & Kumar, 2015).

The lack of quality seeds, shortage facilities, pest management, and cultivation of pulses on marginal or sub-marginal lands is one of the significant causes of the decline in pulses production. In general, pulses production in India is not competing with the pace of its domestic consumption. Recently, the cultivation of pulses in India has been increasing significantly, but in Haryana, the cropping pattern of pulses is decreasing drastically. Research based on time series changes in pulses scenario (production & growth performance) in India with the comparison to Haryana resulted in a significant reduction of pulses production in Haryana, i.e., from 0.81 million tons in 1970-71 to 0.06 million tons in 2016-17. From the 10$^{th}$–12$^{th}$ Five Year Plan (FYP), the area under cultivation, production, and productivity of pulses in India showed a positive trend; however, in context to the Haryana area, under cultivation & production in declining position (V. Kumar & Dutt, 2019).

## 3. METHODOLOGY :

The present study, "Spatio-temporal changes in pulses in Haryana (1966-2017)," has been based on secondary data. The data of district and state level area, production, and yield of pulses has been collected by statistical abstracts of Haryana of relevant years published by the economic and statistical organization. And other required data for the study was obtained from C.C.S. Haryana Agriculture university, Hisar, and other secondary sources.

In the study, appropriate statistical methods, viz. percentage, index of concentration and compound growth rate, etc., have been applied to analyse the various aspects related to the objective of the present study. To illustrate the analysed results, appropriate cartographic techniques have been used. The concentration index (location quotient) of the area under pulses for four time periods has been calculated by employing the formula:

$$Location\ Quotient = \frac{Area\ under\ crop\ (i) in\ district}{Total\ cropped\ area\ of\ district} \times \frac{Total\ cropped\ area\ of\ Haryana}{Area\ under\ crop\ (i) in\ Haryana}$$

The compound growth rate of area, production, and productivity (yield) for the state and district wise have been calculated by using the following formula:

$$R = \{Anti - log(log \frac{\frac{x_2}{x_1}}{i}) - 1\} \times 100$$

Where;

R = compound growth rate
X= area, production, yield
X1 = x during the earlier period
X2 = x during the later period
i = the interval between two periods

## 4. RESULTS AND DISCUSSION :

Table 1: Area, production and yield of pulses in Haryana (1966-67 to 2016-17)

| Year | Area ('000 ha.) | Production ('000 tonnes) | Yield (kg per ha.) |
|---|---|---|---|
| 1966-67 | 1150 | 563 | 0.5 |
| 1970-71 | 1158.9 | 832 | 0.7 |
| 1975-76 | 1193.9 | 952 | 0.8 |
| 1980-81 | 794.8 | 502.6 | 0.6 |
| 1985-86 | 846.3 | 686.6 | 0.8 |
| 1990-91 | 742 | 541.7 | 0.7 |
| 1995-96 | 449.8 | 450.7 | 1 |
| 2000-01 | 157 | 99.8 | 0.6 |
| 2005-06 | 195.3 | 111.8 | 0.6 |
| 2010-11 | 175.6 | 153.1 | 0.9 |
| 2015-16 | 63.3 | 35 | 0.5 |
| 2016-17 | 67.5 | 162 | 2.4 |

Source: statistical abstract of Haryana (Different issues).

Table 1 shows the area, production and yield under pulses cultivation in Haryana from 1966067 to 2016-17. Where in 1966-67, 1150 thousand hectare area under pulses cultivation, where as till 2016-17, 67.5 thousand hectare area is under pulses cultivation. Maximum pulses were produced in 1985-86, which was 686 thousand tonnes, till 2016-17, there is a huge decrease in the production of pulses. Crop pattern changing due to increasing population and industrialization in Haryana, as a result of which the amount of a commercial crops are increasing but the cultivation of pulses is continuously decreasing.

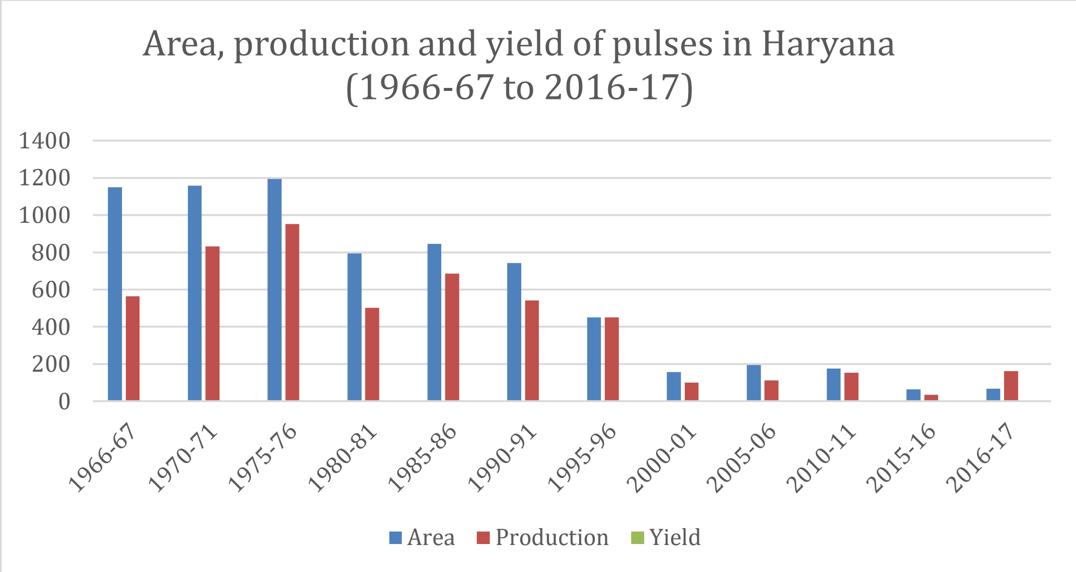


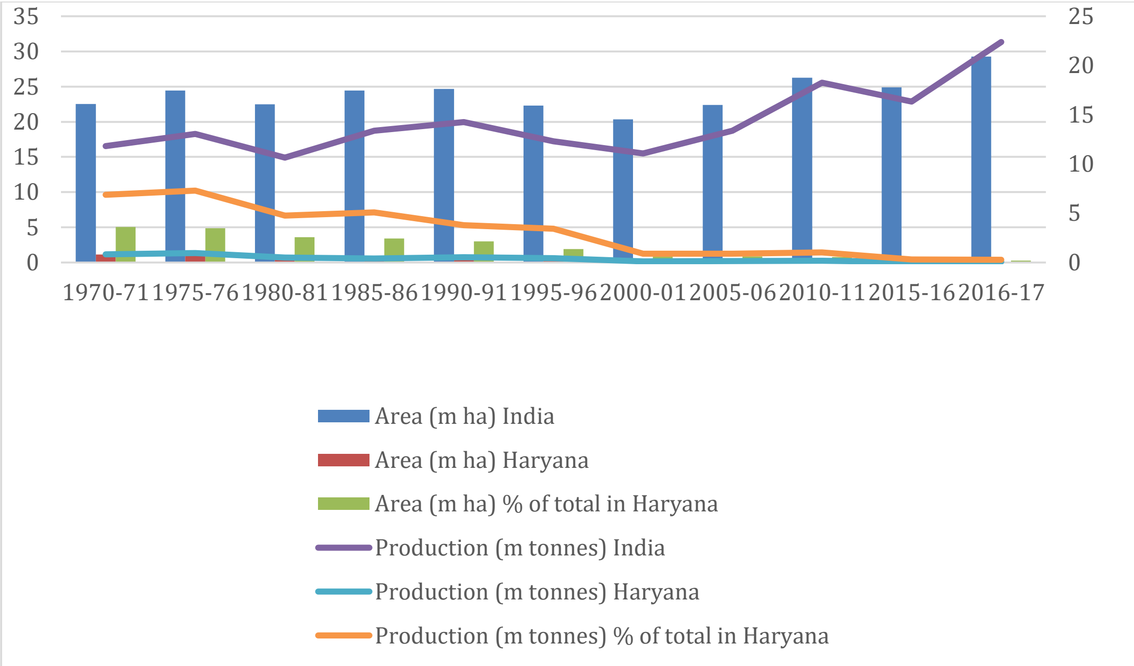

Table 2: Area and production of total pulses in India and Haryana

| Year | Area (m ha) | | | Production (m tonnes) | | |
|---|---|---|---|---|---|---|
| | India | Haryana | % of total in Haryana | India | Haryana | % of total in Haryana |
| 1970-71 | 22.54 | 1.14 | 5.06 | 11.82 | 0.81 | 6.88 |
| 1975-76 | 24.45 | 1.19 | 4.88 | 13.04 | 0.95 | 7.3 |
| 1980-81 | 22.46 | 0.8 | 3.58 | 10.63 | 0.5 | 4.75 |
| 1985-86 | 24.42 | 0.83 | 3.41 | 13.36 | 0.38 | 5.07 |
| 1990-91 | 24.66 | 0.74 | 2.99 | 14.26 | 0.54 | 3.79 |
| 1995-96 | 22.28 | 0.42 | 1.9 | 12.31 | 0.42 | 3.42 |
| 2000-01 | 20.35 | 0.16 | 0.79 | 11.08 | 0.1 | 0.9 |
| 2005-06 | 22.39 | 0.19 | 0.85 | 13.38 | 0.12 | 0.88 |
| 2010-11 | 26.28 | 0.2 | 0.76 | 18.24 | 0.18 | 1.01 |
| 2015-16 | 24.91 | 0.06 | 0.25 | 16.34 | 0.03 | 0.29 |
| 2016-17 | 29.28 | 0.07 | 0.24 | 22.4 | 0.06 | 0.28 |

Source: Annual Report (2016-17), GOI, MOA and FW, Directorate of Pulses Development and Statistical Abstract of Haryana.

**Trend of area and production of pluses**: Table 2 also shows the cropped area under pulses in India was 22.54 million hectare in 1970-71and 26.28 million 2010-11 which is the largest. The table shows the cropped area under pulses is almost the same since 1970-71 to 2016-17 with a small variation (Tiwari et al 2017). It is seen that the cropping area of pulses in Haryana as compared to Indian level is almost decreasing with the highest percentage of 5.18 in 1977-78 and lowest percentage i.e. 0.57 in 2009-10. The highest percentage share of Haryana was 6.88 in 1970-71 and lowest was 0.57 percent in 1992-00. The trend of contribution of pulses by Haryana at national level is declining.
The available data indicates the fact that our country has the largest pulses cultivated land area but on the contrary shows lowest productivity per hectare. The trend in the pulses production since 1970-71 to 2016-17 clearly shows no much change in production.

**Comparison of pulses productivity**: The table 2 shows the productivity of pulses is higher in Haryana than that of India on comparison since 1970-71 to 2015-16. In 1970-71, the yield of Haryana was 713 kg/ hectare as compared to 524 Kg/ha in India, In 2015-16 the yield of pulses in Haryana was 692 kg/hectare and at India level it was 652 kg/hectare.




**5. Conclusion and Suggestion:**

Pulses are the main ingredient of nutritional diet and its production in agricultural industry having a great impact on the country. In recent years the cropping area under pulses increases resulting in high production in India. But in Haryana the cropped area decreased drastically resulting downfall in production of pulses also. Gram is the main pulse crop whose share is maximum in India and Haryana during the past years (Tiwari et al 2017 and Statistical Abstract of Haryana). The growth rate analysis shows that the fluctuation in cropping area and production occurs very often. Haryana being agriculturally advanced State in India, the pulses production is falling over years due to expanded irrigation facilities and profitability of fine cereals, oilseeds, cotton and sugarcane over pulses.

**REFERENCES :**

1. Acciani, C., De Boni, A., Bozzo, F., & Roma, R. (2020). Pulses for Healthy and Sustainable Food Systems: The Effect of Origin on Market Price. *Sustainability 2021, Vol. 13, Page 185*, *13*(1), 185. https://doi.org/10.3390/SU13010185
2. Kumar, K., Bhatia, J., & Kumar, M. (2018). Constraints in the Production and Marketing of Pulses in Haryana. *International Journal of Pure & Applied Bioscience*, *6*(2), 1309–1313. https://doi.org/10.18782/2320-7051.6546
3. Kumar Nimbrayan, P., & Tripathi, R. (2019). Trends and growth rate analysis of pulses in Haryana vis-à-vis India. ~ *1724 ~ Journal of Pharmacognosy and Phytochemistry*, *8*(1), 1724–1729.
4. Kumar, S., & Bourai, V. A. (2012). Economic Analysis of Pulses Production Their Benefits and Constraints"(A Case Study Of Sample Villages Of Assan Valley Of Uttarakhand, India). *Journal of Humanities and Social Science*, *1*(4), 41–53. https://doi.org/10.9790/0837-014
5. Masood, A., & Gupta, S. (2012). Carrying capacity of Indian agriculture: oilseeds. *Current Science*, *102*(6), 867–873.
6. Narayan, P., & Kumar, S. (2013). Changing scenario of pulses in India-an analytical view. *Medicine*.
7. Narayan, Prem, & Kumar, S. (2015). Constraints of growth in area production and productivity

of pulses in India: An analytical approach to major pulses. *Indian Journal of Agricultural Research*, *49*(2), 114–124. https://doi.org/10.5958/0976-058X.2015.00017.7

8. *National Food Security Mission (NFSM)*. (2021).
9. *Pulses*. (2022). https://apeda.gov.in/apedawebsite/SubHead_Products/Pulses.htm
10. S, A., John, J., & Thomas, G. (2019). Role of Pulses in Cropping Systems: A Review. *Agricultural Reviews*, *40*(03). https://doi.org/10.18805/ag.r-1888
11. Shashikant, V. G., & Dubey, L. R. (2013). An economic analysis of red gram cultivation in Karnataka. *Indian Journal of Economics and Development*, *9*(4), 385. https://doi.org/10.5958/J.2322-0430.9.4.024
12. Sihmar, R. (2014). *Growth and Instability in Agricultural Production in Haryana : A District level Analysis*.
13. Singh, A. K., Singh, S., Prakash, V., Kumar, S., & Dwivedi, S. (2015). Pulses production in India: present status, bottleneck and way forward. *Environmental Science*.
14. Singh, J. M., Kaur, A., Chopra, S., Kumar, R., Sidhu, M. S., & Kataria, P. (2020). Dynamics of Production Profile of Pulses in India. *Legume Research*, *45*(5), 565–572. https://doi.org/10.18805/LR-4274
15. Singh, R. B., Bishnoi, D. K., & Godara, A. (2010). Economics of Rain-Fed Gram ( Cicer arietinum L.) in Rajasthan. *Legume Research*.
16. *Statista*. (2022). https://www.statista.com/statistics/1020235/india-pulses-production-volume-in-haryana/
17. Tuteja, U. (2011). *Possibilities and Constraints of increasing Production of Pulses and Impact of National Food Security Mission on Pulses in Haryana*.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/022 --:-- Research Article/Paper

# An experimental review of association between Brand perceptions and Brand loyalty: A study of Rural Gujarat perspectives to Age groups

**Dr.Kirit Chavda**
Assistant Professor, Rai School of Management Studies, Rai University, Ahmedabad, Gujarat, India.
Email - kirit.chavda@raiuniversity.edu

***Abstract:*** *The psychological meaning of the brand include the elements like brand benefits, physical justifications, beliefs about value for money, availability and habituality etc. which lead the consumers towards their emotional and rational choice of buying a product. On the other side it is also true that all this practical and symbolic elements build up the loyalty for the consumption of particular brand. According to the gender, perceptions differs which lead towards the different opinions for the same brands. It is not always true that the consumers' awareness about the brand lead him towards the usage and preference for that particular brand. Shampoo preferred by girls or women differs from the choice of a boy or men which depends on their bio and genetical choices, moreover it also affects on a large scale by income and different age groups. There is always the possibility of preferring of the brand and to be loyal to the specific brand. The present study aims to show the association between Brand awareness, Brand usage and Brand preference with Brand loyalty of shampoo brands of rural consumers of Gujarat.*

***Key words:*** *Brand awareness, usage, Brand preference, Brand loyalty, Association, rural consumers etc…..*

## 1. INTRODUCTION : The Shampoo Market in India

The contribution of rural markets, which are growing faster than urban markets, to Hindustan Unilever's (HUL) turnover, is expected to rise from about 40% now to 50% in the next four to five years. HUL is the leading fast-moving consumer goods (FMCG) company in India with deep rural penetration of its home and personal care brands. HUL's turnover is roughly Rs 18,000 crore. The company has put in place a direct distribution model to enhance its presence in the hinterland. Over the last decade, the maker of Lux soap, Wheel detergent and Sunsilk shampoo has launched special initiatives to push its rural sales through project shakti and shaktimans.

However, HUL is not the only company which is keen on growing its rural pie. Powered with an incremental increase in earnings through schemes such as NREGA (National Rural Employment Guarantee Act), rural consumers are up trading to inspirational products like face wash, deodorants, cream biscuits and noodles. Statistics reveal that while the number of rural consumers earning about a dollar a day would come down from 400 million to 250 million by 2020, the number of consumers earning over $5 a day would have catapulted from 50 million today to 150 million by then. This represents a huge opportunity for marketers to increase their rural presence.

According to the Neilsen's January-February data 2011, HUL's market share (volumes) in shampoo segment declined by 1.3 percentage points to 47.3 per cent while P&G gained by 2.4 percentage points with a market share of 17.7 per cent. Dabur on the other hand gained 0.8 percentage points capturing 6.7 per cent market share in the estimated Rs 3,000 crore Indian shampoo market. The company's brands 'Clinic Plus', 'Dove' and 'Pantene' competes against the likes of P&G's 'Head & Shoulder' and Dabur's 'Vatika', ITC's 'Fiama Di Wills'. The company had recently revised prices upwards of its 'Lux' and 'Liril' soap brands by up to 10 per cent. Inthelast couple of years, the company has revamped its entire portfolio in an effort to attract customers. It has been heavily spending on advertising and promotional activities in the last one year. HUL spent around Rs 2,140.95 crore on advertising and other promotional campaigns.

## 2. LITERATURE REVIEW :

**Anantha Raj and A. Arokiasamy (2012)** have studied the relationships between price, store image, distribution intensity, advertising spending and price promotion and brand loyalty of Malaysian hypermarket. Out of the five specific objectives in this study, four specific objectives have been achieved whereby the results has shown that price, store image, distribution intensity and price promotion are found to exert a significant positive influence towards Malaysian hypermarkets‟ brand loyalty. **Shalini Srivastava (2013**) suggested that variables under factors like reliability and product attributes plays a very important role for this low income and price conscious set of respondents. The consumers largely remain brand loyal. A considerable portion of monthly income is spent on buying grocery (including FMCG products). Promotions and offers have considerable impact on larger household and young adults. At the same time where they are buying generic products, they nourish aspiration value for branded products which remains restricted due to lack of money. **Escalas & Bettman (2003)** stated that the set of associations, consumers have about a brand is an important component of brand equity. The study focused on reference groups as a source of brand associations, which can be linked to one's mental representation of self to meet self-verification or self-enhancements. **C. Saradamma & Mamilla Rajasekhar (2012)** Brand loyalty is a scale, and brands move up, down and even off that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability, all have tremendous impact on the position of the brand in the buyer's preference for bath soap. The brands' potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevance to the buyer. **Sweety Gupta & Manpreet Kaur (2013)** examined an increasing trend among the people of rural areas about the awareness of various brands of the daily consumption goods. Being health conscious rural consumers assume branded products as quality products which are good for their health and for beauty aspect etc. even they are ready to pay high prices for the branded products. They use branded daily consumption for their own reasons. The main reason is they assume the branded products as a status symbol. This change in the attitude of rural people to spend more on the highly priced daily consumption branded products (Example: Dove Soap, Dove Shampoo) shows the tendency of new markets available for suppliers of the various branded products. The need of the hour is only to make aware the rural customers regarding the brand availability of daily consumption goods by educating them about the need to the use of branded products. **Madhulika (1985)** conducted a study on inter-product variation on brand loyalty to find the association between household brand loyalty and the socio-economic variables, using three measures of brand loyalty such as brand loyalty factor score, share of purchases devoted to the favorite brands, and number of brands purchased during the study. It was concluded that the consumer behavior in relation to brand loyalty shows significant reactions across the product categories in the extent of loyalty displayed as in terms of related dimensions like shopping place preferences and assignment of decision-making roles in brand decision. **Sandip Prajapati and Mital Thakor (2012)** have found that the rural consumers are more concerned about the quality, brand name of the oral care products purchased by them. Further it was also found that once the rural consumers found that certain brands are suitable to them, the ratio of brand loyalty is being increased and they do not change it easily due to influence of friends/social group and lack of availability of their usual brands. **Vinod Kumar Bishnoi and Bharti (2008)** have concluded that only rich and well educated consumers utilise the top national brands but even low income consumers were found to be absorbing such brands. Similarly the consumers have been found well exposed to the different media primarily to the television and newspapers. The younger rural consumers have been found more variety seeking in comparison to their old aged counterparts. Once satisfied they become loyal to the brand. The rural consumers can be convinced on the utilitarian value of the product. In nutshell the study can be concluded that though the rural market is full of complexities yet accessible if tapped through well-conceived and properly designed marketing programmes which are a bigger challenge but equally rewarding. **Lalit Sharma(2009)** promoted to Marketing Manager of the Hair Care Division of Hindustan Unilever Limited at the time of this campaign, was asked to lay emphasis on the rural markets for Clinic Plus shampoo. His initial meeting with the executives who worked for Clinic Plus and a review of their work in the rural markets showed that the root of the problem was the easy availability of duplicates. Any result they produced with on-ground activity barely lasted a week. He concluded that the only solution was to build a bond with the consumers which made them loyal to the original brand. **Peter and Olson**

**(1994)** define ‘lifestyle’ as ‘the manner in which people conduct their lives, including activities, interests, and opinions’. Activities are manifest actions (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc.). Interest in some objects, events or topics (family, home, job, community, recreation, fashion, food, media, achievements, etc.) is the degree of excitement that accompanies both special and continuing attention to it.

## 3. RESEARCH METHODOLOGY

**Research Objectives**

1. To know the scenario about consumer perceptions among rural consumers for the Shampoo brands among different age groups.
2. To study the association between brand perception and brand loyalty specifying from different age groups.

**Sampling Size & Area:** The following sampling size have been undertaken for the study. The respondents have been taken from the rural areas of eight major districts of Gujarat. Each district contains 100 respondents for the study.

**Sampling Area & Size**

| Name of the Districts | Sample Size |
|---|---|
| Anand | 100 |
| Kheda | 100 |
| Vadodara | 100 |
| Surat | 100 |
| Bhavnagar | 100 |
| Rajkot | 100 |
| Junagadh | 100 |
| Mehsana | 100 |
| **Total** | **800** |

**Data collection method:** The primary data of the given study will be collected through structured questionnaires. Secondary data have been collected from various project reports, journals, books, websites and other materials.

**Sampling Method:** The sampling method used for the study was non-probability convenience sampling technique. The respondents as rural consumers were selected as sampling units from the rural Gujarat.

**List of Shampoo brands studied**

| Sr. No. | Shampoo |
|---|---|
| 1 | Chick |
| 2 | Pantene |
| 3 | Clinic Plus |
| 4 | Head & Shoulders |
| 5 | Dove |
| 6 | Garnier |
| 7 | Sunsilk |
| 8 | Shikakai |
| 9 | Meera |
| 10 | Clinic All Clear |
| 11 | Loreal |
| 12 | Nile |
| 13 | DaburVatika |
| 14 | Patanjali |

## Data Analysis and Interpretation

**Table: 4.1 Gender wise distribution of respondents**

| Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Male | 541 | 67.6 | 67.6 | 67.6 |
| Female | 259 | 32.4 | 32.4 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Table : 4.2 Age Groups wise distribution of Respondents**

| Age Groups | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 18 to 25 Years | 419 | 52.4 | 52.4 | 52.4 |
| 26 to 30 Years | 141 | 17.6 | 17.6 | 70.0 |
| 31 to 50 Years | 199 | 24.9 | 24.9 | 94.9 |
| More than 50 Years | 41 | 5.1 | 5.1 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Table : 4. 3 Marital Status wise Distribution of Respondents**

| Marital Status | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Married | 378 | 47.3 | 47.3 | 47.3 |
| Unmarried | 422 | 52.8 | 52.8 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Table : 4.4 Occupation wise Distribution of Respondents**

| Occupation of the respondents | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Business | 101 | 12.6 | 12.6 | 12.6 |
| Government Service | 89 | 11.1 | 11.1 | 23.8 |
| Private Service | 120 | 15.0 | 15.0 | 38.8 |
| Professionals | 57 | 7.1 | 7.1 | 45.9 |
| Retired | 2 | .3 | .3 | 46.1 |
| Housewife | 76 | 9.5 | 9.5 | 55.6 |
| Students | 306 | 38.3 | 38.3 | 93.9 |
| Farmer | 49 | 6.1 | 6.1 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Table : 4. 5 Family Annual Income wise Distribution of Respondents**

| Income | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Less than 1,00,000 rupees | 238 | 29.8 | 29.8 | 29.8 |
| Rs. 1,00,001 to 3,00,000 | 233 | 29.1 | 29.1 | 58.9 |
| Rs. 3,00,001 to 5,00,000 | 187 | 23.4 | 23.4 | 82.3 |
| Rs. 5,00,001 to 10,00,000 | 103 | 12.9 | 12.9 | 95.1 |
| More than Rs. 10,00,000 | 39 | 4.9 | 4.9 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Table: 4. 6 Education Qualification wise Distribution of Respondents**

| Education Qualification | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Post-graduation | 183 | 22.9 | 22.9 | 22.9 |
| Graduation | 239 | 29.9 | 29.9 | 52.8 |
| Professional | 70 | 8.8 | 8.8 | 61.5 |
| Diploma/ITI | 73 | 9.1 | 9.1 | 70.6 |
| H.S.C./S.S.C | 235 | 29.4 | 29.4 | 100.0 |
| **Total** | **800** | **100.0** | **100.0** | |

**Hypothesis Testing**

$H_0$: There is no association between awareness of shampoo brands and Age group.
$H_1$: There is association between awareness of shampoo brands and Age group.

**Table: 4.7 Cross Tabulation of awareness of shampoo brands and Age group**

| Sr. No. | Brands of Shampoo | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Chick | 344 | 129 | 175 | 37 | **685** |
| 2 | Pantene | 349 | 127 | 167 | 33 | **676** |
| 3 | Clinic Plus | 339 | 122 | 173 | 33 | **667** |
| 4 | Head and Shoulder | 350 | 128 | 172 | 29 | **679** |
| 5 | Dove | 347 | 121 | 161 | 31 | **660** |
| 6 | Garnier | 288 | 109 | 140 | 26 | **563** |
| 7 | Sunsilk | 284 | 108 | 150 | 33 | **575** |
| 8 | Shikkai | 218 | 83 | 126 | 26 | **453** |
| 9 | Meera | 175 | 71 | 105 | 22 | **373** |
| 10 | Clinic all Clear | 234 | 75 | 137 | 23 | **469** |
| 11 | Loreal | 225 | 83 | 119 | 21 | **448** |
| 12 | Nile | 197 | 65 | 100 | 18 | **380** |
| 13 | Dabur Vatika | 210 | 69 | 109 | 22 | **410** |
| 14 | Patanjali | 13 | 6 | 8 | 2 | **29** |
| | **Total** | **3573** | **1296** | **1842** | **356** | **7067** |
| | **Calculated Chi-square Value** | **14** | **Not rejected** | | | |
| | **Degree of Freedom** | **39** | | | | |
| | **P Value at 5 Per cent** | **54.572** | | | | |

It can be observed from the above table cross tabulation of awareness of shampoo brand and age groups. Here, calculated value of Chi-square test is 14 whereas tabulated value of chi-square at 5 per cent significance level with degree of freedom 39 is 54.372. So, it can be said that it is insignificant. In other words, the discrepancy between the observed and expected frequency cannot be attributed to chance and cannot be rejected null hypothesis. So, it can be concluded that there is no association between brand awareness of shampoo and Age groups.

$H_0$: There is no association between usage of shampoo brands and Age groups.
$H_1$: There is association between usage of shampoo brands and Age groups.

**Table: 4.8 Cross Tabulation of usage of shampoo brands and Age group.**

| Sr. No | Brands of Shampoo | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| **1** | Chick | 52 | 22 | 25 | 4 | **103** |

| | | | | | | |
|---|---|---|---|---|---|---|
| **2** | Pantene | 62 | 24 | 47 | 6 | **139** |
| **3** | Clinic Plus | 101 | 36 | 49 | 18 | **204** |
| **4** | Head and Shoulder | 98 | 27 | 50 | 11 | **186** |
| **5** | Dove | 154 | 26 | 37 | 14 | **231** |
| **6** | Garnier | 32 | 15 | 15 | 5 | **67** |
| **7** | Sunsilk | 33 | 13 | 13 | 2 | **61** |
| **8** | Shikkai | 20 | 3 | 2 | 3 | **28** |
| **9** | Meera | 12 | 2 | 3 | 1 | **18** |
| **10** | Clinic all Clear | 19 | 3 | 8 | 6 | **36** |
| **11** | Loreal | 33 | 12 | 5 | 4 | **54** |
| **12** | Nile | 16 | 3 | 10 | 3 | **32** |
| **13** | Dabur Vatika | 20 | 2 | 6 | 3 | **31** |
| **14** | Patanjali | 1 | 1 | 0 | 0 | **2** |
| | **Total** | **653** | **189** | **270** | **80** | **1192** |
| | **Calculated Chi-square Value** | **65.21739** | **Rejected** | | | |
| | **Degree of Freedom** | **39** | | | | |
| | **P Value at 5 Per cent** | **54.572** | | | | |

It can be observed from the above table cross tabulation of usage of shampoo brand and age groups. Here, calculated value of Chi-square test is 65.21739 whereas tabulated value of chi-square at 5 per cent significance level with degree of freedom 39 is 54.372. So, it can be said that it is highly significant. In other words, the discrepancy between the observed and expected frequency cannot be attributed to chance and rejected null hypothesis. So, it can be concluded that there is association between brand usage of shampoo and Age groups.

$H_0$: There is no association between brand preference of shampoo and age groups.
$H_1$: There is association between brand preference of shampoo and age groups.

**Table: 4.9 Cross Tabulation of Brand preference of shampoo with Age groups**

| Sr. No. | Brands of shampoo | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Chick | 44 | 16 | 22 | 6 | **88** |
| 2 | Pantene | 41 | 15 | 32 | 3 | **91** |
| 3 | Clinic plus | 73 | 28 | 37 | 15 | **153** |
| 4 | Head & Shoulder | 67 | 22 | 41 | 2 | **132** |
| 5 | Dove | 120 | 25 | 25 | 10 | **180** |
| 6 | Garnier | 15 | 13 | 13 | 2 | **43** |
| 7 | Sunsilk | 19 | 7 | 14 | 0 | **40** |
| 8 | Shikakai | 4 | 3 | 0 | 2 | **9** |
| 9 | Clinic All Clear | 5 | 4 | 3 | 0 | **12** |
| 10 | Loreal | 22 | 6 | 2 | 1 | **31** |
| 11 | Nile | 9 | 1 | 6 | 0 | **16** |
| 12 | Dabur Vatika | 0 | 1 | 4 | 0 | **5** |
| | Total | **419** | **141** | **199** | **41** | **800** |
| | **Chi-Square Tests** | | | | | |
| | | **Value** | **df** | **Asymp. Sig. (2-sided)** | **Not rejected** | |
| | Pearson Chi-Square | 76.768[a] | 33 | .000 | | |
| | Likelihood Ratio | 82.110 | 33 | .000 | | |

| | | | | | |
|---|---|---|---|---|---|
| | Linear-by-Linear Association | 2.827 | 1 | .093 | |
| | N of Valid Cases | 800 | | | |

It can be observed from the above table of preference of shampoo brands and age groups. Here, Chi-Square test is applied for checking the association between shampoo brands and age groups Pearson value is 76.768 with degree of freedom 33. As the p value is less than 0.05, therefore null hypothesis can be rejected. It can be said that there is association between brand preference of shampoo and age groups.

$H_0$: There is no association between features of shampoo brands age groups.

$H_1$: There is association between features of shampoo brands and age groups.

**Table: 4.10 Cross Tabulation of features of shampoo brands with Age groups**

| Sr. No | Features of shampoo brands | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Price | 252 | 91 | 118 | 17 | **478** |
| 2 | Fragrance | 194 | 55 | 69 | 20 | **338** |
| 3 | Package | 109 | 35 | 53 | 10 | **207** |
| 4 | Satisfaction | 230 | 94 | 129 | 28 | **481** |
| 5 | Color | 91 | 24 | 43 | 6 | **164** |
| 6 | Ingredients | 162 | 45 | 57 | 15 | **279** |
| 7 | Past Experience | 182 | 62 | 73 | 11 | **328** |
| 8 | Promotional Activities | 48 | 19 | 37 | 5 | **109** |
| 9 | Health | 1 | 3 | 4 | 0 | **8** |
| | **Total** | **1269** | **428** | **583** | **112** | **2392** |
| | **Calculated Chi-square Value** | **33.16342** | **Not rejected** | | | |
| | **Degree of Freedom** | **24** | | | | |
| | **P Value at 5 Per cent** | **36.415** | | | | |

It can be observed from the above table cross tabulation of features of shampoo brands and age groups. Here, calculated value of Chi-square test is 33.16342 whereas tabulated value of chi-square at 5 per cent significance level with degree of freedom 24 is 36.415. So, it can be said that it is insignificant. In other words, the discrepancy between the observed and expected frequency cannot be attributed to chance and cannot be rejected null hypothesis. So, it can be concluded that there is no association between features of shampoo brands and Age groups.

$H_0$: There is no association between Brand loyalty of shampoo brands and Age group.

$H_1$: There is association between Brand loyalty of shampoo brands and Age group.

**Table: 4.11 Cross Tabulation of Brand loyalty of shampoo brands with Age groups**

| Sr. No. | Usage period | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Since last 6 months | 50 | 12 | 26 | 6 | **94** |
| 2 | 6 month to 1 year | 77 | 33 | 41 | 9 | **160** |
| 3 | 1 to 2 years | 119 | 34 | 47 | 7 | **207** |
| 4 | 2 to 5 years | 107 | 26 | 42 | 6 | **181** |
| 5 | More than 5 years | 66 | 36 | 43 | 13 | **158** |
| | **Total** | **419** | **141** | **199** | **41** | **800** |
| **Chi-Square Tests** | | | | | | |

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

| | | Value | df | Asymp. Sig. (2-sided) | |
|---|---|---|---|---|---|
| | Pearson Chi-Square | 19.275[a] | 12 | .082 | Not Rejected |
| | Likelihood Ratio | 19.260 | 12 | .082 | |
| | Linear-by-Linear Association | .342 | 1 | .559 | |

It can be observed from the above table of loyalty of shampoo brands and age groups. Here, Chi-Square test is applied for checking the association between loyalty of shampoo brands and age groups Pearson value is 19.275 with degree of freedom 12. As the p value is more than 0.05, therefore null hypothesis cannot be rejected. It can be said that there is no association between Brand loyalty of shampoo brands and Age group.

$H_0$: There is no association between Reasons to purchase branded shampoo brands and Age group.

$H_1$: There is association between Reasons to purchase branded shampoo brands and Age group.

**Table: 4.12 Cross Tabulation of Reasons to purchase branded shampoo brands with Age Groups**

| Sr. No. | Reasons to purchase branded shampoo | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Cost/Value for Money | 224 | 90 | 109 | 23 | **446** |
| 2 | High Quality | 275 | 90 | 118 | 28 | **511** |
| 3 | More Satisfication | 230 | 80 | 111 | 24 | **445** |
| 4 | Promotional Schemes | 65 | 27 | 30 | 6 | **128** |
| 5 | Easily Available | 166 | 66 | 77 | 10 | **319** |
| 6 | Trustworthiness | 138 | 43 | 57 | 10 | **248** |
| 7 | Highly Standards | 92 | 38 | 36 | 7 | **173** |
| 8 | Others Recommendation | 45 | 17 | 24 | 3 | **89** |
| | **Total** | **1235** | **451** | **562** | **111** | **2359** |
| | **Calculated Chi-square Value** | **9.521971** | **Not rejected** | | | |
| | **Degree of Freedom (r-1)* (C-1)** | **21** | | | | |
| | **P Value at 5 Per cent** | **32.671** | | | | |

It can be observed from the above table cross tabulation of preference for buying of shampoo brands and age. Here, calculated value of Chi-square test is 9.521971 whereas tabulated value of chi-square at 5 per cent significance level with degree of freedom 21 is 32.671. So, it can be said that it is insignificant. In other words, the discrepancy between the observed and expected frequency cannot be attributed to chance and cannot be rejected null hypothesis. So, it can be concluded that there is no association between preference for buying of shampoo brands and Age groups.

$H_0$: There is no association between reasons to stick to prefer brand of shampoo and Age group.

$H_1$: There is association between reasons to stick to prefer brand of shampoo and Age group.

**Table: 4.13 Cross Tabulation of reasons to stick to prefer brands of shampoo with Age Groups**

| Sr. No. | Reasons to stick to prefer brand of shampoo | Age Groups | | | | Total |
|---|---|---|---|---|---|---|
| | | 18 to 25 Years | 26 to 30 Years | 31 to 50 Years | More than 50 Years | |
| 1 | Habitualness | 221 | 66 | 107 | 20 | **414** |
| 2 | Value | 159 | 63 | 81 | 21 | **324** |
| 3 | Health aspect | 182 | 72 | 82 | 21 | **357** |
| 4 | Don’t like of other brands | 140 | 54 | 69 | 12 | **275** |
| 5 | Don’t like to try other brands | 94 | 30 | 44 | 11 | **179** |

| | | | | | | |
|---|---|---|---|---|---|---|
| 6 | Don't want to change present brand | 104 | 37 | 46 | 11 | **198** |
| 7 | Doctors' advice | 80 | 28 | 47 | 10 | **165** |
| 8 | Thinking all brands are same | 31 | 22 | 29 | 6 | **88** |
| | **Total** | **1011** | **372** | **505** | **112** | **2000** |
| | **Calculated Chi-square Value** | **16.1478** | **Not rejected** | | | |
| | **Degree of Freedom** | **21** | | | | |
| | **P Value at 5 Per cent** | **32.671** | | | | |

It can be observed from the above table cross tabulation of reasons to stick to prefer brands of shampoo and age. Here, calculated value of Chi-square test is 16.1478 whereas tabulated value of chi-square at 5 per cent significance level with degree of freedom 21 is 32.671. So, it can be said that it is insignificant. In other words, the discrepancy between the observed and expected frequency cannot be attributed to chance and cannot be rejected null hypothesis. So, it can be concluded that there is no association between reasons to stick to prefer brands of shampoo and age groups.

## 4. Conclusion and implications of the study

The study concluded lacking of any choices influences with the loyalty of shampoo brands. According to the specific age group, their behavioural and psychological tendency their choice, brand selection, Brand preference and usage of the brands of shampoo always makes a remarkable difference which also proves to frame a significant strategy like product line, product depth and Market segmentation for the company. Further there was no association found between brand loyalty and reasons to stick to the prefer brand as the nature of the rural consumers are very price sensitive for any kind of age group.it can be inferred from the study that the rural consumers family structure, decisions regarding spending on the shampoo brands, choices, preferences, selections etc. determines through the selected family elder persons which may be not include any of the others opinions containing of joint family. Usually rural consumers are found very price sensitive the study suggested to provide branded shampoo in a small sachets according to their purchasing power capacity. Rural consumers have not been found to buy the branded shampoo considering the price which is a major factor for the consumers. So considering this element the industrialist can be tapped the rural market by providing the brands at least prices in the suitable quantity. Switching off the brand after average of two years which also have been found from the study, so the corporates can be planned accordingly to introduce new products of shampoo brands in the rural areas at this time and capture the market by price skimming strategy or any other.

## 5. Scope for the further study:

The study is limited to the fix period of five years. The data contained may not be useful after the stated time. The study also refers to the selected sample size and selected sampling areas.so there is always a chance of differing of the data of one region to the another region of the same state. Level of literacy, health consciousness, awareness regarding the specific features of the particular brands of shampoo culture, sub – culture of the areas, spending tendency etc. has not been taken into consideration in the present study.

## REFERENCES :

1. Anantha, Raj. & A. Arokiasamy. (2012). The Effect of Marketing Mix and Customer Perception on Brand Loyalty. *IOSR, Journal of Business and Management (IOSRJBM),* 4(2), September – October, 01-11,www.iosrjournals.org
2. Bishnoi Vinod Kumar & Bharti. (2008). Awareness and consumption pattern of Rural customers towards Home and personal care products Marketing to Rural consumers-understanding and tapping the rural market potential 3, 4, 5 April 2008, 93 – 106.
3. C. Saradamma. & Mamilla, Rajasekhar. (2012). Impact Of Cultural Factors On Brand Loyalty Of Rural Buyers Towards Bath Soap - A Case Study Of Chittoor District In Andhra Pradesh.*GRA - Global Research Analysis X* ,1(5), October.

4. Escalas, Jennifer Edson & James, R. Bettman. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, 13(3), 339-348.
5. Madhulika, Sharma. (1985). Inter-Product Variation in Brand Loyalty—A Study in the Indian Context. *Indian Journal of Marketing*, 15 (February).
6. Lalit, Sharma. Edited by R.V. Rajan, & Falguni,Vasavada-Oza. (2009). Cases in Rural Marketing. MICA Publications, the publishing division of Mudra Institute of Communications, Ahmedabad (MICA) 35 -38.
7. Prajapati Sandeep & Thakor Mital(2012) Competitive And Innovative Promotional Tools Used By Toothpaste Companies For Rural Market & Its Impact On Consumer Buying Behaviour In Gujarat, International Refereed Research Journal , www.researchersworld.com, Vol.– III, Issue–3(2),July. 2012 pp.82-86
8. Peter, J.P. and J.C. Olson. (1994). Understanding Consumer Behavior.*Burr Ridge, IL:Irwin. www.coursehero.com/register/?reg_only=1&get_doc=13071696*
9. Shalini, Srivastava. (2013). Factors Affecting Buying Behavior of Consumers in Unauthorized Colonies for FMCG Products. *Global Journal of Management and Business Studies*, 3(7), 785-792. http://www.ripublication.com/gjmbs.htm.
10. Sweety, Gupta. and Manpreet, Kaur. (2013). Brand Awareness among Consumers on Daily Consuming Goods. *Opinion: International Journal of Management*, 3(1), June, 1 -12. www.cpmr.org.in

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/023 --:-- Research Article/Paper

# A new era of recruitment-virtual recruitment

**Dr. Ruchi Gupta[1] , Dr. Purva Gupta[2]**
[1]Assistant Professor, Department of Commerce and Management
Apex University, Jaipur
E-mail:ruchigupta1949@gmail.com
[2]Assistant Professor, Raval College of Management Studies
A/62 Mira Road, Thane, Maharashtra 401107
E-mail -gupta.purva@yahoo.com

***Abstract :*** *When a pandemic like COVID-19 hits the world all the sectors are affected but due to this pandemic and economic recession, the number of available job is limited. The internet plays an important role in recruitment process. To attract and recruit good employees is one of the great challenges for human resource department. This study resulted that survey helped in determining that e-recruitment is an effective method of hiring the potential employees possessing the necessary skill required for the job profile.*

*This research paper was also give advantage in determining the challenges, advantages and difficulties in the e-recruitment process and covid-19 effect on virtual recruitment. To place right candidate at right job becomes very difficult to fulfill .To fulfill the job vacancies, it is important for recruiters to establish a mechanism of virtual recruitment that can replace the traditional method of recruitments Online recruitment is effective in terms of time saving and saving the cost of recruitment. In this scenario this study is an attempt to explore the awareness, adoption and frequency of usage of online recruitment portals by customer. Over the years online recruitment has become very popular and changed the way of hiring employees. The COVID-19 pandemic is responsible for creating more confusion in an already confusion world. Most of the online recruiters provide free services to job searchers to post their CVs online. This study explores the trend of virtual recruitment and evaluates the employers prospective on the advantages and challenges of using it.*

*The main success factors of online recruitment are the value added services provided.in a continuous evolving economy it is hard to think outside the traditional way and utilize new methods and technology. The main objective of this study is to analyze the overall trends in e-recruitment and practice and to list the opportunities and challenges faced by job searches and employees by the job sites cost effectiveness, speed, providing customized solution helping to establish relationship with human resource management.*

***Keywords:*** *virtual recruitment, job searchers, internet, online portals.*

## 1. INTRODUCTION :

COVID-19 pandemic changed the way most companies operate, many more are now actively recruiting, hiring and onboarding without meeting candidates. As a global competition companies becoming more skill intensive, every organization must make efficient use of its available resources, the recruitment of talent workers becomes essential, and attracting the right applicants at the right time is getting tougher. Virtual recruitment is a core function of human resource management.

Now virtual recruiting tool allow recruiters to manage their entire recruiting cycle online. Virtual recruitment uses the power of the internet to match people to jobs. While it may generate hundred more applications than traditional print, advertising simply attracting more candidates. Modern technology, people use the internet for a variety of purposes, including online banking, online ticket booking, online shopping and many more, so it is cost effective and time saving. Job seekers and employers who use work portals as their primary source of headhunting benefit greatly from online

recruiting because they can easily search job applicants and job applicants can easily find jobs as well as recruiters on these career pages. As a result the two way of the recruiting equalizer are work portals and career pages.
Few examples of online recruitment portals are- naukri.com, monsterindia.com, jobsahead.com, facultyplus.com, freejobalert.com, etc.

**1.1 Objectives**

- To study the effectiveness of virtual recruitment in the current COVID-19 pandemic situation.
- To examine the use of virtual recruitment among the fresh and experienced candidates of job searchers.
- To evaluate that what are the advantages of virtual recruitment.
- To study the awareness of online recruitment portals.

**1.2 BENEFITS OF VIRTUAL RECRUITMENT**

1. Breaks geographical barriers as the candidates can be hired from any part of the world.
2. The information provided by candidates is obtained in a standard, uniform format, which facilitates easy comparison.
3. Virtual recruiting events are more cost effective.
4. Right men at right job can be easily found through virtual recruitment by matching the candidates resume with the job profile.
5. Reduces paper work.

**2. REVIEW OF LITERATURE**

- The study conducted by Kamalsaran (2019) that research has been carried on the efficiency of the recruitment of portals and networking sites. The recruitment process is extremely much crucial to every organization because its oldsters that will contribute and make difference within the work place. In other words workers who work in a recruiting team face problems.in many organization they conduct a telephonic interview to filter the applicants. But this method should not be encouraged .They should switch directly for a face to face interview.
- The study conducted by Dr. Sayel Sabha (2018), “Impact of Online Recruitment”, tested that the recruitment has play an important role within the highly competitive market. E-Recruitment is that the most recent trends within the recruitment process and it has adopted many companies and organization from small to large sized companies. Most of the organization use virtual recruitment to post jobs and accept CVs on the online and correspond with the job searchers by mail.
- The study conducted by Nafia Sultana, Nahida Sultana, “Analyzing the Effectiveness of Online Recruitment”(2018)tested that many MNCs are now launching in India and these companies rely more on the internet with the help of the HRM team. These companies prefer virtual recruitment which reaches many candidates at a time. The web based sources, use of knowledge of technology for sourcing, screening, cross examination, filtering helps the organization to select the best applicants at right place.
- The study conducted by Piana Monsur Mindia,Md Kazimul Hoque “Effects of E-Recruitment and internet on recruitment process”(2018)concluded that recruitment process is very crucial to every company. It was also identified that collection of data process has also some loopholes. This study also helps the recruitment managers to identify the relevant factors which may be taken into consideration within the policy of overall recruitment.
- The study conducted by Prakash Yadao Khilare,Smita Kashinath Shirsale, ”A study of Conceptual Framework of e-recruitment in current business scenario”(2017)concludes that to debate the nature, concept, problem, methods, advantage, conditions and trends of virtual recruitment.
- The study conducted by Anand J and Chitra Devi, “Literature review on E-Recruitment and its perceived benefits” (2016) this research paper concludes that benefits of e recruitment to the

human resource managers. Consider the technological problems related to virtual recruitment is recommended.

- The study conducted by Rozy Rani,"E-Recruitment and its impact upon on job seekers"(2016)that this study tested that developers of online job websites have provide additional facilities on the websites to help users for job searchers. The research paper provide job searchers to search out employment by using the web as employment search tool. The main findings of this research paper are that some job portals offer resume building facilities and the job searchers are getting advantage with the web era.

**3. Importance of E-Recruitment**

The purpose of e-recruitment is to make recruiting processes more efficient and less expensive. By using e-recruitment human resource managers can reach a larger pool of potential employees and speed up the hiring process.

- Green Solution
  The traditional methods of recruitment require too much paper work and time, now with the e-recruitment you forget about paperwork and the action of entering data manually. As a result it saves time, but by retrieving files from LinkedIn, the process of application will speed up.

- Broader scope for candidates-
  By using software recruiters will reached a wider amount of candidates locally and abroad.

- Dynamic content-
  Generate dynamic content could build up your employer branding in a successful way to attract top talented and to boost corporate culture.
- Flexible and easy- it is easy to use and provides a platform where all the HR managers could follow the hiring process.
- Minimized hiring cost-
  The hiring process usually takes too much time and its cost could be minimized by implementing software which allows you to post free job openings on multiple social websites.
- Online recruitment helps the organization to weed out the unqualified candidates in an automatically way.
- No intermediates are there in e-recruitment.
- Facilities-
- It gives 24*7 access to an online collection of resumes.
- The recruitment of right type of people with the required skill and also it improved efficiency of e-recruitment process.

**4. CONCLUSION :**

Some job websites offer resume building facilities also so that job searchers can get benefit of this. The expenses and trustworthiness of the e-recruitment was a satisfactory level. It's considered to be effective because it saves time, effort and it can confirm that suitable person is recruited for a selected position. This research helps in determining that e-recruitment is a successful and effective method to carryout recruitment on competent employees during the pandemic situation.in the present scenario of increasing penetration of internet usage, preference of smart phones by different cross sections of the society and development in IT. The aim of this study was limited to elements of e-recruitment and recent trends of e- recruitment and benefits OF e-recruitment. Some online recruitment portals are naukri.com, timesjob.com, jobsahead.com etc.

**REFERENCES :**

1. Dr. Sayel Sabha, “Impact of Online Recruitment on recruitment”, International Journal of Education and Research, 2018, Volume 6(4), ISSN: 2411-5681
2. Jaisree Vijaychandran Nair, Abhishek Anil Nair, Dr. Aparna Dixit,”International Journal of scientific Research in Engineering and management(IJSREM),2020 ,Volume 04,ISSN:2582-3930
3. Priya Unadkar, “Need of E-Recruitment strategies in emerging scenario”, Conference Paper, April, 2012
4. Feldman, D. C. & Klass, B. S. 2002. Internet Job Hunting: A Field Study of Applicant Experiences with Online Recruiting. Human Resource Management, 41(2): 175-192
2. A Study Paper on E Recruitment, “International Journal of research in Science and engineering “, Volume 1 ISSN: 2394-8299
3. Rozy Rani,”E-recruitment and its impact upon on Job Seekers: A contemporary approach, IJARIIE- ISSN (O) 2395-4396, Volume 2, 2016
4. 7Anand, J. & Chitra, D.S. (2016). The impact of e- recruitment and challenges faced by HR Professionals. International Journal of Applied Research, 2(3), 410-413.
5. Bhupendra, S.H. & Swati, G. (2015). Opportunities and challenges of e- recruitment. Journal of Management Engineering and Information Technology, 2(2), 1-4
6. Omolawal, S.A. (2015). E- recruitment: practices, benefits and challenges. Journal of the Institute of Personnel Management of Nigeria, 7(2), 76-86.
7. E-Recruitment: Practices, Opportunities and Challenges European Journal of Business and Management ISSN 2222-1905, 2017
8. Khan, N. R., Awang, M., & Ghouri, A. M. (2013).Impact of e-recruitment and job-seekers perception on intention to pursue the jobs.
9. David Yoon Kin Tong (2009). Study on the E-Recruitment technology adoption in Malaysia.
10. Cappelli, P. (2001). Making the most of on-line recruiting. Harvard Business Review, 79.
11. Collins, C. J. and Han, J. (2004). 'Exploring Applicant Pool Quantity and Quality: The Effects of Early Recruitment Practice Strategies, Corporate Advertising, and Firm Reputation'. Personnel Psychology, 57/3: 658-717.

- www.123oye.com
- www.bestindiansites.com
- http://www.bizresearchpapers.com/Paper -25new.pdf.
- www.ncl.ac.uk

DOIs:10.2015/IJIRMF/ICGRTHE-2022/024 --:-- Research Article/Paper

# An examination of the banking sector's corporate governance practices

**Dr. Ruchi Gupta**
Assistant Professor ( ruchigupta86@rediffmail.com )

**Sandeep Jain**,
Research Scholar (apexcomputeracademyjaipur@gmail.com)
Apex School of Commerce & management, Apex University, Jaipur-303002 Rajasthan (India)

***Abstract:*** *The country's banking sector is crucial to its economic health. The stability of the banking system, which is now a crucial component of our economic system, is intimately correlated with the health of the economy. Without the provision of proper financial services, modern trade and business would be all but impossible. The Indian banking sector, which supports the whole economy of the nation, has always been crucial in preventing global economic collapse. The success and ongoing existence of banks depend on maintaining a focus on the basics, acting with the greatest professionalism, adhering to the rules for lending and investing, following solid banking principles, and guaranteeing the highest possible capital efficiency. The business sector in India nowadays cannot disregard the significance of Corporate Governance due to the liberalized economic climate and the nation's inclusion into the global market. Today, corporate governance is a problem and a crucial element that may be exploited as a weapon to increase shareholder value. The three goals of corporate governance are visibility, values, and mission. The RBI's development function, which formerly consisted mostly of supporting and subsidizing institutions or directing credit to government-approved schemes, has given way to the role of developer of a more robust financial system, notably banking structure and system. A rising segment of the public views a corporation as more than simply a business entity, but also as a responsible corporate citizen. To accomplish this, corporate governance in commercial organizations must be based on a genuine regard for corporate ethics and values. It is vital to focus on effective company governance during times of financial crisis. The Corporate Governance concept of banks must be based on the pursuit of sound business ethics and professionalism, aligning the interests of all stakeholders and society as a whole. It is vital to boost public confidence in banks.*

***Key Words:*** *Dematerialization of Securities, State-Wise Shareholder Distribution, Indian Banking Sector*

## 1. INTRODUCTION :

When considering the Indian economy as a whole, the banking sector is crucial. Due to the Reserve Bank of India's traditional policies, the exposure of Indian banks to the financial crisis of 2008 was significantly constrained. Domestic credit as a proportion of GDP has increased significantly during the previous ten years (RBI). As a consequence of authorities loosening their control over financial organizations, a high-risk asset power-play occurred in the catastrophe. When one considers the country's persistently high inflation rates, the importance of this sector becomes even more apparent. Controlling these rates would need a significant expansion of lending, particularly for the public sector banks. Various examinations have proactively inspected how the 2008 monetary emergency, the Euro zone emergency, the execution of Basel III, the Association Spending Plan, and other public and worldwide government drives have impacted and will keep on influencing the banking business. Subsequently, it is urgent to grasp the pieces of a commonplace bank and how everyone impacts the bank's presentation and by how much.

## 2. OBJECTIVES OF THE STUDY

1. To highlight corporate governance practices in India's banking industry.
2. To research Indian banks' stock holdings.
3. Research corporate governance as it relates to the banking industry.

## 3. REVIEW OF LITERATURE

In their article, **Bhinde et al. (2002)** provided a critical review of ongoing banking sector changes. They discovered that the conventional face of banking had changed from being more of an intermediary to being a source of prompt, affordable, and efficient services.

In his study, **Bansal (2005)** sought to determine how liberalization affected the productivity and profitability of India's public sector banks. In the post liberalization era, from 1991 to 2002, the researcher assessed the profitability and productivity of 27 PSBs. Employee productivity, branch productivity, and overall productivity have all been used to gauge the productivity of all PSBs.

**Rajesh K Pillania (2015) "Corporate Governance in India: A Study of the Top 100 Companies in the Country"** The file investigates corporate governance in India's top 100 agencies. According to the findings, companies in all sectors, no matter region, exercising a few sorts of company governance, at least as said in their annual reports, as a result of criminal responsibilities.

**J. D. Turner and T. G. Arun (2018)** The corporate governance of the banking sector in emerging countries is canvassed in this paper. Given the pivotal role that banks play in the monetary frameworks of emerging nations and the broad monetary changes that these countries have carried out, this is an exceptionally huge issue. Based on a hypothetical investigation of bank corporate administration, we prompt that banking changes possibly be completely executed assuming a dependable administrative system is set up.

## 4. SCOPE OF THE STUDY:

For the purpose of analysis and meeting the objectives of the research, the paper aims to analyse corporate in India and look at how financial are doing in terms of corporate governance in India. The paper focuses on the role of governance in banks' financial success.

## 5. DATA COLLECTION AND METHODOLOGY:

The research relies on secondary data. Secondary data were gathered from the web and print media. The primary data source for the data collecting is the internet. Secondary data was also gathered from books, periodicals, journals, papers, previous studies, the RBI, and numerous websites.

**Statistical tool used:**

Descriptive statistical analysis is used to calculate the compound annual growth rate, mean, standard deviation, and coefficient of variation.

## CORPORATE GOVERNANCE:

State corporation legislation expanded corporate boards' authority to make decisions without the majority approval of shareholders in the 19th century in order to increase the effectiveness of corporate governance in return for statutory benefits like appraisal rights. In the UK's trade and business sector, there was a rising awareness and significant concern that there were problems with the corporate management structure in the late 1980s.

In order to boost earnings and speed their expansion, many businesses took advantage of accounting rules flaws to inflate profits and understate liabilities. As a result, accounting controls were lax and the phenomena of company growth became more pronounced.

Due to the surge of CEO terminations by boards, corporate governance concerns got a lot of press attention in the first half of the 1990s. Company's decision-making process for doing business in accordance with ethical standards. Additionally, it offers the framework for setting organizational goals as well as the tools for achieving and evaluating their success. "Corporate Governance is a collection of systems that, in a controlled and Leger style, assures business actions," Accountability of managers, dialogue between investors and management, and company openness and disclosure.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

## BOARD CHARACTERISTICS BY BANK TYPE

**Table 1: BOARD CHARACTERISTICS BY BANK TYPE**

The table below shows the calculated Mean and Standard Deviation for Indian public and private banks.

| BOARD CHARACTERISTICS BY BANK TYPE | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **PUBLIC SECTOR BANKS** | | | | | **PRIVATE SECTOR BANKS** | | | | |
| Board Characteristics | **MEAN** | **SD** | **CV** | **MAX** | **MIN** | **MEAN** | **SD** | **CV** | **MAX** | **MIN** |
| BOARD SIZE | 11.78 | 10.89 | 92.44 | 16.00 | 9.00 | 10.50 | 7.16 | 68.19 | 14.00 | 5.00 |
| No. of meetings held | 13.25 | 8.77 | 66.18 | 20.00 | 6.00 | 9.38 | 8.54 | 91.04 | 15.00 | 5.00 |
| No. of Executive Directors | 2.38 | 1.47 | 61.76 | 8.00 | 0.00 | 1.56 | 1.96 | 125.65 | 4.00 | 1.00 |
| No. of Busy Directors | 5.08 | 3.59 | 70.66 | 11.00 | 1.00 | 5.44 | 3.76 | 69.11 | 13.00 | 0.00 |
| No. of Female Directors | 0.79 | 0.83 | 105.06 | 3.00 | 0.00 | 0.40 | 0.73 | 182.5 | 2.00 | 0.00 |

## ARRANGEMENT OF SHAREHOLDINGS

The following table calculates the share and percentage of equity in description

**Table 2: SHAREHOLDING PATTERN**

| **Sr. No.** | **Description** | **No. of Shareholders** | **Shares** | **% To Equity** |
|---|---|---|---|---|
| 1 | Government Of India | 1 | 1,36,49,40,578 | 59.24% |
| 2 | Insurance Companies | 49 | 29,03,38,853 | 12.60% |
| 3 | Mutual Fund & UTI | 210 | 22,24,04,562 | 9.65% |
| 4 | FII & FPI | 269 | 26,37,71,697 | 11.45% |
| 5 | Resident Individuals | 287009 | 11,06,95,768 | 4.81% |
| 6 | Bodies Corporate | 1973 | 2,97,58,118 | 1.29% |
| 7 | Non-Resident Indians | 4073 | 95,62,911 | 0.42% |
| 8 | Trusts | 39 | 65,17,450 | 0.28% |
| 9 | Banks, NBFC & Indian Financial Institutions | 30 | 21,71,925 | 0.09% |
| 10 | Clearing Members | 410 | 38,82,736 | 0.17% |
| 11 | Overseas Corporate Bodies | 3 | 1,10,000, | 0.00% |
| 12 | Foreign Nationals | 1 | 5,000 | 0.00% |

## REPARTITION OF SHAREHOLDERS, CATEGORICALLY

**Table 3: CATEGORY WISE- DISTRIBUTION OF SHAREHOLDER**

| Sr. No. | Category | No. of Cases | % Of Cases | Amount | % Amount |
|---|---|---|---|---|---|
| 1 | up to 1 - 5,000 | 289585 | 98.48 | 19,15,64,424 | 4.16 |
| 2 | 5,001 - 10,000 | 2571 | 0.87 | 1,98,32,972 | 0.43 |
| 3 | 10,001 - 20,000 | 848 | 0.29 | 1,28,59,356 | 0.28 |

| | | | | | |
|---|---|---|---|---|---|
| 4 | 20,001 - 30,000 | 247 | 0.08 | 63,19,970 | 0.14 |
| 5 | 30,001 - 40,000 | 112 | 0.04 | 40,48,196 | 0.09 |
| 6 | 40,001 - 50,000 | 81 | 0.03 | 37,86,298 | 0.08 |
| 7 | 50,001 - 100,000 | 152 | 0.05 | 1,13,40,846 | 0.25 |
| 8 | 1,00,001 & ABOVE | 471 | 0.16 | 4,35,85,67,134 | 94.57 |
| Total: | | 294067 | 100 | 4,60,83,19,196 | 100 |

**DEMATERNALIZATION OF FINANCIAL STRATEGIES**

The Bank has agreements with National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) for the dematerialization of its shares, which are included on SEBI's list of mandatory demat transactions. Shareholders may dematerialize their shares via NSDL or CDSL. According to the information provided below, as of March 31, 2018, the Bank owned the following number of equity shares in both physical and dematerialized form.

**Table 4: DEMATERNALIZATION OF FINANCIAL STRATEGIES**

| Sr. No. | Nature of holding | No. of cases | No. of shares | Percentage % |
|---|---|---|---|---|
| 1 | Physical | 44,920 | 3,47,12,717 | 1.51 |
| 2 | NSDL | 1,64,398 | 87,27,16,223 | 37.87 |
| 3 | CDSL | 84,749 | 139,67,30,658 | 60.62 |
| **Total** | | **2,94,067** | **230,41,59,598** | **100.00** |

In 2008, the Bank forfeited 1,46,91,500 equity shares (37,08,3000 shares before sub-division), and of them, 24000 equity shares (3800 shares before sub-division) were revoked as of March 31, 2020.

**RATING FOR CORPORATE GOVERNANCE**

The primary Public Sector Bank to get a rating for its Corporate Governance Practices from ICRA Restricted is Bank of Baroda. On a scale of CGR1 to CGR6, where CGR1 means the most noteworthy rating, the ICRA had doled out the rating of "CGR2" (articulated as CGR 2) in July 2007. This rating was accordingly affirmed in February 2010, September 2012, April 2013, March 2016, April 2017, March 2018 and June 2019 and is as of now active. The Bank has carried out and consented to such practices, shows, and standards that would give its monetary partners, including the contributors, a serious level of certainty on the nature of corporate administration, as indicated by ICRA's ongoing evaluation, which is inferred by the CGR2 grade. The bank's straightforward possession structure, clear leader in the executives' structure, powerful gamble in the executives' systems, transparency in the arrangement and activity of the Board and Senior Administration, and an exhaustive review capability, completed by its Examination Division and two independent review firms, are totally reflected in the rating.

## 6. CONCLUSION :

The organizational performance of the banks will be a key factor in determining the true success of our financial sector reforms, thus bank-led efforts will be required. As competition in the Indian banking industry grows, institutions must use corporate governance as a tool to reduce risk and increase shareholder value rather of merely seeing it as a rule of conduct. Indian banks may begin by concentrating on the five corporate governance themes, and the government can learn how to use and enforce corporate governance regulations in an efficient manner. A proper balance between mandatory and optional corporate governance rules is necessary. There is no shortcut to achieving the same goal; as the governor of the RBI aptly said, "Business Governance is the sole royal way to the portal of corporate success. A short route might result in short circuiting, which can result in enormous losses for the affected institutions.

**REFERENCES :**

1. R. T., R. (2012). Challenges to corporate governance: issues and concerns. International Journal of Marketing, Financial Services & Management Research, 1(12), 96-101. Retrieved from http://indianresearchjournals.com/pdf/IJMFSMR/2012/December/8.pdf

2. R., Kulkani, & B., Maniam. (2014). Corporate Governance — Indian Perspective. International Journal of Trade, Economics and Finance, 5(4), 364-368. Retrieved from http://www.ijtef.org/papers/399-A10004.pdf

3. S., Raut. (n.d.). Corporate Governance – Concepts and Issues. Retrieved from http://www.iodonline.com/Articles/Corporate%20Governance%20and%20Sustainability%20Concept s%20S reeti%20Raut.pdf

4. K., Unadkat, & P., Bagdi. (2017, October 9). Top Ten Issues in Corporate Governance Practices in India. Retrieved from http://www.acc.com/legalresources/publications/topten/tticgpi.cfm

5. P., Aggarwal. (2017). Impact of Corporate Governance on Corporate Financial Performance. IOSR Journal of Business and Management, 13(3), 01-05. Retrieved from http://iosrjournals.org/iosr-jbm/papers/Vol13- issue3/A01330105.pdf

6. S. (2015, October 10). Corporate Governance under the Companies Act, 2013. Retrieved from https://blog.ipleaders.in/corporate-governance-companies-act-2013/

7. J., McRitchie. (2015, May 12). Corporate Governance in India. Retrieved from https://www.corpgov.net/2015/05/corporate-governance-in-india/

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/025 --:-- Research Article/Paper

# Employee engagement in digital era: A bibliometric analysis

**Dr. Vandana Sachdeva**
Sr. Assistant Professor, Department of Management Studies, IIS (Deemed to Be University) Jaipur.
Gurukul Marg, SFS, Mansarovar, Jaipur, Rajasthan, 302020.
vandana.sachdeva@iisuniv.ac.in

**Ms. Ankita Sharma**
Research Scholar, Department of Management Studies, IIS (Deemed to Be University) Jaipur.
AB- 575 Nirman Nagar, Jaipur (302019)
ankita827@gmail.com

***Abstract:*** *The dynamic nature of technology has changed the way businesses operates in a competitive environment. Companies have prioritized digital transformation to achieve agility and adapt to change. To improve company performance and achieve long-term business goals, a well-thought-out and integrated digital business transformation is required. It also has a large influence on human resource management and organizational practices. These changes will have a direct impact on employees' psychological well-being and must thus be managed properly, as businesses will require employee engagement and commitment throughout this process. The objective of this research is to examine the previous studies on digital transformation and employee engagement from 2015 to 2022.The methodology adopted is descriptive research based on document analysis of previous literature and research on digital transformation and employee engagement.*

***Key Words:*** *Employée Engagement, Human Resource Management, Digital transformation, digitalizations, Technology, etc.*

## 1. INTRODUCTION:

Digital business transformations (Westerman, Bonnet, & McAfee, 2014) have resulted in the development of several trends in human resource management (Volini, Stephan, Occean, & Walsh, 2017). The need for digital transformation has increased to compete in the fast-paced business climate. An innovative, sophisticated, and dynamic new work environment has emerged because of transformation (Legner et al, 2017, Iansiti and Levien 2004). The potential to completely rework the business procedures that have been in place thanks to digitalization also gives employees the chance to participate in the development process and have a variety of learning possibilities (Omarini, 2018).

Even while changes improve complicated and bureaucratic conventional methods, uncertainty is unavoidable. The current paradigm is challenging to shift, particularly when it comes to perception, culture, and the industry's cautious principle. When businesses make significant changes, the effects on employees' emotions will be felt (Anderson, 2010). To give the shift a good and advantageous impulse, it is essential to control the emotions and turn them into positive energy. Effective employee engagement is essential throughout this transformational phase. When working, engaged individuals can express themselves academically, physically, and emotionally, which benefits the company (Kahn 1964). Employees that are actively engaged will stay with the company longer and perform better than the ones who are not engaged or disengaged.

## 2. Review of Literature :

Michalle 2021; the study finds that firms often overlook aspects like employee experience, preparation, or emotions when implementing digital transformation. Employee time management must be effective. Employees should use digital technologies to connect and collaborate in the digital age. Everyone wants to embrace digital transformation; thus, it is necessary to design an ideal and functional digital workplace with technologies, software, and tools with varying life spans based on stage.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

Guenzi, P., & Nijssen, E. J. (2021); Many firms are experiencing digital transformation (DT) since DT has a significant organisational change process and is still in its early stages, as are employees' individual psychological reactions to such initiatives. The study points up a number of significant gaps in the literature on digital transformation. Understanding the good and negative aspects of salespeople's psychological responses to DT initiatives requires knowledge of technology in sales. Companies and management should be aware that DT activities can have both favorable and unfavorable effects on their salespeople. Before taking any action, they should thoroughly consider the psychological effects and associated drivers of these projects.

Mehta, P. (2021); Massive work reorganization has taken place worldwide because of the prolonged lockdown, which was implemented as part of community mitigation measures to stop the corona virus's spread. Both businesses and individuals are trying to adapt to this new workplace. Significant portions of the work performed by organisations for job sets are now done in a "work from home (WFH)" model. The results of the study show that people who work remotely, in this example from home, feel a feeling of autonomy in their work, and that this sense of autonomy has a big impact on work engagement. The study investigates the efficiency of working remotely during COVID-19 in terms of reducing commute times and having accessibility to technical support.

### 3. Research Methodology :

This study applies bibliometric as well as descriptive analysis utilizing research on employee engagement and digitalization from 2015 to 2020. 35 publications from various conference papers, journals, and articles were gathered for the study using online sources like Google Scholar, Science Direct, and researchgate.com. The bibliometric analysis primarily focuses on works that address employee engagement and digitization. The works of literature and articles will be examined to glean information about employee engagement, digital transformation, and other topics that students, academics, and business professionals may use to raise the level of employee engagement as it stands today.

**a) Number of Annual Journal Publications**

| | Subject of Article | | | | |
|---|---|---|---|---|---|
| **Year** | **Employee Engagement** | **Digitalization** | **Digital Transformation** | **Digital Transformation in Employee Engagement** | **Total** |
| 2010 | 1 | | | | **1** |
| 2011 | 2 | | | | **2** |
| 2012 | 1 | | | | **1** |
| 2013 | 2 | | | | **2** |
| 2014 | 2 | | | | **2** |
| 2015 | | | 1 | | **1** |
| 2016 | 3 | 1 | | | **4** |
| 2017 | 2 | 2 | | | **4** |
| 2018 | 2 | 1 | | | **3** |
| 2019 | 1 | 4 | 2 | | **7** |
| 2020 | 1 | | 1 | 1 | **3** |
| 2021 | | 1 | 3 | 1 | **5** |
| **Total** | **17** | **9** | **7** | **2** | **35** |

Table 1: Number of Annual Journal Publications

There were 35 articles that had been analyzed from the year 2010 to 2021 related to Employee Engagement, digitalization, digital transformation in Employee Engagement.
Table 1 details the articles on Employee Engagement (17 Articles), digitalization (9 Articles)72, digital transformation (7 Articles) and digital transformation in Employee Engagement (2 Articles) that have been studied over the years.

**4. Result :**

**a) Number of Annual Journal Publications**

| | **Subject of Article** | | | | |
|---|---|---|---|---|---|
| **Year** | **Employee Engagement** | **Digitalization** | **Digital Transformation** | **Digital Transformation in Employee Engagement** | **Total** |
| 2010 | 1 | | | | **1** |
| 2011 | 2 | | | | **2** |
| 2012 | 1 | | | | **1** |
| 2013 | 2 | | | | **2** |
| 2014 | 2 | | | | **2** |
| 2015 | | | 1 | | **1** |
| 2016 | 3 | 1 | | | **4** |
| 2017 | 2 | 2 | | | **4** |
| 2018 | 2 | 1 | | | **3** |
| 2019 | 1 | 4 | 2 | | **7** |
| 2020 | 1 | | 1 | 1 | **3** |
| 2021 | | 1 | 3 | 1 | **5** |
| **Total** | **17** | **9** | **7** | **2** | **35** |

Table 1: Number of Annual Journal Publications

There were 35 articles that had been analyzed from the year 2010 to 2021 related to Employee Engagement, digitalization, digital transformation in Employee Engagement.
Table 1 details the articles on Employee Engagement (17 Articles), digitalization (9 Articles)72, digital transformation (7 Articles) and digital transformation in Employee Engagement (2 Articles) that have been studied over the years.

**b) Types of study by Journal Articles publication year**

| **Publication Year** | **Data Analysis** | | | | **Total** |
|---|---|---|---|---|---|
| | **Exploratory** | **Descriptive** | **Analytical** | **Empirical** | |
| **2010** | 1 | | | | **1** |
| **2011** | 1 | | 1 | | **2** |
| **2012** | | 1 | | | **1** |
| **2013** | 1 | 1 | | | **2** |
| **2014** | 1 | | | 1 | **2** |
| **2015** | | | 1 | | **1** |
| **2016** | 1 | 1 | | 2 | **4** |
| **2017** | 1 | | 2 | 1 | **4** |
| **2018** | | 1 | 1 | 1 | **3** |

| | | | | | |
|---|---|---|---|---|---|
| **2019** | 1 | | 3 | 3 | **7** |
| **2020** | | 1 | 1 | 1 | **3** |
| **2021** | 1 | 2 | 1 | 1 | **5** |
| **Total** | **8** | **7** | **10** | **10** | **35** |

Table 2: Types of study by Journal Articles publication year

Table 2 focuses on the analysis of articles based on four main research design Exploratory (8 Articles), Descriptive (7 Articles), Analytical (10 articles) and Empirical (10 Articles).

**c) Research Approach Based on Journal Articles Publication**

| Publication Year | Research Approach | | | | |
|---|---|---|---|---|---|
| | Qualitative | Quantitative | Mixed Method | Review Paper | Total |
| **2010** | | 1 | | | **1** |
| **2011** | 1 | 1 | | | **2** |
| **2012** | | 1 | | | **1** |
| **2013** | | 2 | | | **2** |
| **2014** | | 2 | | | **2** |
| **2015** | | | 1 | | **1** |
| **2016** | | 2 | | 2 | **4** |
| **2017** | 1 | 2 | | 1 | **4** |
| **2018** | | 2 | | 1 | **3** |
| **2019** | 2 | 3 | | 2 | **7** |
| **2020** | 1 | 1 | 1 | | **3** |
| **2021** | 3 | 2 | | | **5** |
| **Total** | **8** | **19** | **2** | **6** | **35** |

Table 3: Research Approach Based on Journal Articles Publication

Table 3 shows the four methods used by the authors to collect data for the study (qualitative, quantitative, mixed method and Review papers). Based on the research data collected, the quantitative research design recorded 19 articles, with the greatest number of articles using this method to collect the necessary data. Second, there is a quantitative design with 8 articles. Third, there were 9 review papers, and finally, the mix method with two articles was the least commonly used study design.

**d) List of Journals and Number of Articles Published from The Year 2010 to 2020**

| S. No | Title | Publication Year | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Country | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 1 | An empirical study on measurement of efficiency of digital transformation by using data envelopment analysis. | Europe | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | The management of digital transformation in German companies–an empirical analysis. | Germany | | | | | | | | | | | | |
| 3 | Managing organizations through employee engagement: An Indian perspective. | India | | | | | | | | | | | | |
| 4 | Employee engagement and affective organizational commitment: Mediating role of employee voice among Indian service sector employees. | India | | | | | | | | | | | | |
| 5 | An empirical study on employee engagement and retention strategies in BPO companies in India. | India | | | | | | | | | | | | |
| 6 | Work from home—Work engagement amid COVID-19 lockdown and employee happiness. | India | | | | | | | | | | | | |
| 7 | Antecedents of Engagement: Banking Sector. | India | | | | | | | | | | | | |
| 8 | HRM and employee engagement link: Mediating role of employee well-being. | India | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 9 | Drivers of employee engagement: The role of leadership style. | India | | | | | | | | | | | | | |
| 10 | Psychological empowerment as a predictor of employee engagement: An empirical attestation. | India | | | | | | | | | | | | | |
| 11 | Determinants of employee engagement and their impact on employee performance. | India | | | | | | | | | | | | | |
| 12 | Organizational effectiveness as a function of employee engagement. | India | | | | | | | | | | | | | |
| 13 | Employee engagement: Explicating the contribution of work environment | India | | | | | | | | | | | | | |
| 14 | Digital Transformation in Indonesian Banking Industry: Impact on Employee Engagement | Indonesia | | | | | | | | | | | | | |
| 15 | The relationship between employee engagement, organizational citizenship behavior, and counterproductive work behavior. | Indonesia | | | | | | | | | | | | | |
| 16 | The role of employee engagement in work-related outcomes. | Jordan | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 17 | Digital technology, digital capability and organizational performance: A mediating role of digital innovation. | Malaysia | | | | | | | | | | | | | | |
| 18 | Improving employee productivity through work engagement: Empirical evidence from higher education sector | Malaysia | | | | | | | | | | | | | | |
| 19 | The impact of digital transformation on salespeople: an empirical investigation using the JD-R model. | Netherlands | | | | | | | | | | | | | | |
| 20 | Digital banking and e-commerce in the context of digitalization of business management | Ukraine | | | | | | | | | | | | | | |
| 21 | Understanding digital transformation: A review and a research agenda. Managing Digital Transformation, 13-66. | USA | | | | | | | | | | | | | | |
| 22 | Digital transformation of business models—best practice, enablers, and roadmap | Germany | | | | | | | | | | | | | | |
| 23 | Digital culture–a hurdle or a catalyst in employee engagement. | Not Stated | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 24 | Digitalization of human resource management practices and its impact on employees' well-being. | Not Stated | | | | | | | | | | | | |
| 25 | A conceptual study on digitalization of banking- issues and challenges in rural India. | India | | | | | | | | | | | | |
| 26 | The digital journey: Reflected learnings and emerging challenges. | Not Stated | | | | | | | | | | | | |
| 27 | Tackling the digitalization challenge: how to benefit from digitalization in practice | Not Stated | | | | | | | | | | | | |
| 28 | The digitalization of retailing: an exploratory framework. | Not Stated | | | | | | | | | | | | |
| 29 | Digital transformation strategies. | Not Stated | | | | | | | | | | | | |
| 30 | Exploring employee engagement from the employee perspective: Implications for HRD. | Not Stated | | | | | | | | | | | | |
| 31 | Digital transformation in the mining enterprise: The empirical study. | Republic of Srpska | | | | | | | | | | | | |
| 32 | Factors associated with employee engagement in South Africa. | South Africa | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 33 | Digitalization, Multinationals and Employment: An Empirical Analysis of Their Causal Relationships. | Spain | | | | | | | | | | | | |
| 34 | Drivers of employee engagement: Differences by work area and gender. | USA | | | | | | | | | | | | |
| 35 | The nature of employee engagement: Rethinking the employee–organization relationship. | USA | | | | | | | | | | | | |

According to the table above, the study has received the greatest number of international publications (22 Articles), with major contributions from countries such as the United States and Germany. India has a total of 12 published articles out of 35 selected for the study. Finally, the study's published articles were contributed from 14 countries

**e) Research papers on basis of citation**

| S. No | Study Reference | Citation |
|---|---|---|
| 1 | Rothmann, S., & Rothmann Jr, S. (2010). | 284 |
| 2 | Shuck, M. B., Rocco, T. S., & Albornoz, C. A. (2011). | 462 |
| 3 | Ram, P., & Prabhakar, G. V. (2011). | 291 |
| 4 | Kumar, R., & Sia, S. K. (2012). | 69 |
| 5 | Ariani, D. W. (2013). | 341 |
| 6 | Kataria, A., Rastogi, R., & Garg, P. (2013). | 116 |
| 7 | Anitha, j. (2014). | 1513 |
| 8 | Jose, G., & Mampilly, S. R. (2014). | 164 |
| 9 | Matt, C., Hess, T., & Benlian, A. (2015) | 1770 |
| 10 | Popli, S., & Rizvi, I. A. (2016 | 217 |
| 11 | Kumar, X. J. L., & Gopinath, T. (2016). | 14 |
| 12 | Hanaysha, J. (2016). | 132 |
| 13 | Hagberg, J., Sundstrom, M., & Egels-Zandén, N. (2016). | 584 |
| 14 | Eldor, L., & Vigoda-Gadot, E. (2017). | 195 |
| 15 | Jena, L. K., Bhattacharyya, P., & Pradhan, S. (2017). | 44 |
| 16 | Parviainen, P., Tihinen, M., Kääriäinen, J., & Teppola, S. (2017). | 675 |
| 17 | Quinton, S., & Simkin, L. (2017). | 47 |
| 18 | Sivapragasam, P., & Raya, R. P. (2018). | 48 |
| 19 | Borah, N., & Barua, M. (2018). | 4 |
| 20 | Nayak, R. (2018) | 16 |
| 21 | Rana, S. (2019). | 10 |
| 22 | Gómez-Plana, A. G., & Latorre, M. C. (2019). | 6 |
| 23 | Dragičević, Z., & Bošnjak, S. (2019). | 1 |
| 24 | Khin, S., & Ho, T. C. (2019). | 107 |

| | | |
|---|---|---|
| 25 | İnel, M. (2019). | 16 |
| 26 | Fedorova, A., Koropets, O., & Gatti, M. (2019). | 0 |
| 27 | Singh, Y., & Atwal, H. (2019). | 7 |
| 28 | Khodakarami, N., & Dirani, K. (2020). | 18 |
| 29 | Schallmo, D., Williams, C. A., & Boardman, L. (2020). | 376 |
| 30 | Winasis, S., Riyanto, S., & Ariyanto, E. (2020). | 16 |
| 31 | Mehta, P. (2021) | 3 |
| 32 | Guenzi, P., & Nijssen, E. J. (2021). | 5 |
| 33 | Britzelmaier, B., Kurz, F., Kraus, P., & Holder, S. (2021, September). | 0 |
| 34 | Havryliuk, O., Yakushev, O., Prodanova, L., Yakusheva, O., & Kozlovska, S. (2021). | - |
| 35 | Vial, G. (2021). | 1373 |

Table 5: Research papers on basis of citation

**f) Research articles by status**

| NATIONAL | INTERNATIONAL |
|---|---|
| 10 | 25 |

(Source: Literature Review)

**5. Discussion on Bibliometric Analysis:**

- From 2010 to 2021, 35 articles were analysed in relation to Employee Engagement (17 articles), Digitalization (9 articles), Digital Transformation (7 articles), and Digital Transformation in Employee Engagement (2 Articles).
- The quantitative research design recorded 19 articles based on the research data collected, with the greatest number of articles using this method to collect the necessary data. Second, there were 8 articles based on quantitative design. Finally, the mix method with two articles was the study design that was used the least. In addition, 8 conceptual articles were examined.
- Both quantitative and qualitative research approach were widely used to delve deeper into employee engagement, digitalization, and digital transformation.
- An analysis of published articles by year reveals an increase in the number of publications beginning in 2016. The year 2019 had the most publications (7), followed by 20121 with 5 publications.
- The increasing number of articles published each year demonstrates that research on Employee Engagement and Digital Transformation is depicted as very relevant and continues to be a topic of discussion.
- Most of the articles published have been empirically analysed to study the dimensions.

**6. Conclusion:**

Because technology is advancing so quickly across all industries, practitioners and academicians need to have a greater understanding of digitalization and how it affects employee engagement in an organisation. This is because technology has a positive impact on social and economic development. According to the analysis of the articles, there have been numerous studies in this field during the past few years. In today's time and age, the study on employee engagement and digital transformation is relevant.

**REFRENCES :**

1. Anitha, J. (2014). Determinants of employee engagement and their impact on employee performance. International journal of productivity and performance management.

2. Ariani, D. W. (2013). The relationship between employee engagement, organizational citizenship behavior, and counterproductive work behavior. International Journal of Business Administration, 4(2), 46.
3. Bhatnagar, J. (2007). Talent management strategy of employee engagement in Indian ITES employees: key to retention. *Employee relations*.
4. Borah, N., & Barua, M. (2018). Antecedents of Engagement: Banking Sector. SCMS Journal of Indian Management, 15(2), 13-22.
5. Britzelmaier, B., Kurz, F., Kraus, P., & Holder, S. (2021, September). THE MANAGEMENT OF DIGITAL TRANSFORMATION IN GERMAN COMPANIES–AN EMPIRICAL ANALYSIS. In 14th Annual Conference of the EuroMed Academy of Business.
6. Dragičević, Z., & Bošnjak, S. (2019). Digital transformation in the mining enterprise: The empirical study. Mining and Metallurgy Engineering Bor, (1-2), 73-90.
7. Eldor, L., & Vigoda-Gadot, E. (2017). The nature of employee engagement: Rethinking the employee–organization relationship. The International Journal of Human Resource Management, 28(3), 526-552.
8. Fedorova, A., Koropets, O., & Gatti, M. (2019). Digitalization of human resource management practices and its impact on employees' well-being. URL: https://www. researchgate. net/publication/333075755_Digitalization of human resource management practices_and_its_impact_on_employees' _well-being (in Eng.).
9. Gómez-Plana, A. G., & Latorre, M. C. (2019). Digitalization, Multinationals and Employment: An Empirical Analysis of Their Causal Relationships. Jahrbücher für Nationalökonomie und Statistik, 239(3), 399-439.
10. Guenzi, P., & Nijssen, E. J. (2021). The impact of digital transformation on salespeople: an empirical investigation using the JD-R model. Journal of Personal Selling & Sales Management, 1-20.
11. Hagberg, J., Sundstrom, M., & Egels-Zandén, N. (2016). The digitalization of retailing: an exploratory framework. International Journal of Retail & Distribution Management.
12. Hanaysha, J. (2016). Improving employee productivity through work engagement: Evidence from higher education sector. Management Science Letters, 6(1), 61-70.
13. Havryliuk, O., Yakushev, O., Prodanova, L., Yakusheva, O., & Kozlovska, S. (2021). DIGITAL BANKING AND E-COMMERCEIN THE CONTEXT OF DIGITALIZATION OF BUSINESS MANAGEMENT. Financial and credit activity: problems of theory and practice, 5(40), 4-15.
14. İnel, M. (2019). An empirical study on measurement of efficiency of digital transformation by using data envelopment analysis. Management Science Letters, 9(4), 549-556.
15. Jena, L. K., Bhattacharyya, P., & Pradhan, S. (2017). Employee engagement and affective organizational commitment: Mediating role of employee voice among Indian service sector employees. Vision, 21(4), 356-366.
16. Jose, G., & Mampilly, S. R. (2014). Psychological empowerment as a predictor of employee engagement: An empirical attestation. Global Business Review, 15(1), 93-104.
17. Kataria, A., Rastogi, R., & Garg, P. (2013). Organizational effectiveness as a function of employee engagement. South Asian Journal of Management, 20(4), 56.
18. Khin, S., & Ho, T. C. (2019). Digital technology, digital capability and organizational performance: A mediating role of digital innovation. International Journal of Innovation Science.
19. Khodakarami, N., & Dirani, K. (2020). Drivers of employee engagement: Differences by work area and gender. Industrial and Commercial Training.
20. Kumar, R., & Sia, S. K. (2012). Employee engagement: Explicating the contribution of work environment. Management and Labour Studies, 37(1), 31-43.
21. Kumar, X. J. L., & Gopinath, T. (2016). An empirical study on employee engagement and retention strategies in BPO companies in India. Bonfring International Journal of Industrial Engineering and Management Science, 6(2), 24-27.

22. Mehta, P. (2021). Work from home—Work engagement amid COVID-19 lockdown and employee happiness. Journal of Public Affairs, 21(4), e2709.
23. Nayak, R. (2018). A conceptual study on digitalization of banking-issues and challenges in rural India. International Journal of management, IT and Engineering, 8(6), 186-191.
24. Parviainen, P., Tihinen, M., Kääriäinen, J., & Teppola, S. (2017). Tackling the digitalization challenge: how to benefit from digitalization in practice. International journal of information systems and project management, 5(1), 63-77.
25. Popli, S., & Rizvi, I. A. (2016). Drivers of employee engagement: The role of leadership style. Global Business Review, 17(4), 965-979.
26. Quinton, S., & Simkin, L. (2017). The digital journey: Reflected learnings and emerging challenges. International Journal of Management Reviews, 19(4), 455-472.
27. Ram, P., & Prabhakar, G. V. (2011). The role of employee engagement in work-related outcomes. Interdisciplinary Journal of Research in Business, 1(3), 47-61.
28. Rana, S. (2019). Managing organizations through employee engagement: An Indian perspective. In Management Techniques for Employee Engagement in Contemporary Organizations (pp. 256-267). IGI Global.
29. Rothmann, S., & Rothmann Jr, S. (2010). Factors associated with employee engagement in South Africa. SA Journal of Industrial Psychology, 36(2), 1-12.
30. Saks, A. M. (2006). Antecedents and consequences of employee engagement. Journal of managerial psychology.
31. Schallmo, D., Williams, C. A., & Boardman, L. (2020). Digital transformation of business models—best practice, enablers, and roadmap. Digital Disruptive Innovation, 119-138.
32. Shuck, M. B., Rocco, T. S., & Albornoz, C. A. (2011). Exploring employee engagement from the employee perspective: Implications for HRD. Journal of European Industrial Training.
33. Singh, Y., & Atwal, H. (2019). Digital culture–a hurdle or a catalyst in employee engagement. Int'l. J. of Management Studies, 6(1/8), 54-60.
34. Sivapragasam, P., & Raya, R. P. (2018). HRM and employee engagement link: Mediating role of employee well-being. Global Business Review, 19(1), 147-161.
35. Winasis, S., Riyanto, S., & Ariyanto, E. (2020). Digital Transformation in Indonesian Banking Industry: Impact on Employee Engagement. International Journal of Innovation, Creativity and Change, pending for published March, 2020.
36. Bin, A. S. (2015). The relationship between job satisfaction, job performance and employee engagement: An explorative study. *Issues in Business Management and Economics*, *4*(1), 1-8.
37. Biswas, S., & Bhatnagar, J. (2013). Mediator analysis of employee engagement: role of perceived organizational support, PO fit, organizational commitment and job satisfaction. *Vikalpa*, *38*(1), 27-40.
38. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
39. Porfírio, J. A., Carrilho, T., Felício, J. A., & Jardim, J. (2021). Leadership characteristics and digital transformation. *Journal of Business Research*, *124*, 610-619.
40. Liere-Netheler, K., Packmohr, S., & Vogelsang, K. (2018). Drivers of digital transformation in manufacturing.
41. Bawden, D. (2008). Origins and concepts of digital literacy. *Digital literacies: Concepts, policies and practices*, *30*(2008), 17-32.
42. Klein, M. (2020). Leadership characteristics in the era of digital transformation.
43. Aziz, M. R. A., Jali, M. Z., Noor, M. N. M., Sulaiman, S., Harun, M. S., & Mustafar, M. Z. I. (2021). Bibliometric Analysis of Literature on Digital Banking and Financial Inclusion Between 2014-2020. *Library Philosophy and Practice (e-journal).*

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/026 --:-- Research Article/Paper

# A STUDY ON IMPACT OF SELECTED FACTORS AFFECTING NATURAL LIGHTING AMONGST RESIDENTIAL DWELLERS

[1]**Dr. Mona Mehta,** [2] **Dr Pooja Arya**
[1]Assistant Professor, Dept of FCRM, Faculty of Family and Community Sciences, MSU, Vadodara
[2]Assistant Professor, Dept of FCRM, Faculty of Family and Community Sciences, MSU, Vadodara
Email - mona.mehta.map@gmail.com, Email - parya090@gmail.com

***Abstract:*** *In the past years, cultures/generations have grown so rapidly across the world. That most of the people prefer staying back home. Staying back home during festivals or on a normal day it has been very common. The development of pleasant interiors has gained more interests among the generation, which makes the natural lighting importance as well due to its major effects on health, mood, interiors and many more major factors. Houses these days are made one of the best designed facilities because staying back home has been like a trend for this generation. Interiors have been the great influence as well as the factor. It is important to have proper and sufficient sunlight entering in the house. Interiors of the houses are also frequently changed these days to provide different feels and moods accordingly. It is very important to know the importance of natural lighting. After studying the ROL's in detail a Google form was created and snowball technique was used to get the information out by taking the sample size as 160. The google form was used to gather the details on the existing natural lighting in the house. The findings revealed how important the natural light is for them residence in different sectors. Daylight provides proper vision for the Building occupants in assisted living facilities, keeps them calmer. Moreover productivity also increases with better quality of light provided by natural light. Also, safety is increased with better lighting conditions. The use of day-lighting decreases utility costs and improves the well-being of building occupants. The effects of natural light on building occupants should be an important consideration for building design because studies have shown the strong influence light has on people in many different environments. Day-lighting can provide satisfaction for building occupants.*

***Key Words:*** *House, Interior, Daylight, satisfaction and occupants etc.*

## 1. INTRODUCTION:

Lighting is a very important aspect of the interior design as well as healthy living. It enhances the aesthetic feel of the house. Lighting also creates the mood & ambience of your interior space. Therefore, lighting can make or break the ambience. There are two ways in which a building can be lit up; they are artificial lighting & natural lighting. In this thesis the researcher try to understand more on natural lighting.

Natural Lighting is considered to be superior to artificial lighting as it is evenly distributed & therefore doesn't cast as many shadows, as it is less intense & less tiring on the eyes. In addition, the ultraviolet rays in sunlight are a natural antiseptic. Sunlight can also prevent the growth of fungi & other microorganisms inside your house.

The health benefits associated with it have been proven beyond doubt to sum up the researcher has list down a few of the many advantages of sunlight here:

1. Sunlight is less expensive
2. Sunlight can lift your mood & boost your productivity
3. Sunlight is healthy
4. Energy from sun is sustainable

In today's scenario energy crises are in demand, then the use of natural agencies of lighting residential space. Although the expenditure on artificial lighting of spaces are reducing energy budget due to advancement in the field of light source and low cost electrical energy. At present, yet natural lighting will continue to be an important functional aspect of residential design. While the literature was reviewed, majority of the sources had insufficient light even by prescribed standards. However, there were few studies found related to the Indian context. Therefore, the researchers took the comparative analysis of residential space on the basis of natural lighting & derived guidelines for the same.

**2. Literature Review:**

Dr. K Al Omari (2016) studied a research on "The impact of daylight on occupant's satisfaction: In the Residential apartments of Amman, Jordan" with objective "impact of daylight on occupant satisfaction in residential apartments" and concluded that the use of daylight has a great impact on the human visual system, circadian system and the overall health. Specific lighting conditions can change the mood of occupants of the buildings, however day-lighting in residential apartments is not considered and there are no specific regulations to provide spaces with the optimum amount of natural light .This research focuses on the impact of daylight on occupant satisfaction in residential apartments and trying to reduce the discomfort caused by the lack of natural light entering the spaces by implementing specific equation where the researcher recommended to use this formula as one of the buildings regulations in Greater Amman Municipality.

Davarpanah S. (2017) conducted a study "The impact of light in interior architecture Of Residential building" with objective was to study the emotional effects of lighting on space users using physiological and psychological measures. It was clear from literature that the choices of lighting of constructed spaces are not based on scientific facts, thus there is a need for research that studies the impact of light on people using subjective and objective measures.

Dabe T. J et.al (2019) administered a study "Assessment of Daylight into the Residential Building According to the Floor Levels for Hot and Dry Climatic Zone" with aim of this research was to derive the adequate window areas according to the levels with respect to the orientation of the residential building to achieve the optimum level of daylight and indoor temperature in the livable areas of a residential building. The case selected is residential building from Nagpur region, of Central India. It has a hot and dry climate.

Singh P. (2018) studied a research on "Built Architecture: The Role of Natural Light" In this piece of writing, the necessary definitions of lighting are discussed. Considerations of daylight control from several important view points, the quantity and quality of daylight, daylight and visual comfort, orientation of buildings for daylight, daylight design in planning of various buildings for different purposes, such as school, hospital and house, have also been discussed concluded that considerations of daylight control from several important viewpoints, the quantity and quality of daylight, daylight and visual comfort, orientation of buildings for daylight, daylight design in planning of various buildings for different purposes, such as school, hospital and house, have also been discussed in the article.

**3. Research Objectives / Aims:**

To study on impact of selected factors affecting natural lighting amongst residential dwellers

**4. Research Method:**

1. **Research design:** Research design is an arrangement of condition and analysis of data. Consists of specific methods for inquiring the information needed. The research design for this study was descriptive in nature, which helped in knowing the opinions.
2. **Operational Definitions:** The terms used in present study were operationally defined as follow:
   **Natural lighting:** Area where people are comfortable with the natural lighting or not. Whether the natural lighting is sufficient enough for them. Is it affecting their moods & interiors of their own spaces or they would like more provision of natural lighting in their houses.
3. **Locale of the Project**: The introduced study was conducted in Vadodara cities of Gujarat, India.
4. **Selection, Description and Development of Tool:-** The objective framed for the current study was developed in the form of questionnaire (google form). It was used as a tool to collect information. It was selected because, the information can be recorded correctly and

systematically on a google form by the observer & becomes easier to keep a track of data for the researcher. Based on the information collected while reading the reviews, guidance of the experts and personal observation, google form was prepared.

The google form was used as a tool to collect the information regarding the natural lighting in residential spaces. The assessment was carried out in regard to mood, health, sufficiency, interiors & comfort. The sample technique used for present study was purposive sampling and the sample size selected was 160.

5. **Establishment Of Content Validity:-** The google form regarding satisfaction level of small space dwellers was prepared and given to two judges from field of interior designing and teaching staff from Department of Family and Community Resource Management, in Faculty of Family and community sciences. Those items were selected which had 80% agreement among judges.
6. **Data Collection**: The google form was built to analysis the satisfaction level of small space dwellers and it was sent to 160 respondents with such small spaces by email and WhatsApp link. The goal of research was explained so as to get the true responses. The data was gathered by the researcher in April 2022.

**5. Results / Findings:**

The detailed presentation of the data makes the statements more specific. An effort has been made by the investigator to present the findings of the research with the set objectives. The research results presented under following figures. Which provides the views of the respondents taking natural lighting in consideration. & the research is based on different cities of India.

**Findings and discussion related to background characteristics of the respondents**

1. **PERSONAL INFORMATION**

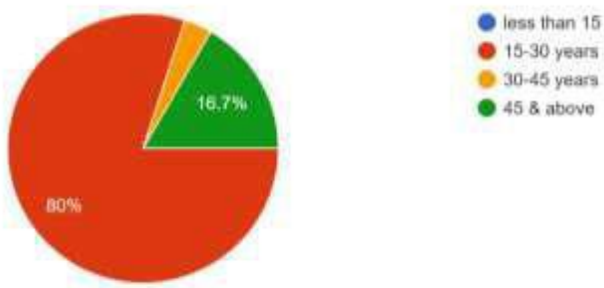



**FIGURE 1.1 Frequency and percentage distribution of Respondents according to different age group**

Figure 1.1 shows that majority 80% of the respondent were adults in the age range of 15 30years. 16.5% lies between the age range of 45 & above, remaining 3.3% lies between the age range of 30-45 years.

**2. Climate in the respondent area**

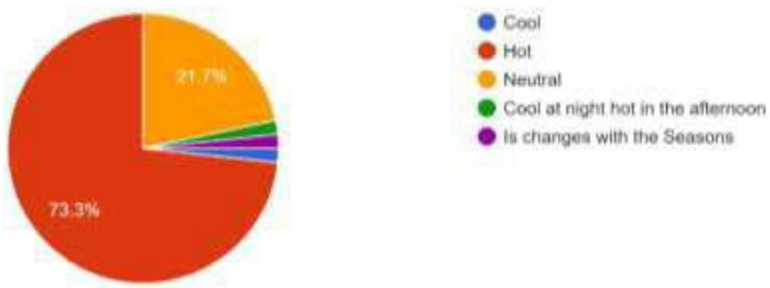



**FIGURE 1.2 Frequency and percentage distribution of climate in the respondent area**

Figure `1.2 shows that climate around the regions were described as follows by the respondents: 73.3% respondent stated as hot in their specific regions. 21.7% stated that it was neutral, & for rest it was somewhat between cool at night hot in the daytime.

**3. Environmental feel of the house**

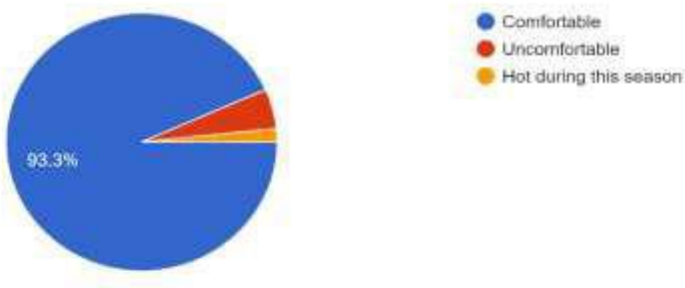



**FIGURE 1.3 Frequency and percentage distribution of environmental feel of the house**

Figure 1.3 shows that most of the respondent (93.3%) responded that they feel comfortable while the natural light is entering in their houses, remaining stated as they feel uncomfortable or not comfortable during summers.

**4. Respondents preference towards natural lighting**

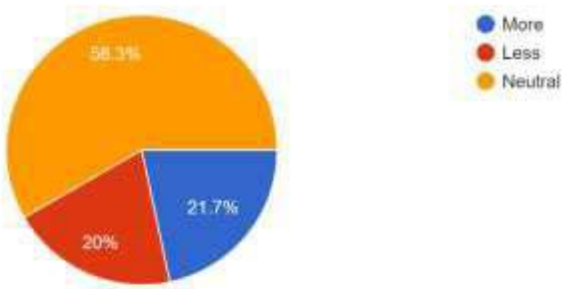



**FIGURE 1.4 Frequency and percentage distribution of Respondents preference towards natural lighting**

Figure 1.4 shows that out of 100% respondents, 58.3% respondents prefer neutral natural lighting in their houses, 21.7% respondents want to be surrounded by more natural lighting & rest 20% preferred less.

**5. Acceptance towards natural lighting**


**FIGURE 1.5 Frequency and percentage distribution of Respondents according to acceptance towards natural lighting**

Figure 1.5 shows that 96.7% respondent accepts the natural lighting in their houses & rest rejects.

**6. Sufficiency of natural light**

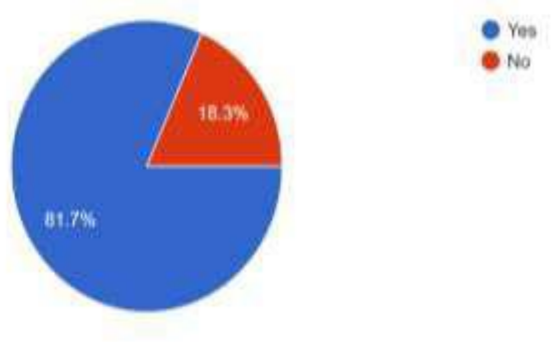



**FIGURE 1.6 Frequency and percentage distribution of Respondents according to sufficiency of natural light**

Figure 1.6 shows that according to 81.7% respondent current natural lighting which is entering into their houses is sufficient enough for them & rest 18.3% has insufficient natural lighting in their houses.

**7. Natural light affecting mood**

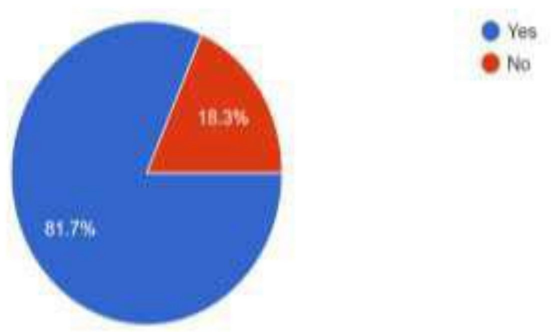



**FIGURE 1.7 Frequency and percentage distribution of natural light affecting mood**

Figure 1.7 shows that 81.7% respondents stated that due to natural lighting their mood is affected in different ways & rest 18.3% stated that it doesn't affect them in any ways.

**8. Natural light affecting interiors**

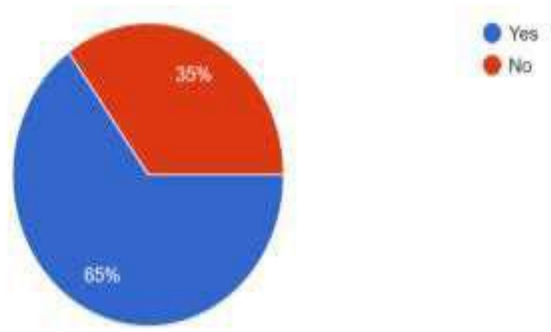



**FIGURE 1.8 Frequency and percentage distribution of natural light affecting interiors**

Figure 1.8 shows that 65% of respondents agreed that due to natural lighting their interiors are also affected and according to the remaining 35% it does not bother their interiors. Therefore, windows increase the value of a home. Increased natural light makes a rental space look bigger and more open, resulting in people's willingness to pay more. Plus, if interior space have an awesome view, those big windows will show it off in the best way!

**9. Access to natural lighting**

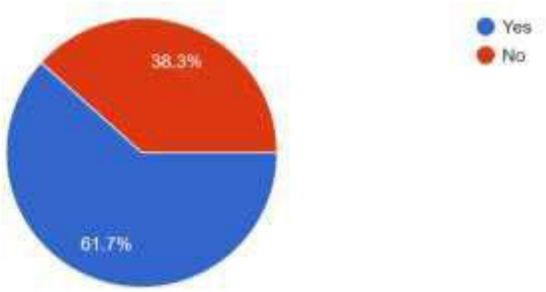



**FIGURE 1.9 Frequency and percentage distribution of access to natural lighting**

Figure 1.9 shows that while it was asked where they would like more excess of natural lighting in their houses 61.7% respondents said yes and remaining stated as no.

**GUIDELINES TO ADOPT**

**In order to maximize your natural lighting without renovations, the following guidelines should be kept in mind:-**

- Make sure your furniture isn't blocking windows.
- Paint interior window frames white to amplify the reflection of natural light.
- Use strategically placed mirrors to reflect natural lighting.
- Avoid heavy drapes or window treatments.
- Keep windows clean to allow as much light through as possible.
- Choose lighter colours in general to reflect the light. Darker colours absorb it.
- Use glass doors or doors with windows wherever you can.

**7. CONCLUSION:**

Residential space is the space where people spend their most of time, whether it is alone time or family time. So, it is vital to consider the natural lighting effectively and properly. Home is a place where you create memories daily. A well design space is very important to make a person feel like home. It is important to have proper windows and ventilations for the needed excess of the natural lighting. Natural lighting plays a vital role for the person in context of their own health, mood, house environment, interior of their house, & comfort level. Bask in natural daylight for 30 minutes every morning to create an inner calm. " If people are exposed to light in the morning that mimics the wavelengths of daylight, they become better at coping with anxiety-provoking experiences. The light simply improves the communication between the regions of the brain that are central to our handling of emotions such as stress and anxiety.

**REFERENCES:**

1. Trupti Jagdeo Dabe (2019). Assessment of Daylight into the Residential Building According to the Floor Levels for Hot and Dry Climatic Zone. Journal of Architectural Environment & Structural Engineering Research. 2(2):18-29.
2. Dr. Khaled Al Omari (2016). The impact of daylight on occupant's satisfaction: In the Residential apartments of Amman, Jordan. International Journal of Applied Environmental Sciences.11(2): 551-557
3. Sara Davarpanah (2017). The impact of light in interior architecture of Residential building. International Journal of Scientific & Engineering Research. 8(6): 1049-1055.
4. Singh P. (2018). Built Architecture: The Role of Natural Light. International Journal of Research and Analytical Reviews. 5(3): 55-59.

**Web References:**

- https://www.simplilearn.com/real-impact-social-media-article
- https://en.wikipedia.org/wiki/Social_media

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/027 --:-- Research Article/Paper

# "Impact of hospitality and service quality on customer satisfaction – A study at VRL logistics, Bengaluru"

**Dr. Shilpi Kulshrestha**
Associate Professor, Department of Management Studies, GAT, Bengaluru
Email - kulshrestha.shilpi@yahoo.com

***Abstract :*** *Logistics service quality has been an important dimension in service industry. A rapid growth of logistics industries in India has been observed in past decade. It is a business game among several new service providers, technology and infrastructure that will determine whether the logistics industry is capable to satisfies its customers to reduce their transportation and logistics costs and provide efficient services or not? Road transport brings about greater mobility in the country. VRL Group, is an Indian conglomerate headquartered in Hubballi, Karnataka, India with operations in around 23 states and 4 union territories in the country. Business operations of VRL Group include road transportation, logistics, cargo etc.*

*VRL Group is one of the large logistics and transport companies in India (incl.4360 vehicles, comprising 419 tourist buses and 3941 transport goods vehicles. Hence it is customer service and service quality parameters which is going on to give the competitive edge to any industry in the future. This study was conducted to understand the customer perceptions and their satisfaction level related to the service quality provided by VRL Logistics, Bengaluru. The service quality attributes considered in the study are: Comfort and convenience, booking facilities, sitting convenience for passengers, Schedule and operations, Crew behaviour, Cost, hygiene, and other aspects etc. This study demonstrates how service quality is offered to customers in a way that makes them feel safe and secure while travelling. This study is an attempt to determine what can company do to improve their service in order to meet the needs of their clients. This research also highlighted the company's strengths, weaknesses, opportunities, and threats, all of which encourage the company to improve their hospitality services.*

***Keywords:*** *Logistics, Customer Perception, Hospitality, Service quality, Customer satisfaction.*

## 1. INTRODUCTION:

Logistics has become a backbone of all business for economic growth; logistic industry is one of the fastest growing industries in the world. Nowadays it has become lead to depletion of operating cost and even to been made better in carriage of performance. Logistics also helps in customer's levels of satisfaction, the operating research study on logistic management which still mainly make a centre of attraction on the cultural sector that includes inventory production, planning process, and transportation management.

The Indian supplying trade has returned a protracted means from being a labour intensive throughout 60s to the current technology-oriented system that has big selection of supplying services. Nowadays the logistics industries are using Third party logistics concept which they are following in the logistic industries.

Logistics transportation and travels form the foundation of infrastructure for millions of people and the business relay towards the extensive inter related network, industry has the wide function, where it as most important impact towards the public's standard of living, Coordination management is the section of inventory network management that makes designs, presents, and makes control of proficient, pushing forward.

Road transport brings about greater mobility in the country. VRL is in Goods Transportation and distribution business which is carried across 17 states and 7 union territories covering 649 cities throughout India they cover the states of Karnataka, Andhra Pradesh, Kerala, Maharashtra and Goa etc.

and have become world class customer and thus expect world service. Company at first it was established with transportation of goods and service. Along with it the company also started dealing with the business of courier service in the year 1996 and it started a travel(buses) called Vijayananda travels was operating in Karnataka state only, over period of time goes VRL travels business was also operated through Karnataka to Tamilnadu and Maharashtra.

The company has also a fast-express cargo service, the company recently started Air charted business in 2008 and recently they have purchased premier aircraft for the company's special work purpose, commercial use, and VIP transportation and Advertisement purpose.

Hence it is customer service which is going on to give the competitive edge to any industry in the future. The data for the study was collected from commuters who used VRL logistics services, to understand their perceptions about the quality of services and its impact on customer satisfaction The attributes for the service quality considered under study are: Comfort and convenience, Schedule and operations, Crew behaviour, Cost and other aspects. The findings of the study would help the transport operators of VRL logistics in designing specific services with sharper focus on different commuter categories.

## 2. Literature Review:

**Mohammad Nizamuddin Abdul Rahim, Zuraimi Abdul Aziz, Abdul Aziz Mat Hassan, Mohd Fathi Abu, Yazid, M A Razik , Zamri Miskam (2021):** in their studies conducted at Kota Bharu, Kelantan observed that the price of a bus ticket is the most important element in determining a passenger's selection. This study used a quantitative approach, with a total of 384 respondents using express buses to get to their destinations. The hypothesis that the parameters are positively associated to the passenger's preferences was evaluated in this study. Cronbach's Alpha was also used to examine the dependability and Pearson Correlation. The outcomes of this study suggested that characteristics like accessibility, convenience, and safety have a significant influence in encouraging people to use public transit.

**Mahesh L. Chaudhary (2020):** The study was conducted at Ahmedabad, Surat, and Rajkot in Gujarat, India to capture the demand side quality of services and to see if commuter's impressions of the quality of services provided by Bus Rapid Transit systems varies across demographic cohorts. The SERVPERF model was used to investigate the performance of the city's BRT networks. The performance is judged on six different criteria: tangibles, empathy, cleanliness, reliability, safety, and affordability. Surat was determined to be the best of the three cities in terms of service quality, followed by Rajkot and Ahmedabad. Additionally, commuter's perceptions of service quality differ by demographic groups such as gender, journey time, education, employment level.

**Sheeba Hamid (2019:** The study was conducted to observe the impact of IT on marketing strategies of online travel agencies in India. In the previous 5 years, travel and tourism industry of India has selected technologies, modern trends, and marketing strategies and given an advanced dimension to this sector. Marketing strategies of Online Travel Agencies include all the activities in the field of marketing which directly deal with the analysis of the initial strategic situation of a company and the formation, 294 evaluation, and selection of market-centred strategies and contribute to the aims of the company and its marketing objectives. This paper dwells on the present marketing strategies scenario of OTAs in India. The authors have given some recommendations for better integration of Marketing Strategies and use of Information Technology to flourish Online Travel business.

**Rowell (2019):** The study observed that that customer satisfaction reflects the quality of Transportation service in Cabanatuan City. The study used the descriptive and quantitative method of research. It is a combination of two models descriptive and quantitative. More specifically, the study aimed to know the relationship between respondent's socio-demographic profile and the level of satisfaction and how significant is the difference between customers and employee's satisfaction. The study used statistical data to analyses the results using Pearson Product Moment Correlation to measure the relationship of the socio-demographic profile and t-test for the significant difference on the customers and employee's satisfaction, and Cranach's alpha was executed on a sample size of 206. The findings also showed the high expectation of customers which need to be addressed by the Roadways transportation companies.

**Sokchan Ok, Prof. Thammanoon Hengsadeekul, (2018):** Sokchan Ok has examined and explored the consumer expectation on service quality of bus transport through the SERVQUAL's 5 dimensions such as tangible, reliability, assurance, empathy, and responsiveness. The independent variable used throughout this study is overall satisfaction with bus transport service. Independent variables are specific service quality attributes which consist of service given, access, availability, time and environment. The study showed that passengers prefer BTS service more which is ranked last in "Suitable Travelling" against other factors, and they wish to travel in the same because of no choice. Understanding customers' needs and their expectations before implementing the suitable service strategy to meet the customers' needs was important parameter in transportation services.

## 3. Research Methodology:

### 3.1 STATEMENT OF PROBLEM

Service quality is a characteristic that involves extra effort by a service provider. VRL aims at achieving excellence customer satisfaction at all departments while charging moderate prices. This study helps to make progress of VRL towards the service, quality, cost, time management, CRM, safety and cleanliness given by company to consumers. Even this study is needed to know about the extra efforts by a service provider. And also, to know about the customer satisfaction towards the service quality.

### 3.2 OBJECTIVE OF STUDY

1. To identify different factors considered under service quality at VRL logistics Ltd.
2. To analyse the impact of factors of service quality on customer satisfaction at VRL logistics.
3. To identify the preference of passengers based on their demographic characteristics.
4. To study the safety measure adapted by company during service provision.

### 3.3 SCOPE OF STUDY

The main purpose of this study is to analyse the impact of service quality parameters on the customer satisfaction through descriptive research. The study focusses on significant relationship between the five dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy) or SERVQUAL and commuter's satisfaction. The findings generally will the different factors of service quality and safety measures of VRL etc.

### 3.4 HYPOTHESIS

a) Analysis 1:
    - H0: There is no significant impact of service quality parameters on customer satisfaction
    - H1: There is significant impact of service quality parameters on customer satisfaction

b) Analysis 2:
    - H0: There is no significant association between gender and how often people use VRL logistics ltd.
    - H1: There is significant association between gender and how often people use VRL logistics ltd.

### 3.5 Sample design:

- Convenience sampling technique
- Sampling size- 150 respondents who used VRL Transportation services at Bengaluru

**Instrument design:**

- Questionnaires: A questionnaire was designed, and respondents were asked to fill up and their own.

- Likert Scale: 5-point Likert scaling technique was used to record the respondent's response

**Statistical tools:**
- Regression test
- Chi square test

**Source of Data:** Data is gathered through primary and secondary data. A questionnaire was provided to VRL customers in Bangalore and customers were interviewed directly to record their responses for Primary data. Secondary data was sourced from already available in the company's website, internet, journals, annual reports, and other sources etc

**4. Results and Discussion - DESCRIPTIVE ANALYSIS ON SAMPLE:**

**The table below shows how respondents were classified by age.**

| Age | Respondents | Percentage |
|---|---|---|
| 10 - 20 | 12 | 8% |
| 21 - 30 | 55 | 36.7% |
| 31 - 40 | 36 | 24% |
| 41 - 50 | 30 | 11.3% |
| More than 50 | 17 | 8% |
| **Total** | **150** | **100%** |

**Table showing gender wise classification of the respondents**

| Gender | Respondents | Percentage |
|---|---|---|
| Male | 76 | 50.7% |
| Female | 72 | 48% |
| Others | 2 | 1.3% |
| **Total** | **150** | **100%** |

**Table showing respondents monthly income classification.**

| Income per month | Respondents | Percentage |
|---|---|---|
| Below 50,000 | 55 | 36.7% |
| 50,000 -2,00,000 | 24 | 16% |
| 2,00,000 - 5,00,000 | 7 | 4.7% |
| Above 5,00,000 | 6 | 4.0% |
| Prefer not say | 58 | 38.7% |
| **Total** | **150** | **100%** |

**Table showing education qualification of respondents**

| Education Qualification | Respondents | Percentage |
|---|---|---|
| Secondary School | 15 | 10% |
| Bachelor's degree | 66 | 44% |
| Master's degree | 35 | 23.3% |
| Doctorate degree | 8 | 5.3% |
| None of the above | 26 | 17.3% |
| **Total** | **150** | **100%** |

**Table shows that how often people use VRL travel service**

| Particulars | Respondents | Percentage |
|---|---|---|
| Weekly | 51 | 16.7% |
| Monthly | 50 | 33.33% |
| 6 Months | 25 | 34% |
| Yearly | 24 | 16% |
| **Total** | **150** | **100%** |

**Table shows that how people come know or aware about VRL Logistics**

| Particulars | Respondents | Percentage |
|---|---|---|
| TV | 20 | 13.3% |
| Newspaper | 38 | 25.3% |
| Magazines | 21 | 14% |
| Word of Mouth | 56 | 37.3% |
| Others | 15 | 10% |
| **Total** | **150** | **100%** |

**Table shows about other service which the customer uses other than VRL**

| Particulars | Respondents | percentage |
|---|---|---|
| SAM | 20 | 13.33% |
| SRS | 31 | 20.7% |
| KSRTC | 76 | 50.7% |
| Others | 23 | 15.33% |
| **Total** | **150** | **100%** |

**Table shows the parameters for which customers choose VRL logistics service**

| Particulars | Respondents | Percentage |
|---|---|---|
| Cost | 15 | 10% |
| Time | 34 | 22.7% |
| Quality | 47 | 31.3% |
| Services | 42 | 28% |
| Others | 12 | 8% |
| **Total** | **150** | **100%** |

**Table showing the level of satisfaction with VRL which made impact on its customers**

| Particulars | cost | | Time Management | | Comfortable | |
|---|---|---|---|---|---|---|
| | Respondents | Percentage | Respondent | Particulars | Respondents | Percentage |
| Strongly Dissatisfied | 11 | 7.3% | 7 | 4.7% | 8 | 5.3% |
| Dissatisfied | 11 | 4.7% | 7 | 9.3% | 8 | 9.3% |
| Neutral | 62 | 41.3% | 56 | 37.3% | 56 | 37.3% |
| Satisfied | 49 | 32.7% | 52 | 34.7% | 52 | 34.7% |
| Strongly Satisfied | 21 | 14% | 21 | 14% | 20 | 16% |
| **Total** | **150** | **100%** | **150** | **100%** | **150** | **100%** |

| Particulars | Customer Relationship Management | | Freight charges and Schedule | | Cleanliness | |
|---|---|---|---|---|---|---|
| | Respondents | Percentage | Respondents | Percentage | Respondents | Percentage |
| Strongly Dissatisfied | 6 | 4% | 6 | 4% | 8 | 5.3% |
| Dissatisfied | 6 | 7.3% | 6 | 10% | 8 | 6.7% |
| Neutral | 58 | 38.7% | 55 | 36.7% | 59 | 39.3% |

| | | | | | | |
|---|---|---|---|---|---|---|
| Satisfied | 46 | 30.7% | 50 | 33.3% | 48 | 32% |
| Strongly Satisfied | 29 | 19.3% | 24 | 16% | 25 | 16.7% |
| **Total** | **150** | **100%** | **150** | **100%** | **150** | **100%** |

**Table showing willingness of customers to use VRL logistics in the future**

| Particulars | Respondents | Percentage |
|---|---|---|
| Very likely | 28 | 18.7% |
| Likely | 58 | 38.7% |
| Neutral | 45 | 30% |
| Unlikely | 7 | 4.7% |
| Very Unlikely | 12 | 8% |
| **Total** | **150** | **100%** |

**Table showing willingness to recommend others about the VRL logistics ltd**

| Particulars | Respondents | Percentage |
|---|---|---|
| Yes | 67 | 44.7% |
| May be | 63 | 42% |
| No | 20 | 13.3% |
| **Total** | **150** | **100%** |

**Table showing safety measures which is adopted during the service provision**

| Particulars | Sitting and coach | | Online booking | | Water or beverages provided | |
|---|---|---|---|---|---|---|
| | Respondents | Percentage | Respondent | Percentage | Respondents | Percentage |
| Strongly Dissatisfied | 11 | 7.30% | 5 | 3.30% | 10 | 6.70% |
| Dissatisfied | 8 | 5.30% | 13 | 8.70% | 9 | 6% |
| Neutral | 55 | 36.70% | 52 | 34.70% | 55 | 36.70% |
| Satisfied | 52 | 34.70% | 54 | 36% | 43 | 28.70% |
| Strongly Satisfied | 24 | 16% | 26 | 17.30% | 33 | 22% |
| **Total** | **150** | **100%** | **150** | **100%** | **150** | **100%** |

| Particulars | Speed of the driver | | Single lady/Single person passenger | |
|---|---|---|---|---|
| | Respondents | Percentage | Respondents | Percentage |
| Strongly Dissatisfied | 7 | 4.70% | 6 | 4% |
| Dissatisfied | 13 | 8.70% | 11 | 7.30% |
| Neutral | 51 | 36% | 54 | 36% |
| Satisfied | 43 | 28.70% | 47 | 31.30% |
| Strongly Satisfied | 36 | 24% | 32 | 21.30% |
| **Total** | **150** | **100%** | **150** | **100%** |

| Particulars | First aid kit, Emergency exit or other safety precautions | | Travelling Insurance | |
|---|---|---|---|---|
| | Respondents | Percentage | Respondents | Percentage |
| Strongly Dissatisfied | 10 | 6.70% | 4 | 2.70% |
| Dissatisfied | 11 | 7.30% | 16 | 10.70% |

| | | | | |
|---|---|---|---|---|
| Neutral | 48 | 32% | 57 | 38% |
| Satisfied | 51 | 34% | 49 | 32.70% |
| Strongly Satisfied | 30 | 20% | 24 | 16% |
| **Total** | **150** | **100%** | **150** | **100%** |

**INFERENTIAL ANALYSIS:**
**Analysis: 1**
Statistical tool used: Regression test
Dependent variable: Customer satisfaction
Independent variable: Service quality parameters (cost, quality, services)
H0: There is no significant impact of service quality parameters (cost, quality, services) on customer satisfaction
H1: There is significant impact of service quality parameters (cost, quality, services) on customer satisfaction

**1.2.1 Table showing the inferential analysis of Cost on Customer satisfaction**
**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.740 | 1.362 | | 6.417 | .000 |
| | Cost | 4.690 | .382 | .710 | 12.275 | .000 |

Dependent Variable: Customer satisfaction
**Analysis:** Since P value =0.00 less than 0.05, H0 is rejected at 5% level of significance, hence we conclude that there is significant impact of cost on customer satisfaction.

**1.2.2 Table showing the inferential analysis of Quality on Customer satisfaction**
**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.947 | 1.421 | | 4.185 | .000 |
| | Quality | 1.355 | .099 | .748 | 13.702 | .000 |

Dependent Variable: Customer satisfaction

**Analysis:** Since P value =0.00 less than 0.05, H0 is rejected at 5% level of significance, hence we conclude that there is significant impact of quality on customer satisfaction

**1.2.3 Table showing the inferential analysis of Service on Customer satisfaction**
**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.809 | .544 | | -1.488 | .139 |
| | Service | 1.819 | .037 | .970 | 48.549 | .000 |

Dependent Variable: Customer satisfaction

**Analysis:** Since P value =0.00 less than 0.05, H0 is rejected at 5% level of significance, hence we conclude that there is significant impact of service on customer satisfaction

**Interpretation:** Since P value of all above the service quality parameters are equal to 0.00 less than 0.05, H0 is rejected at 5% level of significance, hence we conclude that there is significant impact of service quality parameters on customer satisfaction

**Analysis: 2**

Statistical tool used: Chi-square test independent of attributes (Nonparametric test)
Variable 1: Gender (Nominal scale)
Variable 2: How often people use VRL logistics services (Nominal scale)
H0: There is no significant association between gender and how often people use VRL logistics ltd.
H1: There is significant association between gender and how often people use VRL logistics ltd.

**1.2.4 Table showing the inferential analysis of Gender and how often people use VRL logistics ltd.**

| Gender | How often people use VRL logistics services | | | | Total | Chi-square test | P value |
|---|---|---|---|---|---|---|---|
| | Weekly | Monthly | 6 Monthly | Yearly | | | |
| Male | 15 | 19 | 29 | 13 | 76 | 8.238 | 0.221 |
| Female | 9 | 31 | 21 | 11 | 72 | | |
| Others | 1 | 0 | 1 | 0 | 2 | | |

**Interpretation:** Since P value is 0.221 is greater than 0.05 H0 is accepted at 5% level significance. Hence, we conclude that there is no significant association between gender and how often people use VRL logistics ltd.

**5. FINDINGS:**

From the data following facts were observed out of the responses from 150 respondents: -

- Most of the respondents age was between 21-30 years of age
- Almost 38.7% of the respondents prefer not to say their income and even 36.7% of respondent's income comes under below 50000 which almost equal to the respondent prefer not to say
- Most of the respondents 44% were bachelor's degree holders
- Male respondents were more than females.
- Respondents often use VRL service monthly and half yearly are almost in the same level according to their convenience period to travel.
- Most of the people were familiar of VRL logistics name by the word of mouth which comes to37.3% of respondents
- Almost 50% of respondents uses KSRTC other than VRL due to their convenience and available of the KSRTC bus at any time.
- Out of 150 respondents 41.3% were neutral for the cost of VRL logistics ltd followed by 32.7% satisfied, 14% strongly satisfied, 7.3% strongly dissatisfied and 4.7% dissatisfied.
- Out of 150 respondents 37.3.3% were neutral with Time management of VRL logistics ltd followed by 34.7% satisfied, 14% strongly satisfied, 9.3% dissatisfied, 4.7% strongly dissatisfied.
- Out of 150 respondents 38.7% were neutral with customer relationship management with VRL logistics ltd followed by 30.7% satisfied, 19.3% strongly satisfied, 7.3% dissatisfied, 4% are strongly dissatisfied.
- 36.7% were neutral for freight charges and schedule with VRL logistics ltd followed by 33.3% satisfied, 16% strongly satisfied, 10% dissatisfied, 4% strongly dissatisfied.
- 39.3% opted neutral for cleanliness in VRL logistics ltd followed by 32% are satisfied, 16.7% strongly satisfied, 6.7% dissatisfied, 5.3% strongly dissatisfied.
- Most of the respondents i.e., 38.7 would likely to continue to use VRL logistics service
- 38.7% respondents would recommend others about the VRL logistics Traveling services.
- 34% respondents were satisfied with first aid kit, emergency exit or other safety precautions provided in the bus services followed by 32% are neutral, 20% are strongly satisfied 7.3% are dissatisfied, 6.70% are strongly dissatisfied.
- 36.70% respondents were neutral with water or beverages provided followed by 28.70% satisfied, 22% strongly satisfied 6.70% strongly dissatisfied 6% dissatisfied,

- 36% respondents were satisfied with the online booking followed by 34.70% neutral, 17.30% strongly satisfied, 8.70% dissatisfied, 3.30% dissatisfied
- Most of the respondents satisfied with online booking safety measures
- Since P value of the service quality parameters were equal to 0.00 less than 0.05, H0 is rejected at 5% level of significance, hence we conclude that there is significant impact of service quality parameters on customer satisfaction at VRL logistics services.
- Since P value is 0.221 is greater than 0.05 H0 is accepted at 5% level significance. Hence, we conclude that there is no significant association between gender and how often people use VRL logistics ltd.

## 6. SUGGESTION:

- The segment of the customers who were dissatisfied with the online booking the company need to focus on them to make satisfy by proving their necessary facilities.
- Some Respondents were dissatisfied with the level of cleanliness and hygiene of drinking water provided by VRL due to not proper maintenance or provided.
- Some members not satisfied with the safety and where the company need to analysis their requirements towards it.
- Most people use other buses according to their convenience where the VRL travels are in not available at all the time. So, the company needs to focus on providing more bus services at frequent intervals of time.
- Respondents said that the service provided at peak time would be poor due shortage of busses in the peak time. Even the company need to see the needs and wants of the end-users.
- Some respondents were dissatisfied with the cost where they are comparing with the normal bus fare. This could be addressed by the company services.
- Where the most people responded that that the toll-free number of VRL was always appeared busy, hence it becomes difficult for the travellers to talk with the customer care representatives
- People said that they are strongly dissatisfied with time management due to not proper maintenance time management. The company need to improve their time management

## 7. CONCLUSION:

From the study on service quality of VRL logistics ltd. where the service quality parameters were primary objective towards customer satisfaction. Service makes a consumer happy which the service is given from the company. *After obtaining the Service quality data collection by respondents it was seen that the respective customers were neither highly satisfied nor highly dissatisfied by the VRL Logistics service*, therefore the company should concentrate on the Service quality till they got to know about their customers are highly satisfied with the VRL Logistics ltd.

The analysis of the data of the customers has shown that *there is impact of service quality parameters on customer satisfaction and the parameters of service quality which includes cost, service, quality if the company improves or upgrades the overall service quality the VRL logistics can easily gain the competitive advantage by satisfying the customer's expectations.*

According to the data analyzed, nearly 45 percent of respondents indicated they would refer VRL services to others. Based on the overall study of the company the service quality of VRL is not bad. Vijayanand travels is one of the nationally renowned and transport companyin south India. The company is having the very good brand image in the customer's mind. And it is marketing its product under the brand name of "VRL". The employees in Vijayanand travels are hardworking and dedicated. The company has increasing profit and net worth and would be a sustainable brand if it could bit more focus on service quality parameters as per customers' requirements observed in the study.

## REFERENCES:

1. Anna Otsetova (2017) "Relationship between logistics service quality, customer satisfaction and loyalty in courier services Industry", Management and Education, Vol.13. pp.51-56

2. Chaudhary, Mahesh. (2020). Commuters' Perceptions on Service Quality of Bus Rapid Transit Systems: Evidence from the Cities of Ahmedabad, Surat and Rajkot in India. European Transport\Trasporti Europei. 79. Paper no 7. 10.48295/ET.2020.79
3. Daniel Winter Fernandes, Roberto Giro Moori and Valdir Antonio VitorinoFilno (2018), 'Logistic service quality as a mediator between logistics capabilities and customer satisfaction', Revista de Gestao. Vol.25. pp.358-372
4. Hanson, J., Pettersson, F., Svensson, H. et al. (2019). Preferences in regional public transport: a literature review. Eur. Transp. Res. Rev. 11, 38
5. Harshit Jalan, (2018). Comparative Study between Rajasthan State Road Transport Corporation and Haryana Roadways: Exploring Reason for Loss of Rajasthan State Road Transport Corporation. International Journal of Innovative Science and Research Technology. Volume 3, Issue 2, February– 2018
6. Jyothychandra.R, Dr. A. S Ambily (2018). Kerala State Road Transport Corporation-A Glory of Past Tinted with Shame: Evaluating the Public Transport System of Kerala -A Review, ISSN-1314-3395, Vol-119(16), pp- 1425-1435
7. Merkert, Rico & Bushell, James & Beck, Matthew J., (2020). "Collaboration as a service (CaaS) to fully integrate public transportation-Lessons from long distance travel to reimagine mobility as a service," Transportation Research Part A: Policy and Practice, Elsevier, vol. 131©, pages 267-282
8. Nickie Boy A. Manalo, (2018). Public Passengers' Satisfaction on the Services of Bus companies in the Province of Bantangas, International Journal of Advanced Research and Publications, vol;2, issue.11, pp:6-14
9. Rajasekhara Mouly Potluri and Satagopam Padma Tejaswi (2018). Challenges of Transport Sector in India: A Dyadic Perspective, ISSN 2288-4637, Vol-5, issue-3, pp-95-102
10. Sheeba Hamid, (2019). "Impact of Information Technology on Marketing Strategies of Online Travel Agencies (OTAs) in India", A Comparative Study of Goibibo.com and Makemytrip.com, Sustainable Tourism Development, 2019
11. Sinha, Shalini & Swamy, H.M. & Modi, Khelan. (2020). User Perceptions of Public Transport Service Quality. Transportation Research Procedia. 48. 3310-3323. 10.1016/j.trpro.2020.08.121
12. Singh Sanjay., (2017). "Assessment of Passenger Satisfaction with Public Bus Transport Services", A Case Study of Lucknow City (INDIA), Business and Economics, vol.11, no.3, pp.107-128
13. S.Sivakami, DR.R.Thirumoorthy, (2018) "Passengers attitude towards services of TNSTC(Tamilnadu State Transport Corporation) in Erode and Tirupur Districts", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.5, Issue 4, page no.539-541
14. Subhashini S, and Preetha S, (2018). "An empirical analysis of service quality factors pertaining to ocean freight forwarding services" Maritime Business Review, Vol.3 No.3 pp.276-289
15. Van Lierop, D., Badami, M., & El-Geneidy, A. (2018). What influences satisfaction and loyalty in public transit? A critical review of the literature. Transport Reviews, 38(1), 52-72

**Website:**
https://www.vrlgroup.in/vrl_group_home.aspx
https://en.wikipedia.org/wiki/Service_quality

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/028 --:-- Research Article/Paper

# COVID-19: A Study on the Effect of Pandemic on Digital Marketing

**Suruchi Madan**[1], **Khyati Saini**[2]
[1] Department of Commerce and Management, Apex University, Jaipur, India
E-mail: suruchi115@gmail.com
[2] Department of Commerce and Management, Apex University, Jaipur, India
E-mail: khtsaini27@gmail.com

***Abstract:*** *COVID-19 has changed the necessities and priorities of human beings in the whole world. In addition to the three basic necessities of life, namely, food, clothing, and housing, the Internet is also now considered a living necessity. This pandemic has influenced the lives of people both socially and economically. People live alone in terms of social distancing in this Covid times. In this context, digital marketing plays an important role in today's world. Digital marketing provides a platform where they can buy any product, transfer money etc. without going physical and thus can approach the customers and provide the good service and product with safety and trust. Under Digital Marketing, the marketers use the internet, mobiles, emails, social networking sites, search engine platforms, etc. to reach the customer.*

*The older ways of Marketing are still popular but it becomes important to adopt the more dynamic method for wider reach because of factors such as growth in the market campaign, competition dynamics, consumer expectations and changing market conditions. A significant behavioural shift can be seen towards digital platforms etc. which created immense opportunities for the marketers to connect with the customers digitally more than ever before. Today Consumers prefer online shopping for almost everything as it provides the ease and the safety of their health which is of major concern these days. The Indian E-commerce industry is growing rapidly and by 2034 it is expected to become the second-largest E-commerce market. The global pandemic of COVID-19 has had a huge impact on digital marketing at the global, regional and local levels, taking its toll on various sectors. However, the impact is far more positive than is seen in many other areas, such as the economy and human resources. This paper is made with an attempt to understand, identify and highlight the impact of covid-19 on digital marketing.*

***Keywords:*** *Digital platform, E-commerce, Digital-Marketing, Covid-19, Pandemic.*

## 1. INTRODUCTION :

Digital Marketing is a branch of marketing that utilizes the internet and digital technologies such as Computers, Mobile phones, Websites, Digital platforms, Application Software, E-mail and other platforms to promote products and services. In the 1990s and 2000s, the rise of digital marketing transformed the way firms and marketers used technology to implement marketing plans and strategies. Digital Marketing has grown in popularity in recent years, combining Content Marketing, Micro-Video Marketing (M.V.M), Search Engine Optimization (S.E.O), Search Engine Marketing (S.E.M), Social Media Marketing (S.M.M), Influencers Marketing, In-App P.O.S Advertising, Social Media Optimization (S.M.O), e-Commerce Marketing, Digital Advertisement Displays, e-mail Marketing, and other strategies. Rather than targeting a huge, homogeneous audience, digital marketing techniques focus on adapting advertising to numerous platforms and customising it for particular customers and devices.

## 2. Review of Literature :

According to Mathew Johnson (2020), the corona virus has definitely left its effect on history, just how much would these changes alter things, should marketers be asking themselves? As the effects of the virus on various industries become more apparent, how will today's creative marketers make adjustments? Digital solutions should be a major priority for all firms, that much is clear.

Study conducted by Kamaljeet Kalsi (2020), nearly half of survey respondents chose "Free delivery" as the best approach for restaurants and shops to win their patronage. 41%of respondents highlighted a easy online ordering as a way to win business. Curb side Pickup" is a service rated highly by 38%of consumers. Working locally' is low on the list, cited by just 30% of respondents as a way to make money for their business, but it's good to see consumers paying attention.73% of consumers use proximity-based which was the top consumer preference by a wide margin.

Dr. James Seligman (2020) concludes that understand your customer base and how to shop for products during difficult times. Allocate funds to areas of lowest risk to redefine and promote value and trust

Shruti Agrawal (2020) concludes an investigation into the impact of Covid-19 on India's economy and supply chains. The study also reports on the impact of Covid-19 on global manufacturing and supply chains. NCoV is impacting manufacturers and their supply chains around the world. COVID-19 is impacting our supply chain and production operations on a daily basis.

Dr Saraswathi Moorthy (2020) concludes that understanding the need to study online shopper buying behaviour is critical. Safety by maintaining hygiene and social distancing especially in this global pandemic crisis is highly important. By enabling a better online shopping experience, we can ensure that consumers are discouraged from leaving their homes, thereby largely containing the virus.

Rae Yule Kim (2020) states that the pandemic has forced workplace operations to become virtual, and many companies have successfully made these transitions in a short period of time. However, little attention has been paid to the impact of the pandemic on consumers and markets. In this article, we examined how the pandemic has accelerated the growth of e-commerce.

Shaikh Abed (2020) this study revealed that people's consumption patterns are changing, and it is anticipated that this trend will persist even when the usual returns. Additionally, it was determined that the virus would cause people to shop online more frequently as they stayed at home more and avoided going out. Equally crucial is maximising availability to reduce out-of-stock situations. Online product purchases by customers were delayed. The Corona virus has caused consumers to alter their shopping habits.

The research report presented here examines the effects of the corona virus on Malaysia's online business, according to Mohammad Waliul Hasanat (2020). After analysis, it was shown that this pandemic disease substantially hinders online enterprises.

The country is suffering terribly as the death rate rises, but the country's economy is also weakening in the next few days. Getting the economy back on track and improving is expected to be very difficult. It is likewise a whole lot difficult to boom the income of the country. It is suggested that researchers should do their studies concerning the Covid-19 with each feasible outcome.

## 3. Objectives of the Study:

The Main aims of the research study are:
1. To understand the concept of digital marketing.
2. To analyse the effect of Covid-19 on Digital marketing.
3. Challenges and opportunities have been faced all over the world.

## 4. Scope of the Study :

Scope of the study is related to understand the concept of Digital Marketing, and to know the effect, that the outbreak of the Covid-19 pandemic had/has on digital marketing.

## 5. Research Design:

The type of research type is Exploratory and the study is based on the secondary sources of data. The Secondary data collected through various published sources like text books, journals, magazines and from different blogs and articles Published on websites.

**6. Limitation of Study:**

The research study confines itself to secondary data. There were time constraints while conducting the research study and therefore Generalisation is not desirable.

**7. Digital Marketing**

Digital marketing in simple words can be stated as the implementation of marketing plans and strategies though the use of internet and other related digital platforms. It can be defined as a marketing approach that primarily relies on the internet to connect with the target audience through various digital media channels and platforms. Under Digital Marketing, the marketers use internet, mobile devices, e-mails, social media, search engine, video streaming platforms, and other such channels to reach the customers. However, there are some marketing experts who are of the opinion that digital marketing should be regarded as a completely different and new endeavour which requires new and different ways of approaching, connecting and understanding the customers. Digital Marketing is target specific. That means, the brands and marketers can target a specific segment of customer based on various factors, and also identify the perfect medium of channel for connecting with such customer base. Unlike the traditional marketing techniques, digital marketing is also interactive in nature. The various social media platforms like Twitter, Facebook, Instagram, etc., and A.I based technology like Chatbots incorporates marketing with customer feedback and enables for an interactive two-way communication between the company and the customer. Advertising though digital platform is very flexible in nature and can be tailored and customized according to the needs and requirements of various customer base accordingly without much hustle and is also optimizable to various display sizes and thus eliminating the drawback of traditional techniques of advertising.

Digital marketing can be defined as the use of the internet and other relevant digital channels to carry out marketing plans and strategies. It can be defined as a marketing approach that relies on various digital media channels such as the Internet, mobile devices, social media, search engines etc. to reach the target audience. In simple words, digital marketing can be stated as any form of marketing that exists online.

Digital marketing, allows marketers to use internet, mobile devices, e-mails, social media, search engines like Google, video streaming platform and other such digital channels to reach the customers.

Some marketing experts are of the view that digital marketing should be regarded a completely new undertaking where a new and different approach to connecting with, understanding and approaching customer is required.

As digital marketing is target specific, it enables brands and marketer to target specific customer segment, and identify the perfect medium of channel for connecting with such customer by analysing various factors. Digital marketing is interactive in nature which is not the case in traditional marketing. An interactive two-way communication can be established between the company and the customer with the help of various digital platforms such as twitter, Face book, Instagram, chat bots etc. Digital platform provides a flexible approach wherein tailored and customized advertising can be done as per the needs and requirements of the customer.

**8. Tools for Digital Marketing**

As the customers' response for traditional marketing approaches are reducing in recent. The response of the consumers for the Traditional Marketing approaches are reducing in recent times, the engagement of consumers with brands and marketing activities through digital Platform has increased considerably. This increase in engagement is has resulted in the Development of various digital marketing tools.

The response of the consumers for the Traditional Marketing approaches are reducing in recent times, the engagement of consumers with brands and marketing activities through digital Platform has increased considerably. This increase in engagement is has resulted in the Development of various digital marketing tools.

**a) Search Engine Optimization:**
It is the method of promoting the visibility of the website or webpage and raising the quality and quantity of visitors arriving organically (i.e., through unpaid results) by customizing the specific search engine. For instance, the Google search engine may be configured so that whenever a relevant search is conducted, the website link appears first in the organic results area of the search results.

**b) Search Engine Marketing:**
In contrast to search engine optimization (SEO), search engine marketing is a paid procedure in which advertisers pay search engines to display their website link at the top of the search results whenever the purchased keyword (or collection of keywords) are searched.

**c) Social Media Marketing:**
Social media marketing is the area of digital marketing in which marketers utilise social media platforms like Twitter, Facebook, Instagram, Snap chat, and others to advertise their goods and services. Both inorganic and organic activities may be a part of S.M.M.

**d) Video Marketing and Micro Video Marketing:**
From over past few years, video marketing and micro video marketing have seen tremendous growth in client interaction. This is a technique in which businesses use video streaming websites like YouTube and smaller video streaming websites like TikTok and Vigo Video to advertise their goods and services to consumers.

**e) E-Mail Marketing:**
This is a technology used by marketers to send emails directly to their target audience. Here, emails are used to communicate promotional and other types of communications to prospective clients and to generate demand for the good or service being advertised.

**f) Affiliate Marketing:**
Affiliate marketing is a process that is similar to commission-based sales in that the company gives custom links (U.R.L.) to the affiliates and, whenever a customer visits the company website and/or purchases the products through the affiliate's link, the company will pay the affiliate a certain percentage of commission.

**g) Mobile Marketing:**
Brands have begun to communicate with their customers on mobile phones using mobile applications, e-mails, mobile-optimized webpages, and social networks in an effort to capitalise on the growing global Smartphone market.

**h) Influencer Marketing:**
One of the newest digital marketing strategies is influencer marketing, in which brands employ social media stars like YouTube stars, TikTok stars, etc. to advertise their products on such platforms. As an illustration, Mivi hired a You Tuber by the name of Bhuvan Bam to advertise their speakers and ear buds in his videos.

**9. Effect of Covid-19 on Digital Marketing**

The corona virus pandemic has shifted the game of how businesses operated overnight and this resulted to the massive popularity of digital marketing’s adoption all over. The pandemic has pushed businesses to showcase their products and services online. Digital Marketing in India has penetrated almost all sectors of the economy. The power of digital marketing allows the geophysical barriers to dissolve, making all consumers and businesses on earth potential clients and suppliers.

The following are the impacts that enhance off-field digital marketing.

- **Increased engagement in Social Media and Marketing:**

  Due to the lockdown and the shift of work from the office to home, many people probably spent a lot of time on social media during the Covid-19 outbreak, and social marketing has increased as a result.

  As a result of the pandemic people began spending more time at home and internet usage also increased, leading to a surge in social media engagement.

  During the pandemic more people are spending more time on social media platforms and digital devices, thus engagement engaging with online ads has also increased significantly. Due to this pandemic, lockdown, social distancing rules etc more people are inclining towards buying and shopping online from the safety and convenience of their own homes and avoid waiting in lines, and crowded areas

- **Rapid increase in Demand for video content:**

  As the revolution has made the internet so cheap that the majority of the people get the source of entertainment from the internet.

  Internet has become major source of entertainment and people spend their free time watching videos, movies, etc. on the popular platforms like YouTube, TikTok's resulted in increase in demand for more video content.

  The companies are also utilising the benefits and growing their business by creating micro-videos for marketing and advertising their product and services on social media and thus creating huge impact on target audiences.

- **Increased the A.I. Chat Bots importance:**

  Artificially Intelligent based conversational agents, also known as chatbots use AI-based tools and enable users to communicate and interact. Because people were in quarantine and were uninformed of the viral virus's symptoms and precautions, A.I. chatbots had been extremely useful in the course of pandemic in answering questions about health-related concerns, not only in the health sector but also in other online activities involving chatbots. The work from home also adopted the A.I.-based chatbots which are available 24/7 to get access to the information of a particular organization, company, or any educational institute. Chatbots' user-friendly interface makes it easy to disseminate essential information to large groups of people.

- **Growth in Product Search among users:**

  The pandemic, quarantine period and lockdown made users shop online more frequently and rely on the internet more for news, health-related information and consumers have made greatest shift to digital world.

  The COVID-19 epidemic is hastening the worldwide shift to digital commerce, requiring businesses to rethink and even redesign their strategies in order to capture new market opportunities and a fair share of new digital client segments.

- **Increased demand of O.T.T platforms Content:**

  OTT platforms are gaining popularity among viewers in the country as during pandemic lockdown period individuals were restricted to their homes and need to get away from the free amount of time and to divert the mind, lot of content creation platforms came into the existence for entertainment purpose. The most trending O.T.T platforms were Netflix, Amazon-Prime, and Zee5 which have gained much gains during the covid-19 pandemic lockdown, and has contributed to the digital marketing business.

**10. Digital Marketing Future after Covid-19**

Positive and beneficial in some way, digital marketing has had a significant impact on the pandemic. Moving forward into the post-Covid-19 years, however, and entrepreneurship have responsibility even after the pandemic ends to maintain the reputation and to check on every aspect of the selling product that is conceivable as this pandemic was the opportunity to improve their business as well as their skills in the field of organisation. People's focus has been diverted to internet businesses as a result of the epidemic, and many businesses have seen improvements in consumer volume and positive reaction rates. These businesses will need to continue engaging audiences and acting responsibly even after the pandemic is ended. As a result of the significant amount of time spent online during the COVID-19 lockdown on various social media platforms, as well as the numerous online activities and marketing that occur, maintaining the reputation is another important factor. Digital media marketing can have a negative effect as well, so it's important to be cautious when disclosing information about the product on social media because it can be a sensitive platform. After post-covid-19, gaining consumer volume, increasing site traffic, and keeping people interested are the significant issues. It would be challenging for marketers to continue by producing digital material that is more appealing and instructive as soon as the globe returns to its regular schedule.

**11. Significant Shifts in Customer Habits**

Numerous changes in consumers' daily routines have resulted from widespread anxiety and recent limits on staying at home. According to a recent Pew Research Center research, nearly 90% of U.S. citizens say the COVID-19 pandemic has had some impact on their lives, with 44% saying it has had a significant impact. In this time of self-isolation and separation anxiety, many activities that used to take up a large portion of a person's day have been curtailed, leading to considerable changes in the amount of time spent on other things.

**12. Conclusion:**

Organizations should care for their clients and strive to assist them with creative solutions. They should also attempt to use digital platforms to serve their customers in a safe manner while maintaining social distance. They should also understand their customers' behaviour and try to meet their needs in accordance. Finally, they should use online deliveries while maintaining a hygienic environment. Managers should support and look out for their employees. Utilize social media to get customer information and uphold your social distance. To maintain contact-less delivery and to retain time and money savings, businesses should plan for the future in accordance with the evolving needs of their consumers and establish digital infrastructure with stability and confidence. It is a difficulty for infrastructure development.

The following conclusions are made for each of the problem statements in the research.

- Digital marketing helps the company to generate more profit and have upward growth. According to the survey, it is clear that COVID 19 has hampered the growth of every sector of the economy, but the organisations that have adopted digital technology are still retained in the market as compared to others. Considering hypothesis, data collection and data analysis it can be concluded that digital marketing has helped the companies to generates more profits and have an upward growth.

- Social Media marketing presence positively influences the customers to trust the company or the brand. Social Media is a platform which helps in increasing brand awareness. It helps in generating more and more leads for the company. As per the survey it was found that LinkedIn is a platform which is used to generate most leads. The other top listed social media platforms for marketing are WhatsApp, Instagram, Facebook, YouTube, Twitter and Quora.

- Digital marketing improves the relationship with customers. Digital Marketing has proven to be effectively impactful on customers. It has helped businesses to engage with the customers and know the preferences of the targeted audience. It encourages customers to stick around. It optimises the customer's brand experience. And, most importantly, it builds trust.

Thus, we see, even when the economy is on the decline and people are firm believers of social distancing, dependence on digital is increasing, companies need to be omnipresent by leaning on digital footprints of their consumers, companies can optimize to show up in the moments that matter the most to their users.

**REFERENCES:**

1. Suresh Reddy, "Impact of e-commerce on marketing," Psychology and Marketing", Indian Journal of Marketing.
2. Sumanjeet, "On-Line Banner Advertising," Indian Journal of Marketing.
3. Jaffrey Graham, "Web Advertising future as an e-Marketing strategy."
4. Broger and Ferguson, "Content Marketing", 2009.
5. Content marketing communication strategies, Pulizzi, 2008
6. Hongwei He and Llyod Harris, "The impact of COVID19 pandemic on marketing philosophy."
7. World Health Organization, Coronavirus disease (COVID-19) Pandemic, 2020, Accessed: April 10, 2020.
8. Dave Chaffey, P.R. Smith, "Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing", Routledge, Fifth Edition, (2017).
9. Garder, "Digital Marketing."

DOIs:10.2015/IJIRMF/ICGRTHE-2022/029 --:-- Research Article/Paper

# CORPORATE SOCIAL RESPONSIBILITY PRACTICES – A STUDY OF SELECT LARGE-SCALE COMPANIES

**Dr. Anita Rani**
Assistant Professor, Department of Commerce
Kanya Mahavidyalaya, Kharkhoda
Email - anitapanwar1986@gamil.com

***Abstract :*** *In present globalized scene the concept of Corporate Social Responsibility (CSR) cannot be ignored by the corporate world.Taking into consideration the changing market scenario, firms have to alter their work culture according to the market demands. Indian firms are not at all lagging behind in this initiative and some are already proceeding with it. Corporate Social Responsibility refers to the activities of the company that meet the needs and welfare of the society.*

*Under the new Companies Bill, the section states that large companies have to spend two percent of their average net profitson CSR activities. The aim of this Bill is to make the companies discharge their social commitment towards their stakeholders like customers, government and mainly the community at large. Alongside enhance the economic development of the company. This research paper seeks to explain the importance of corporate social responsibility in today's global era. It also gives a picture about the CSR focus areas in which the large-scale companies are carrying out their activities more intensively.*

***Keywords:*** *CSR, Companies Bill, Stakeholders, Community.*

## 1. INTRODUCTION:

In India, many corporations have been practicing the concept of Corporate Social Responsibility (CSR) activities to meet theneeds of the society. Corporate Social responsibility refers to all those activities ranging from providing safe and eco-friendly products and services to giving a part of the company's profits to welfare organizations with a philanthropic perception. In today's dynamic settings nothing is perpetual but from past many years the word social responsibility or philanthropy and now Corporate Social Responsibility is constant. Every business firm has to carry out its work under some social surroundings which is called as society. As a responsible entrepreneur one is accountable for the welfare of the society in which the company operates such as helping society bymeans of protecting the environment, conserving the natural resources, recycling of wastage, health and education of public. However, Ministry of Corporate Affairs, is expecting to see the new law as an investment opportunity for creating a better work atmosphere, rather than a forced expenditure. The Ministry has defined a few focus areas for the companies to undertake their CSR activities.

The new Indian Companies Act, 2013 has replaced the old legislation governing the way corporate function. All companieswith annual turnover of Rs.1000 core and more, net worth of Rs.500 coror and more or a net profit of Rs.5 crore and more would have to spend at least 2 % of three-year average profit every year on CSR activities. They can spend the funds by collaborating with other firms or with NGO's also. Whatever amount they spend on social cause along with its details has to be reflected in Annual CSR Report. Companies have realized that Corporate Social Responsibility can gain respect for their company in the market which can result in both employee and customer loyalty. Above all in the current global state where competition is increasing, business leadersneed to pay close attention on their Business Performance.

## 2. Literature Review:

**Hemingway (2002)** in her article has suggested that Corporate Social Responsibility (CSR) can imply diverse things to different people. CSR is generally regarded as a multi-disciplinary subject and its definitions vary in regard to the perceived scope orboundaries of the corporation's responsibility. CSR can be interpreted as a modern-day expression of the concept of philanthropy orcharity. It is argued that the formal adoption of CSR by the way of corporations can be related to the changing personal values of managers. Clear understanding of CSR can be enhanced if the values operating at an enterprise level, as well as at the personal level are researched.

Proactive firms focus on their 'triple bottom-line' of three Ps i.e. People, Planet and Profits. In other words, they focus on economic, social and environmental contribution. A case study undertaken by V. Ahuja has highlighted how a carpet weaving company like Jaipur Rugs has climbed the ladder of success not because of their financial criteria, but in the way it has contributed to the society. The company has developed a business model which is standing on the pillars of social responsibility. The main objective behind their business model is to make the artisan community self-reliant and develop entrepreneurship among them. The companyhas explored the essence of helping those who create value.

Because companies need to look after their communities in which they operate, particularly those that are operating in rural areas. CSR can help the corporations to build their goodwill, differentiate themselves from their rivals by taking social initiatives, enhance accessto capital and markets, increase sales and profits, improve brand image and reputation, enhance customer loyalty and also improve employee job satisfaction level.[3]

**MigleSontaite-Petkevicience [2012]** explains that various authors have studied and given a number of reasons why companies engage in corporate social responsibility activities. Some of these reasons are improved financial performance, contributionto market share, improved product quality, increased employee turnover, increased employee commitment and better corporate reputation. Out of all these reasons enhanced corporate reputation is the most sought out benefit for the companies. It shows that CSRhas become one of the most important drivers of corporate reputation. This is because CSR when broken down into segments like human responsibility, environmental responsibility and product responsibility ultimately affects corporate reputation. [4]

**Dr. Rajinder Singh (2017)** in his article has studied the CSR activities undertaken by Bharti Airtel in compliance with thenew Companies Act, 2013.An Industrial Unit makes use of the resources of society and in turn the society helps for its functioning.Hence, these business units should contribute for the welfare of the society and its counterparts. Bharti Airtel which is one of the leading telecom company carries out its CSR activities in the areas of Education, Eradicating Hunger and Poverty, Gender Equality and Women Empowerment, Environment, Disaster Relief and Waste Management, etc. [5]

## 3. Objectives of The Study

- To study the importance of Corporate Social Responsibility.
- To know the focus areas of CSR activities of selected large-scale companies.

## 4. Research Methodology:

The study was conducted with the aim to understand the importance of Corporate Social Responsibility for business firms and the focus areas of CSR activities undertaken by the firms. This required an in-depth discussion with the top management and some of the direct beneficiaries of the CSR initiatives adopted by a particular organization.

### 4.1 Primary Data

The primary data for this research was collected with the help of structured questionnaire. A comprehensive questionnaire was prepared based mainly on closed ended questions as well as some open-ended questions. The researcher got the questionnaire filled from the CSR/HR Executives or CSR/HR Managers of the selected companies in the selected areas of study by conducting a detailed interview schedule.

### 4.2 Secondary Data

The secondary data was collected by visiting various libraries and referring EBESCO online database, various Journals, Magazines, Proceedings of seminars and conferences, Research papers, Annual Reports of Selected Organizations, Internet, Government Gazette, Websites of various companies, etc.

### 4.3 Limitations of the study

1. The research study is limited to Harayana state only.
2. The research study is limited in company situated in sonipat ,panipat and kundli only.

### 4.4 Importance of Corporate Social Responsibility to A Business

In today's situation of cut throat competition, every company is occupied in chasing business targets, making profits and handling competitive pressure in the market that they actually forget they also have social obligation towards the community. Corporate social responsibility plays a crucial role in the progress of the society and which would benefit the company in many ways. Let us see the importance of corporate social responsibility.

- **Consumer Expectations**
  Normally consumers give more importance to a company's reputation than on the perception of the company's products. Now-a-days, it's not just enough to produce an innovative product or deliver exceptional service but people are more conscious in knowing that they are purchasing a product of a company that cares about its consequences on its surroundings.

- **Boosts Employee Morale and Enhances their Loyalty and Retention**
  Employees are happy to work for a company that has a good image in the publicans it boosts their morale and happy employees always give better productivity. Companies that are engaged in improving the community through corporate social programmers are more likely to attract and retain valuable and hard working employee's .If a corporation has a culture of corporate social responsibility then individuals are more likely to apply for available positions.
- **Better Relations with Vendors and Investors**
  Vendors continue to support companies that are strongly committed not only to their employees and customers but also to lives of others. Even the investors are willing to put in money into companies having a good sense of responsibility towards the society.They feel satisfied that their funds are being properly used and become a part of social cause. Vendors as well as Investor directlyor indirectly participate in corporate social responsibility programmers through their financial relations with the company.

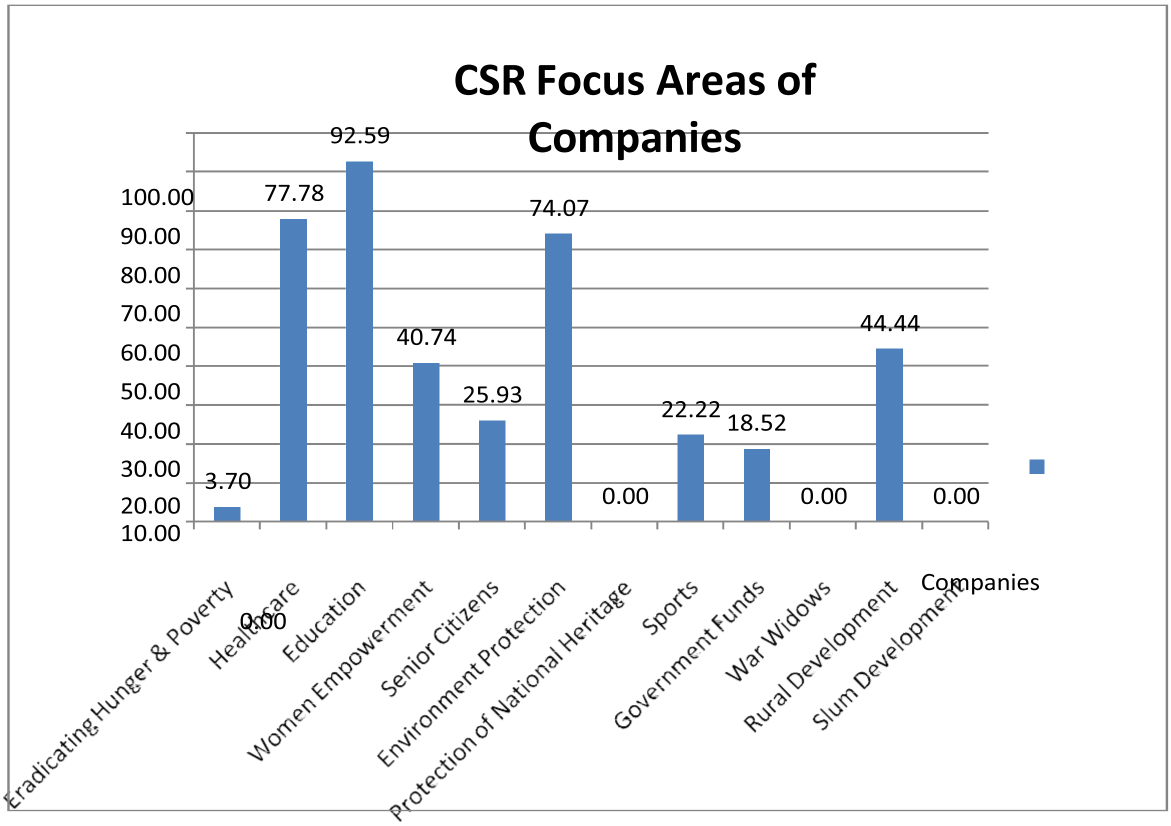
- **Enhancing Company's Reputation**
  To enhance the company's reputation is one of the reasons why companies from past are incorporating CSR. But nowadays it has become a common phenomenon so corporations are trying out new ways to build up their goodwill by experimenting on their social responsibilities. They are not only taking it seriously but also bringing a lot of creativity in it so that they serve their visionary purpose along with creating a distinct image for themselves in the market.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

## 5. Analysis of Data

Table No. 1: Graphical Representation of the Companies undertaking practices in various CSR Focus Areas

| Company | Eradicating Hunger &Poverty | Healthcare | Education | Women Empowerment | Senior Citizens | Environment Protection | Protection of NationalHeritage | Sports | Government Funds | War Widows | Rural Development | Slum Development |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Auxein medical pvt. Ltd, kundli | N | Y | Y | N | N | Y | N | N | N | N | N | N |
| Soucing india inc, sonipat | N | Y | Y | N | N | N | N | N | N | N | N | N |
| Apollo pharmacy, sonipat | Y | Y | Y | Y | N | Y | N | Y | N | N | Y | N |
| HNA FOODS INDIA PVT. LTD., sonipat | N | N | Y | N | N | N | N | N | N | N | N | N |
| Bharat Forge Ltd., Kundli | N | Y | Y | Y | N | N | N | Y | N | N | N | N |
| TDI city ., Kundli | N | Y | Y | N | Y | Y | N | N | N | N | Y | N |
| Trivani, kundli | N | Y | N | N | N | Y | N | N | Y | N | N | N |
| Godrej & BoyceMfg. Co. Kundli | N | Y | Y | Y | N | Y | N | N | N | N | Y | N |
| Asian Paints, panipat | N | Y | Y | Y | N | Y | N | N | N | N | N | N |
| Alfa Laval, Kundli | N | Y | Y | Y | N | Y | N | N | N | N | N | N |
| Hindoostan Spinning & Weaving Mills, panipat | N | N | Y | Y | N | Y | N | N | N | N | N | N |
| Ajanta Universal Fabrics, Kundli | N | Y | Y | Y | N | Y | N | N | N | N | N | N |
| Desai Brothers, sonipat | N | N | Y | N | Y | N | N | N | Y | N | Y | N |




**Interpretation:**

The above graph shows the percentage of companies undertaking CSR practices in various focus areas. It reveals that majority of the companies are extensively carrying out their CSR activities for Education and Healthcare Areas. This is followed by Environment Protection activities.

Women Empowerment and Rural Development are the other focus areas which are concentrated by the companies to a good extent. Whereas Eradicating Hunger and Poverty, Protection of National Heritage, Activities for War Widows and their dependents and Slum Development are the focus areas which are still overlooked by the companies.

**6. Findings:**

- It is found that the concept of Corporate Social Responsibility is gaining importance day by day due to the long-term benefits derived by the companies from them.
- Majority of the companies are focusing on CSR activities related to Education like providing educational facilities to under- privileged schools, supporting the education of girl child, giving vocational education for livelihood, etc.
- The other important focus areas where the companies have concentratedtheir attention are Healthcare and Environment Protection. Many Healthcare activities like Conducting Free Medical Camps, Sponsoring Medical Treatment of Poor People, and many more are carried out. In case of Protection of Environment varied activities like Tree Plantation, Recycling of Waste, Proper Disposal of Industrial Waste, etc are undertaken on a large extent.
- Rural Development Projects and Women Empowerment Activities are the areas which are given preference after the above focusareas. Constructing roads, toilets, water storage tanks, and Cleanliness drive are some of the activities which come under Rural Development Projects.
- Various CSR activities for senior citizens, promoting rural sports and contributing to the

Government funds are also carried outby the companies but not a on a very large scale.

- Eradicating extreme hunger and poverty is also one of the CSR focus areas which needs to be addressed on a large scale but looking at the above graph it indicates that very little work has been carried out by the companies.
- Protection of National Heritage, Art and Culture, Activities for War Widows and their dependents and Slum Development are thesocietal issues which have not yet received any attention from the companies.

## 7. Suggestions:

- Companies instead of conducting CSR activities according to their convenience should carry out a Need Assessment Survey beforehand so that they can plan their CSR programmes based on these issues of the society.
- It is seen that most of the companies are working on the same societal issues; instead, they should mutually coordinate with eachother and cover other neglected social issues which also need attention.
- Companies should not consider CSR as a burden but their duty of returning something back to the society.
- The CSR focus areas which are yet untouched need to be addressed for the overall development of the society.

## 8. CONCLUSION:

Corporate Social Responsibility (CSR) is the new way of getting to the bottom of social problems through shared cooperation between the government and business firms. It is also a medium for the companies to fulfill their social obligation towards the stakeholders. Government has laid down certain focus areas in the new Amendment to the Companies Act, 2013 wherein the companies can conduct their social activities. It is seen that many companies are performing their social responsibility in the areas mentioned in the Act much before its Amendment. Still, some of the focus areas like slum development, protection of national heritage art and culture, etc. Are not yet taken into consideration by the companies should be looked into.

## REFERENCES:

1. Christine Hemingway (2002), “An Exploratory Analysis of Corporate Social Responsibility: Definitions, Motives and Values”,Research Memorandum, The University of Hull Business School.
2. Vivek Ahuja (Jan 2012), “Success through Social Responsibility: A Unique Business Model of Jaipur Rugs Foundation”, TheIUP Journal of Corporate Governance, vol. XI, no. 1, pp. 52-58.
3. Premlata and Anshika Agarwal (Dec. 2013), “Corporate Social Responsibility: An Indian Perspective”, Journal of Business Lawand Ethics, vol. 1(1), pp. 27-32.
4. MigleSontaite – Petkeviciene (2015), “CSR Reasons, Practices and Impact to Corporate Reputation”, Proceedings in 20th International Scientific Conference Economics and Management.
5. Dr. Rajinder Singh (Jan, 2017), “CSR after Companies Act 2013: A Case Study of Bharti Airtel”, International Journal ofAdvanced Research and Development, vol. 2(1), pp. 112-115.
6. Handbook on Corporate Social Responsibility in India. PWC.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

DOIs:10.2015/IJIRMF/ICGRTHE-2022/030 --:-- Research Article/Paper

# Internal Monitoring Mechanisms Tunneling from Real Earnings Management perspective in listed Non-financial firms Nigeria

**Dr. Garba Ibrahim**
Principal Lecturer
School of Vocational and Entrepreneurship Education, Department of Management Sciences, Kano State College of Education and Preliminary Studies Nigeria
garbaibraheem92@gmail.com

***Abstract:*** *Financial anomalies and shallow business dealings are widespread in the Nigerian reporting environs, which signal weaknesses in auditing and internal control mechanisms from various sector of the economy. To restore investors' past fading confidence and to provide enabling settings for multiple stakeholders, different mechanisms were deployed by the regulatory authorities to checkmate the issue, but the problem keep momentum. This study used internal monitoring mechanisms utilizing affiliated family business groups and related party transactions to rescue the fiasco. The study used secondary data via Thomson Reuters DataStream and firm financial reports from 2012-2021. The study analyzed data in two phases; in the first phase, a cross-sectional regression analysis model of Roychowdhury's (2006) using the 334 firm-year observations. In the second phase, the longitudinal panel data analyzed using system two-step Generalized Methods of Moments (GMM). Two key findings emerged from the data analyses. Internal governance has a significant positive effect on the effectiveness of financial reporting quality in the firms examined. The affiliated family business used ownership structure in dual ways, either as a control mechanism to restrain earnings manipulation using propping or exacerbate it to drain the firm earnings potentials at the minority shareholder's expenses utilizing tunneling.*

***Keywords:*** *Internal Monitoring, Tunneling & Real Earnings Management.*

## 1. INTRODUCTION:

Manipulation of Accounting information and window dress financial statements disclosure denotes that minority shareholders right are not always protected whether in develop or developing economy [2], [3]. Contemporaneous empirical evidence advocates that founding-family ownership is correlated with higher firm performance when equated to widely-held businesses, both in terms of accounting performance and market valuation [4]–[6]. This result is found to be robust for founder-led companies. Therefore, families as large block holders appear to successfully moderate the owner-manager agency conflict pronounced by [7]. The positive effects thus seem to overshadow the feasible counter-argument that large shareholders might use their position to extract private benefits at the cost of minority shareholders [8], [9]. The genesis demise of giant corporations due to the corporate collapses like Enron, undue profit-boosting WorldCom, managerial corporate looting Tyco, audit fraud Arthur Andersen, inflated reporting of stock performance Cadbury, misleading disclosure Trans- mile ignite crises of confidence among investors, leading to the declines in stock market valuation and firm performance in develop or developing economy. The level of investor protection determine the group structure in a particular environment, high protection lead to quality financials while low investor protection lead to the diversion of cash flow and increase the affiliated family's firm private benefits of control by accessing retain earnings of the original firm and used it to setup new firm at the expense of minority shareholders. It is seemingly clear that expropriation take the form of cash flows, assets, equity or combination of these firm attributes. Tunneling of cash flow has implication for earnings reported while expropriations of equity and assets have implication for the firm financial positions. These form of sapping lead to the loss of firm productive assets of minority shareholders [10][i]. [11]. A founding family is associated with the reputation of their: product; services and business name, to sustain their trans-generational wealth accumulation and sometime dwell into cosmetic earnings management to conceal the bad news due to their operational decisions it is considered to be a major source of agency problem of firms in emerging markets. These actions necessitate the reinforcement of tighter rules and regulation by the policy makers to come up with a long lasting solution to salvage the firms from further fiasco and keep momentum. At this juncture, this study used the recommendation from the prior study of (Ibrahim et al., 2020) who proposed the used of pyramidal ownership structure and earnings quality. This study examined the effect of internal monitoring mechanism from affiliated family firms on real earnings management in listed non-financial firms Nigeria.

## 2. Literature Review:

Single individuals or families in several countries control large number of firms called family business group [12]. These affiliated family businesses groups used different business structure to control their businesses using either: issuance of dual class share; pyramidal structure or cross-holding of ownership. The issuance of dual class share; The controlling firm does not need to contribute to the majority of firm capital whereby the shares sold to outside investors are tag with significantly abridged voting rights. For example, absence of regulatory restrictions on the use of dual-class shares, the affiliated family business group can achieve any desired level of separation by nonstop owning the firm and selling shares with mediocre or no voting rights to the outside shareholders shares as in the case of Wallenberg family that controls 40% of Ericson shares despite they only have 1% holding as their stake and these practice is common in Sweden and South Africa [13], [14]. Secondly, affiliated family business group further control firm using other method called pyramidal structure. Pyramidal ownership is a situation whereby family business sets up a new firm in the first place, subsequently another firm is formed from the proceeds or retained earnings of the original firm, means new business is added to the business group overtime. The new firm is owned by all the stockholders of the original firm this is what we refer to as the pyramidal ownership [15]–[17]. Where the holding is direct referred to as horizontal structure and indirect holding by family members is termed as vertical structure. The pyramidal structure example can be expressed mathematically as if family business acquired shares in A and A acquire shares in B. family has 51% in A and A has 51% holding in company B as depicted = 51% *50%= 25% that means that family business has 25% holding in B. thirdly, If a family has stake in two companies and the companies have shares in another company it means the family has stake in both companies this is what we termed as the cross-holding. This can be illustrated mathematically as company K and L owned proportion of shares in companies and affiliated family firm also own certain stake in both companies, these type of ownership structure is what we refer to as cross-holding then the family have effective control over these companies and this practice is frequently used by the Asian family businesses to reduce the transparency and reinforce their control [18]–[20]. Empirical evidence of tunneling by numerous counties can be found in number of settings as follows: Italy, [21]–[23] USA [18], [24], [25] Malaysia, [20], [26] Germany [27] [28]New Zealand [29] Nigeria [11] [12] India [10], [25] Netherlands [31] Australia [32] Colombia [4] South Korean [33] Taiwan [15] French [34] Hong Kong [35] Canada [36] Spain [9] as well as Brazil [12].

## 3. Theoretical framework

The study is based on the premise, that the alignment hypothesis envisages that concerted ownership decreases the incentives of controlling insiders for opportunistic earnings management and the entrenchment hypothesis predicts that such ownership will lead to earnings manipulation by insiders in order to extract secluded benefits of control from minority shareholders. The entrenchment effect predicts that the founding family expropriates wealth from other investors and ensures the lower earnings quality while the alignment effect predicts that founding family members align their interest with that of other investors to ensure the earnings quality

## 4. Methodology:

The study employed annual balance panel data from Thomson Reuters DataStream and firm financial reports from 2013-2021, but 2012 and 2013 were used for lagging in the derivation of the dependent variable. The study used 334 firm year observation using two-step system GMM regression. Financial firms, mining and regulated industries were exempted due to dissimilar accrual choices and valuation procedures. The composite real earnings management from abnormal cash flow from the operation, abnormal production cost, and abnormal discretionary expenses were used to proxy earnings quality [37]–[39].

The explanatory variables of the study are (i) affiliated family firms and (ii) related party transactions. Affiliated family is measured by the percentage of common stock owned by proprietary family members [16], [27], [40]. Also, related party transactions are measured by the natural logarithm of annual transaction value utilizing sales to and purchase from an affiliated business group derived from firms' financial reports [41], [42]. The study moreover employed control variables that are documented to be effective in enhancing the earnings quality by prior empirical studies which are firm size and leverage. They are firm size measured as the natural logarithm of total assets [28], [43], [44]. Besides, the study measured leverage as debts to total assets ratio [45], [46].

### 4.1 Model Specification

The Phase one, cross-sectional regression analysis of cash flow from operation scaled by the prior year total assets regressed against current year sales by lagged total assets plus the change in sales divided by previous year total assets. The regression residuals are the abnormal cash flow from the operation [47].

$$\frac{CFO_t}{Ta_{t-1}} = \alpha o + \alpha 1\left[\frac{1}{Ta_{t-1}}\right] + X_1\left[\frac{St}{Ta_{t-1}}\right] + X_2\left[\frac{\Delta St}{Ta_{t-1}}\right] + \varepsilon_{it} \qquad \text{Equation 1}$$

Phase two, further cross-sectional regression of summation of discretionary expenses which are (advertising, research and development, selling, general and admin expenditure) scaled by prior year total assets against current year sales divided by previous year total assets. The regression residuals stand as abnormal discretionary expenses.

$$\frac{DISEXP_t}{Ta_{t-1}} = \alpha o + \alpha 1 + \left[\frac{1}{Ta_{t-1}}\right] + X_1\left[\frac{St-1}{Ta_{t-1}}\right] + \varepsilon_{it} \qquad \text{Equation 2}$$

Phase three, also, cross-sectional regression of production cost divided by the lagged total assets against current year sales scaled by total assets plus the change in sales by prior year total assets, plus also contemporaneous sales divided by the preceding year total assets. The residuals from the model stand as abnormal production costs [37], [48].

$$\frac{PROD_t}{Ta_{t-1}} = \alpha o + \alpha 1 + \left[\frac{1}{Ta_{t-1}}\right] + X_1\left[\frac{St}{Ta_{t-1}}\right] + X_2\left[\frac{\Delta St}{Ta_{t-1}}\right] + X_3\left[\frac{\Delta St-1}{Ta_{t-1}}\right] + \varepsilon_{it} \qquad \text{Equation 3}$$

The three real earnings management components are computed separately, and then applied as follows: abnormal cash flow from operation multiplied by (-1) as firms that are more likely to engage in real activities manipulations normally have lower cash flow from operation. Abnormal discretionary expenditures multiplied by (-1) so that higher value indicates that it is more likely that firm reduces discretionary expenditures and the abnormal production cost is multiplied by (+1). The study used combined residuals as REM [49]–[52]. Even though [1] tests the three measures of real activities manipulation separately [49] argued that the measures should be aggregated to capture the effects of real earnings management. Thus, some studies by [50], [53] compute a comprehensive measure by combining all the three individual real activities manipulation measures and used them as principal components. Thus, the overall REM is calculated by the following equation:

$\boldsymbol{REM = ACFO(-1) + ABPRD + ABDEX(-1)}$ **as was used by** [54]**.**

The Summary Statistics of firm Attributes and REM

| Variables | Mean | Std. deviation | Min | Max | Skewness | Kurtosis |
|---|---|---|---|---|---|---|
| Rem | -0.094 | 2.029 | -3.810 | 13.381 | -2.526 | 4.323 |
| Family affiliation | 0.2827 | 0.419 | 0.115 | 0.682 | -1.029 | 2.629 |
| RPT | 4.753 | 2.548 | 0.000 | 8.283 | -1.029 | 2.629 |
| Leverage | 0.592 | 0.362 | 0.000 | 5.375 | 5.925 | 17.558 |
| Firm size | 13.40 | 3.053 | 10.43 | 28.141 | 0.938 | 3.934 |

The table above presents the summary statistics of the variables under study which showed that the variables under study fall within the relevant range minimum and maximum value as depicted by their means. The table further depicts affiliated family firms, related party transactions, and real earnings management. The mean value of the real earnings management of (-0.094) implies that, averagely listed non-financial firms, Nigeria engaged in activities based manipulation. Regarding the family affiliation, the table reveals that the average family stake in listed non-financial firms Nigeria are up to 28% this portion pave way for given them executive positions, employment of employees and retained control in the firm and impact on real earnings manipulation to promote firms' ethical behavior and related party transactions are also affected by real earnings management in listed non-financial firms Nigeria. The related party transactions are 4.753 denoted by the coefficient indicates that listed non-financial Nigerian firms have connected party transactions whether for propping or for expropriating the minority interest. The control variables of firm size and leverages are within the relevant range as depicted by their minimum and maximum values. The standard deviation is consistently less than the mean except for family affiliation due to sporadic share ownership. [47], [55], [56].

**Two-Step System GMM Regressions of Family Affiliation, RPT on REM**

| Variables | Coefficients | T-Statistics | Standard Error | P-values |
|---|---|---|---|---|
| REM | -0.7107 | -2369.12 | 0.0003 | 0.000 |
| Family affiliation | -0.5724 | -1.84 | 0.3113 | 0.050 |
| Related party transactions | 0.2066 | 3.99 | 0.0517 | 0.000 |
| Leverage | 0.9457 | 3.288 | 0.2876 | 0.000 |

| | | | | |
|---|---|---|---|---|
| Firm size | -0.3506 | 9.96 | 0.0352 | 0.000 |
| No of observation | 334 | | | |
| F ( Prob ) | 5840.45 | | | 0.0000 |
| AR (1) | -0.99 | | | 0.221 |
| AR(2) | -1.00 | | | 0.317 |
| Sargan | 247.08 | | | 0.0000 |
| Hansen | 49.05 | | | 0.391 |
| No. of instruments | 45 | No. of group | 56 | |

***, **, and * denotes significant at 1%, 5% & 10% levels respectively, and the figures in First column is coefficient
Second, T-Statistics, Third is standard error of the estimates, and the Last column are coefficients from the GMM regression.

The study used micro-balance panel data in which the cross-section exceeded the time dimension using Harris Travaliz and Fisher type for unit root test. The data were stationary at the level and first difference, which means the data, has mixed stationarity and this permit the use of two-step system GMM regression [9], [57]. The study further revealed that the generalized methods of moment outcome reveal that the number of instruments are less than the number of groups (45 < 56), and the F-statistics are jointly significant (0.000). Further, AR2 second-order autocorrelation is not significant, as depicted in the table. The table also revealed that Hansen's statistics across the models are not significant. The dynamic dependent variable and the regressors are all statistically significant, as reflected by the table. The heterogeneity and endogeneity were properly taking care of by the use of system generalized method of the moment to checkmate time and firm effect.

### 4.2 Main Model of the Study

$$REMit = \beta 0 + \beta 1REMit(-1) + \beta 2FMAFLit + \beta 3RPTit + \beta 4LEVit + \beta 5FSZ4it + \mathcal{E}it$$

The table reveals that real earnings management is significant at 1% level depicted by the p-value (0.000). The table further revealed that affiliated family business groups are inversely related to real earnings management and significant at 5% level. The study shows that leverage is negatively associated with real earnings management and significant at 1% level. Firm size is positively related to real earnings management and significant at 5% level.

The outcome of the study indicates that affiliated family firms in Nigeria do not allow the control of listed non-financial firms by managers to be engaging in value-destroying behavior even though it can lead to boosting the firm steady cash flow in the short-run but cannot be sustained in the long run. The affiliated family firms want to retain the trans-generational legacy of the company to their heirs because of that, any activity that is questionable on ethical ground should be avoided or minimized to the best of their ability. Moreover, the findings are in concord with the results of [15], [21], [45], [58], [59] [60], [61] in Italy, Malaysia, China, Pakistan, USA, Brazil and Japan studies. The findings however, are not in harmony with the studies of [4], [60]–[62] conducted in Spanish, Jordan and Chines settings.

The table further revealed that, related party transactions are positively related to real earnings management and significant at the 1% level. This indicates that affiliated family business group used connected party transaction as a means to tunnel firm earnings at the expenses of minority shareholders in listed non-financial firms Nigeria. The findings of this study is in harmony with the studies conducted by [15], [23], [33], [42], [63]–[66] in Italy, Greece, Taiwan, Korea and Chinese studies which states that connected party transactions exacerbates the agency conflict in listed non –financial firms Nigeria if it's not done at an arm's length.

The findings of the study is not in –congruence with the studies of [23], [24], [41], [63], [67] that buttressed that related party transactions mitigates earnings management in Italy, USA, Chinese and French firms for the period under study. The findings moreover suggest that, value-relegating related party transactions can lead to an increase in transaction cost; delay decision-making, in-efficient resource generation, and allocation through internal market within the group and lack of sustenance of essential and profitable business units within the group and delay profitable venture if is not in tandem with the interest of family members and triggered real earnings manipulation in listed non-financial firms, in Nigeria. The finding further documented that larger firms are less likely to engage in earnings management due to more scrutiny from financial analysts and investors as depicted by the firm size coefficient.

This study indicates that affiliated family business group used related party transactions from sales to and purchase from within the business group to tunnel earnings and assets by the controlling shareholders and achieve certain financial reporting objectives.

The affiliated family business group organized synergy through proper operated connected party transactions and deprived other firms that are operation within the same industry who have no ties with the business group which signifies absence of fair competition. And absence of fair competitions in the economy signals that less privileges firms may find it difficult to survive. The presence and degree of tunneling is common in many countries whether in developed or developing economy. The affiliated family firms used debt guarantees as a tool for expropriation but recent regulatory changes deter the issue in some countries as in Korea and Japan. In addition, deviations of profitability which is weighted industry profitability compare to the industry average signal tunneling by the affiliated family business group Bertrand et al. (2002). Family business group achieved tunneling through sales to affiliated companies. Declining promoters stake in the prior company and increasing their stake in targeted company may lead to the dilution of control and significant loss of share value due to the tunneling activities which necessary action needs to be taken urgently to address the fiasco by the leading shareholders.

The family affiliated firms with stronger long term commitment to the company and its influence in the appointment of both the top executives and board members tends to limits the extent of earnings management

**4.3 Robustness of the result**

As additional robustness test of the findings, the two-steps system generalized method of the moment were utilized as the core method, and the Arellano and Bond (1991) method used as a second-order technique, and the consistency of the estimates depends critically on the absence of second-order serial correlation and the cogency of the instruments. Consequently, the AR (2) statistic used to measure the second-order serial correlation, on the one hand, and the Hansen (1982) disparity of over-identified restrictions is used to check if the instruments are exogenously determined.

**5. CONCLUSION :**

The desire for tunneling is motivated by the three major drivers: desire to manage earnings; excessive executive compensation and intention to save for the rainy day by firms using the associate's affiliates at the detriment of other stakeholders. The promoters' interest in tunneling at the initial stage is draining the firm earnings and assets potentials but not killing the firm but their persistence action can lead to the liquidation or bankruptcy of the existing firm if care is not taken.

Absence of regulatory restrictions on the use of cross-holding, dual-class shares, or a pyramidal ownership pave way for expropriating the interest of minority shareholders whether in developed or in developing economy. The families tried to balance the two agency issues between the owners and managers and between the majority and minority shareholders are exposed to (owner-manager conflicts on the one hand and minority shareholder expropriation by a controlling shareholder on the other hand). However, it should be noted that family ownership is not necessarily the optimal organizational structure for all companies.

**6. Recommendations :**

Looking at the significant contribution of family businesses globally couple with their care on the long term survival of their firm. It is going to be very difficult for them to engage in value destroying behavior that may mar or even lead to the demise of their firms, family businesses should be encourage in the country.

The connected party transactions utilized for dual purposes either for propping or for expropriation by the affiliated family businesses in the country should be properly monitored to ensure minority shareholders rights are always protected. This protection may pave way for local and foreign investors; if not small investors may find it difficult to survive in the county where they are vulnerable to tunneling by the larger shareholders. Listed non-financial firms should be utilizing value-generated related party transactions to enhance the firm's earnings and deter opportunistic attitudes in Nigeria. Prevalent sapping by the controlling shareholders in form of related party transactions, inter loan within the business group not at an arms- length attracts the cacophony of minority shareholders which needs to be checkmated.

**7. Frontier for Future Research :**

Firstly, more samples could be used over an extended period and compare the results with the one obtained by this study, to provide evidence concerning whether or not the role of internal monitoring mechanisms in emerging economies differ. Secondly, similar research can be conducted using concentrated ownership, foreign ownership, institutional ownership government ownership and using cross-listing. Thirdly, the use of fixed assets sales to boost cash flows, alterations in shipment schedules and abnormal oil and gas production hedge with derivatives, seems to be prolific areas of research since there is a scarcity of documented evidence from Nigeria.

**REFERENCES:**

1 S. Roychowdhury, "Earnings management through real activities manipulation," *J. Account. Econ.*, vol. 42, no. 3, pp. 335–370, 2006.

2 G. Ibrahim, N. Mansor, and M. Nasidi, "Mediating Effect of Audit Committee Independence on the Link Between Firms Internal Governance Tunneling from Real Earnings Management," *Int. J. Acad. Res. Bus. Soc. Sci.*, vol. 1, no. 2, 2020.

3 S. Jintawattanagul, "The mediating effect of accruals Quality on The Relationship Between Audit Committee Characteristics and The Cost of Capital : Empirical Evidence From Thailand," 2015.

4 B. Villalonga, M.-A. Trujillo, A. Guzmán, and N. Caceres, "What Are Boards For? Evidence from Closely Held Firms in Colombia," *Soc. Sci. Res. Netw.*, pp. 1–17, 2017.

5 R. C. Anderson and D. M. Reeb, "Founding-family ownership and firm performance: Evidence from the S&P 500," *J. Finance*, vol. 58, no. 3, pp. 1301–1328, 2003.

6 A. H. Al-rassas, "Internal Monitoring Mechanisms and Earnings Quality : Empirical Evidence from Malaysia," Universiti Utara Malaysia, 2015.

7 M. C. Jensen and W. H. Meckling, "Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure," *J. financ. econ.*, vol. 3, no. 4, pp. 305–360, 1998.

8 J. Sarkar, S. Sarkar, and K. Sen, "Insider Control, Group Affiliation and Earnings Management in Emerging Economies: Evidence from India," *J. Econ. Lit.*, pp. 3–59, 2013.

9 P. Saona and L. Muro, "Firm- and Country-Level Attributes as Determinants of Earnings Management: An Analysis for Latin American Firms," *Emerg. Mark. Financ. Trade*, vol. 54, no. 12, pp. 2736–2764, 2018.

10 S. K. Bhaumik and A. Gregoriou, "'Family' ownership, tunnelling and earnings management: A review of the literature," *J. Econ. Surv.*, vol. 24, no. 4, pp. 705–730, 2010.

11 J. P. H. Fan and T. J. Wong, "Corporate ownership structure and the informativeness of accounting earnings in East Asia," *J. Account. Econ.*, vol. 33, pp. 401–425, 2002.

12 H. V Almeida and D. Wolfenzon, "A Theory of Pyramidal Ownership and Family Business Groups," *J. Finance*, vol. LXI, no. 6, pp. 3–44, 2006.

13 N. M. Saleh, S. Munir, R. Jaffar, and P. Yatim, "Family ownership , related-party transactions and earnings quality," *Asian Acad. Manag. J. Account. Financ.*, vol. vol.9, no. no.1, pp. 129–153, 2013.

14 L. E. Deangelo, "Auditor Size and Audit Quality," *J. Account. Econ.*, vol. 3, no. 6, pp. 183–199, 1981.

15 Y. J. Yang, Q. L. Kweh, and R. C. Lin, "Earnings quality of Taiwanese group firms," *Asia-Pacific J. Account. Econ.*, vol. 21, no. 2, pp. 134–156, 2014.

16 X. Tian, T. Yang, and T. R. Yu, "Real earnings management in family firms: evidence from Chinese listed firms," *Int. J. Revenue Manag.*, vol. 10, no. 2, pp. 77–106, 2018.

17 C. Ben Ali, "Disclosure and Minority Expropriation: A Study of French Listed Firms," *Soc. Sci. Res. Netw.*, pp. 9–26, 2009.

18 L. A. Bebchuk, R. Kraakman, and G. Triantis, "Stock Pyramids , Cross-Ownership and Dual Class Equity : The Mechanisms and Agency Costs of Separating Control From Cash-Flow Rights," *J. Econ. Lterature*, vol. 14, no. 9, pp. 445–460, 2000.

19 M. A. Hashmi, R. K. Brahmana, E. Lau, and M. A. Hashmi, "Political connections , family fi rms and earnings quality," *Manag. Res. Rev.*, pp. 7–20, 2018.

20 M. Fooladi and M. Farhadi, "Corporate governance and detrimental related party transactions Evidence from Malaysia," *Asian Rev. Account.*, pp. 1–33, 2019.

21 M. Bonacchi, F. Cipolini, and P. Zarowin, "Parents ' Use of Subsidiaries to ' Push Down ' Earnings Management : Evidence from Italy *," *J. Econ. Lit.*, 2016.

22 S. Cascino, A. Pugliese, D. Mussolino, and C. Sansone, "The Influence of Family Ownership on the Quality of Accounting Information," *Fam. Bus. Rev.*, vol. 23, no. 3, pp. 246–265, 2010.

23 N. Moscariello, "Related party transactions in continental European countries : Evidence from Italy," *Int. J. Discl. Gov.*, vol. 9, no. 2, pp. 126–147, 2011.

24 E. A. Gordon and Elaine Hen, "Related Party Transactions and Earnings Management," in *Annual Congress of European Accounting Association*, 2017, no. November 2005, pp. 2–46.

25 B. Villalonga, R. Amit, M.-A. Trujillo, and A. Guzm´an, "Governance of Family Firms," *Annu. Rev. Financ. Econ.*, pp. 3–49, 2015.

26 S. Ismail, M. R. Sallehuddin, and H. Y. Zhou, "Earnings Management and Corporate Governance in family controlled public listed firms in Malaysia," *Acad. J.*, vol. 4, no. 1, pp. 1–12, 2015.

27 A.-K. Achleitner, N. Günther, C. Kaserer, and G. Siciliano, "Real Earnings Management and Accrual-based Earnings Management in Family Firms," *Eur. Account. Rev.*, vol. 23, no. 3, pp. 431–461, 2014.

28 C. Andres, "Large shareholders and fi rm performance — An empirical examination of founding-family

ownership ☆," *J. Corporte Financ.*, vol. 14, pp. 431–445, 2008.
29 B. U. Bhuiyan and J. Roudaki, "Related party transactions and fi nance company failure : New Zealand evidence," *Pacific Account. Rev.*, vol. 30, no. 2, pp. 199–221, 2018.
30 M. Zaharaddeen, K. Hasnah, and L. R. Abdul, "Earnings Management : A Case of Related Party Transactions," *Int. J. Econ. Financ. Issues*, no. August 2017, pp. 51–55, 2016.
31 A. Prencipe, S. Bar-Yosef, and H. C. Dekker, "Accounting Research in Family Firms: Theoretical and Empirical Challenges," *Eur. Account. Rev.*, vol. 23, no. 3, pp. 361–385, 2014.
32 C. Salvato and K. Moores, "Research on accounting in family firms: Past accomplishments and future challenges," *Fam. Bus. Rev.*, vol. 23, no. 3, pp. 193–215, 2010.
33 S. Cho and K. M. Lim, "Tunneling by Related-party Transactions: Evidence from Korean Conglomerates," *Asian Econ. J.*, vol. 32, no. 2, pp. 147–164, 2018.
34 M. Nekhili and M. Cherif, "Related parties transactions and firm ' s market value : the French case," *Rev. Account. Financ.*, vol. 10, no. 3, pp. 291–315, 2011.
35 Y. Cheung, P. R. Rau, and A. Stouraitis, "Tunneling , propping , and expropriation : evidence from connected party transactions in Hong Kong," *J. financ. econ.*, vol. 82, pp. 343–386, 2006.
36 J. Mindzak and T. Zeng, "The Impact of Pyramidal Ownership on Earnings Management," *Asian Rev. Account.*, pp. 1–10, 2016.
37 N. M. Haji-Abdullah and W. N. Wan-Hussin, "Related party transactions, audit committees and real earnings management: The moderating impact of family ownership," *Adv. Sci. Lett.*, vol. 21, no. 6, pp. 2033–2037, 2015.
38 B. Al-shattarat, "Real Eearnings Management Activities , Meeting Earnings Benchmarks and Future Performance : UK Evidence," University of Plymouth, 2017.
39 P. M. Dechow and D. J. Skinner, "Earnings Management : Reconciling the Views of Accounting Academics , Practitioners , and Regulators," *Account. Horiz.*, vol. 14, no. 2, pp. 235–250, 2000.
40 F. Guo and S. Ma, "Ownership Characteristics and Earnings Management in China," *Chinese Econ.*, vol. 48, no. 5, pp. 372–395, 2015.
41 P. L. Marchini, T. Mazza, and A. Medioli, "Related party transactions, corporate governance and earnings management," *Int. J. Bus. Soc.*, pp. 2–24, 2018.
42 I. H. Shin, S. K. Sohn, and S. Park, "Related party transactions and income smoothing : new evidence from Korea," *Asia-Pacific J. Account. Econ.*, vol. 00, no. 00, pp. 1–18, 2019.
43 Q. Cheng, "Family firm research – A review," *China J. Account. Res.*, pp. 1` – 37, 2014.
44 L. Songini and L. Gnan, "Family Involvement and Agency Cost Control Mechanisms in Family Small and Medium-Sized Enterprises," *J. Small Bus. Manag.*, vol. 53, no. 3, pp. 748–779, 2015.
45 S. Kim and J. Yoo, "Does R&D Expenditure with heavy Related Party Transactions Harm Firm Value?," *Sustain. J.*, vol. 9, no. 7, pp. 1–15, 2017.
46 D. Wang, "Founding family ownership and earnings quality," *J. Account. Res.*, vol. 44, no. 3, pp. 619–656, 2006.
47 G. Ibrahim, A. Bello, and H. S. Kargi, "Audit committee attributes and real activities manipulation of listed manufacturing firms in Nigeria," *Int. J. Dev. Sustain.*, vol. 4, no. 9, pp. 963–976, 2016.
48 M. Abubakar, "Effect of Audit Quality and Corporate Governance on Real Activities Manipulation in Nigerian Banks," *Proc. 6th Econ. Financ. Conf.*, no. September, pp. 1–26, 2016.
49 D. A. Cohen and P. Zarowin, "Economic Consequences of Real and Accrual-Based Earnings Management Activities," *J. Econ. Lterature*, pp. 2–43, 2008.
50 J. Haga, J. Siekkinen, and D. Sundvik, "A neural network approach to measure real activities manipulation," *Expert Syst. Appl.*, vol. 42, no. 5, pp. 2313–2322, 2015.
51 Y. Duan, C. Yeh, and D. L. Dowe, *Accounting Results Modelling with Neural Networks : The Case of an International Oil and Gas Company*. Springer International Publishing, 2018.
52 T. Lemma, M. Negash, and M. Mlilo, "Determinants of earnings management: Evidence from around the world," *J. Econ. Lit.*, pp. 1–56, 2013.
53 A. Y. Zang, "Evidence on the Trade-Off between Real Activities Manipulation and Accrual-Based Earnings Management," *Account. Rev.*, vol. 87, no. 2, pp. 675–703, 2012.
54 B. A. A. Ghaleb, H. Kamardin, and M. I. Tabash, "Family ownership concentration and real earnings management : Empirical evidence from an emerging market," *Cogent Econ. Financ.*, vol. 8, no. 1, pp. 1–17, 2020.
55 A. I. Adamu, R. B. Ishak, and S. A. Chandren, "The Effect of Board Attributes on Real Earnings Management in Nigerian Financial Institutions," *J. Accounting, Bus. Financ. Res.*, vol. 1, no. 1, pp. 76–83, 2017.
56 D. Gujarati, *Basic Econometrics.*, Fourth. Chicago, USA: The McGraw−Hill Companies, 2004.

57 B. H. Baltagi, “Unbalanced Panel Data Models,” pp. 1–19, 2010.

58 S. Almeida-Santos, C. D. Andréia, G. M. Débora, and T. K. Nayane, “Influence of family control in the practice of earnings management,” *J. Iberoam. Acad. Manag.*, vol. 11, no. 1, pp. 77–99, 2013.

59 T.-Y. Chen, Z. Gu, K. Kubota, and H. Takehara, “Accrual-Based and Real Activities Based Earnings Management Behavior of Family Firms in Japan,” *Japanese Account. Rev.*, vol. 5, no. 2015, pp. 21–47, 2015.

60 H. Bataineh, M. Abuaddous, and E. Alabood, “The effect of family ownership and board characteristics on earnings management : Evidence from Jordan,” *Acad. Account. Financ. Stud. J.*, vol. 22, no. 4, pp. 1–17, 2018.

61 S. Sue, C. Lu, and C. Chin, “The Association between Family Firms and Earnings Quality : Ownership , Management and Control,” *J. Financ. Regul. Compliance*, pp. 35–70, 2009.

62 I. S. Paiva, I. C. Lourenço, and J. Dias Curto, “Earnings management in family versus non-family firms: the influence of analyst coverage,” *Spanish J. Financ. Account.*, vol. 00, no. 00, pp. 1–21, 2018.

63 Y. G. Shan, “Do corporate governance and disclosure tone drive voluntary disclosure of related-party transactions in China?,” *“Journal Int. Accounting, Audit. Taxation,”* pp. 1–56, 2019.

64 M. El-Helaly, I. Georgiou, and A. D. Lowe, “The interplay between related party transactions and earnings management: The role of audit quality,” *J. Int. Accounting, Audit. Tax.*, pp. 1–45, 2018.

65 M. Taufik, M. Suffian, and Z. Mohd-sanusi, “Managing Related Party Transactions on Earnings Quality,” *Int. J. Acad. Res. Bus. Soc. Sci.*, vol. 8, no. 1, pp. 484–496, 2018.

66 M. Kang, H.-Y. Lee, M.-G. Lee, and Jong Chool Park, “The association between RPT and control-ownership wedge: Evidence from Korea,” *Pacific-Basin Financ. J.*, pp. 2–53, 2014.

67 S. Ferramosca and M. Allegrini, “The complex role of family involvement in earnings management,” *J. Fam. Bus. Strateg.*, vol. 9, no. 2, pp. 128–141, 2018.

DOIs:10.2015/IJIRMF/ICGRTHE-2022/031 --:-- Research Article/Paper

# A Comparison of FDI and FII as Growth Drivers in the Indian Economy

**Ms. Disha Narharibhai Patel**
Research Scholar,
Department of Business Management,
Sardar Patel University, Vallabh Vidyanagar, Gujarat (India)
Email - dishapatel.ash@svitvasad.ac.in

**Dr. Ashish C. Mehta**
Ph.D. Guide, Associate Professor
Department of Business Management,
Sardar Patel University, Vallabh Vidyanagar, Gujarat (India)
Email - ashish_mehta_2001@yahoo.com

***Abstract :*** *Foreign direct investment (FDI) and Foreign institutional investment (FII) have evolved into essential tools for promoting global economic growth and integration. At the commencement of FDI, fast-growing economies such as Singapore, Germany, and Maldives experienced phenomenal growth. Even though the United States obtains the majority of FDI inflows, emerging countries continue to account for a substantial increase in FDI and FII. In addition to providing access to foreign capital, FDI supplies home countries with cutting-edge technology, desirable skill sets, innovation tools, and other complementing skills. India's emergence as an attractive destination for foreign investors was given a much-needed boost by the policies designed to increase the flow of foreign capital into the country. External factors such as global economic cues, FDI & FII, Exchange rate, and Internal factors such as supply and demand, market capitalisation, and earnings per share drive and dictate the Indian stock market. Using correlation coefficient and multi-regression, this paper examines the influence of FDI and FII on the Indian stock market. The two popular Indian stock market indices, Sensex and Nifty, represented the stock market. From 2000-01 to 2021-22, FDI and FII flow tracked Sensex and Nifty. The study found that FDIs and FIIs in India determine stock market trends.*

***Keywords:*** *FDI, FII, Economic Growth, BSE, Nifty.*

## 1. INTRODUCTION:

Until 1991, India was essentially a closed and protected economy in which foreign money was only permitted with several licences and only in exceptional circumstances. The "License Raj" reigned. After India achieved independence in 1947, the government faced a formidable challenge in reversing the negative impacts of colonial rule. Post-independence, the Indian economy pursued an inward-looking development strategy in creating economic policies that led to the implementation of an import substitution policy, state intervention in industry, and a more substantial role for the public sector in boosting the economy. The balance of payment crisis in the 1990s compelled India to accept the IMF's condition to open its economy and initiate structural reforms. This made India a desirable location for foreign investment.

The Indian government categorises cross-border capital inflows as a foreign direct investment (FDI), foreign institutional investment (FII), non-resident Indian (NRI), and investment by persons of Indian origin (PIO). Foreign capital is chosen to bridge the gap between a country's domestic savings and investment needs. India's two most important foreign capital sources are Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII). The dividing line between the two is their stake in the company they invest in and their motivations for doing so. The significant distinction between FII and FDI is that FII flows into the stock market, whereas FDI flows into the primary market.

Additionally, FDI delivers not only finance but also improved management, governance practises and, frequently, technology transfer. The knowledge transferred with FDI is often more valuable than the capital itself. However, the quest by FIIs for legitimate investment opportunities has strengthened accounting and governance norms among listed Indian companies. Thus, FDI and FII have become agents of economic integration and stimulation on a global scale. Many believe FIIs to be "hot money" because they are not a stable funding source. FDI creates a more competitive economic climate, introduces new and cleaner technologies, and improves a country's environment and social conditions. The gradual liberalisation of India's foreign investment policies is increasing the country's appeal to foreign investors. The recent permission of the government to open up several industries to 100 per cent foreign investment is evidence that the government is committed to the country's rapid development.

When the benefits of FDI and FII are compared, FDI is the most essential for any economy since it is a permanent investment in the country that leads to long-term growth and prosperity. Against this backdrop, PM Narendra Modi's Make in India Campaign, launched on September 25, 2014, intends to entice foreign capital to invest in Indian manufacturing enterprises, creating more job opportunities and transforming India into a manufacturing hub. If this effort is successfully implemented, India could soon be on its way to becoming the $5 trillion economy that our Prime Minister has envisioned.

**2. NEED FOR FDI & FII :**

FDI and FII are required to build the nation's basic infrastructure, including its roads, bridges, water systems, sewage systems, grids, telecommunications, and other systems. Furthermore, since 1991, rapid industrialisation has increased the need for foreign capital across numerous industries. Many developing nations experience significant financial shortages in highly capital-intensive sectors like infrastructure. This issue might be turned toward foreign investors by enabling them to invest. One of the essential elements attracting foreign investment to India is the fluctuation in the cost of capital. For instance, Indian interest rates are higher compared to Western economies. While interest rates can range from 1% to 3% in some nations, they can reach as high as 8% to 10% annually in others, like India. Therefore, foreign investment is a simple way for Indian businesses to lower their capital costs. As a result, investors choose to place their money in nations like India, where they may expect the highest rate of return. Global FDI has increased dramatically as a result of the gradual integration of financial markets around the world.

**3. OBJECTIVES OF THE STUDY :**

· To investigate the patterns and trends of FDI and FII foreign investment in India
· To study the impact of Foreign Direct Investment (FDI) on the Indian stock market (Sensex and Nifty).
· To study the impact of Foreign Institutional Investment (FII) on the Indian stock market (Sensex and Nifty).

**4. LITERATURE REVIEW :**

Bansal, Anand, and Pasricha, J. S. (2009) investigated the effect of market opening to FIIs on the behaviour of the Indian stock market. They empirically analyse the change in market return and volatility following the entry of FIIs into the Indian capital market and find that, while there is no significant change in the average returns of the Indian stock market, volatility has decreased significantly since India opened its stock market to foreign investors.

Chittedi, Krishna Reddy (2009), in his study titled "Volatility of the Indian Stock Market and FIIs," evaluated the performance of the Sensex vs FIIs and some of the most discussed moves of the Sensex, beginning with the annual secondary market report. Based on a detailed review of the stock market FII flows significantly influenced both liquidity and volatility and around 21,000 but subsequently plummeted severely. Foreign investments on the BSE indicate that liquidity and volatility were influenced considerably by FII flows. The importance of FIIs in determining the liquidity and volatility of stock prices cannot be overstated.

Kaur, Manjinder, and Dhillon, S. Sharanjit (2010) examined the factors influencing Foreign Institutional Investment in India. Among macroeconomic variables, India's economic growth has a favourable long- and short-term impact on FIIs investment, whereas all other macroeconomic factors, such as inflation, have a long-term impact. India's market capitalisation and stock market turnover have a short-term beneficial effect on FII inflows, whereas the stock market has a negative impact.

Shrikanth, M., and Kishore, B. (2012) explored the relationship between FII and the Indian capital market in their article. They noted that FIIs possessed institutional characteristics in terms of market experience and fund management by combining the small investments of retail investors. The primary purpose of FIIs is to maximise profits and minimise risk while maintaining the liquidity of assets. They determined that the impact of net FII inflows on the Indian stock market and foreign exchange reserves was positive.

Sultana and Pardhasaradhi (2012), Foreign Direct Investments have become a conspicuous indicator of economic development in both developed and developing nations. Thus, FDI and FII have become agents of economic integration and stimulation on a global scale. At the commencement of FDI, fast-growing economies such as Singapore, China, and Korea, among others, have experienced phenomenal growth. They determined that the influence of FDI and FII on the Indian stock market is substantial.

Loomba, J. (2012) endeavoured to demonstrate the impact of FII trading on the Indian stock market. He remarked that foreign capital had become an increasingly important source of finance due to the liberalisation of capital markets, and institutional investors were gaining power in developing markets. He stated that the Indian stock markets had reached maturity, as substantial advances over the past 15 years have brought them in line with developed markets.

According to research conducted by Srinivasan and Kalaivani (2013), the amount of foreign direct investment (FDI) that comes into India is mainly dependent on the country's currency rate, domestic inflation and the returns and risks associated with its equity market.

Tanu Aggarwal and Priya Solomon (2017) researched "FDI and FII Trends and Patterns in India." The study investigated the relationship between FDI, FII, and the BSE Sensex. It was determined that there was a high positive association between FDI and the Sensex but a slight negative correlation between FII and the Sensex. The Multiple Regressions test found that FII and FDI did not affect the BSE Sensex.

Gahlot, Ruchika (2019) This study examines how FIIs and DIIs affect Indian stock market volatility. This study studied FII-DII causality. Design/Methodology/Approach: Nifty, Next 50, BSE Sensex, and BSE 100 represent Indian stocks in this study. The Granger Causality test determines FII-DII causality. TGARCH model checks Indian stock market volatility. Practical application: Investors can predict the impact of recent news and past volatility of returns when investing in these indices. Originality/value: This paper will help investors in these four critical indices.

P Patil, Ajinkya (2019) This research examines how FDI and FIIs affect BSE and NSE in India. Karl Pearson's coefficient of correlation and Multi Regression OLS model were used to analyse secondary data (Ordinary Least Square). From 2001 to 2015, FDI and FIIs followed Sensex and Nifty. FDI strongly positively correlates with Sensex and Nifty. FII has a moderate positive correlation with Sensex but not Nifty. FDI and FII flow affect the Indian stock market significantly.

## 5. ECONOMIC GROWTH AND FDI & FII

Foreign direct investment and Indian economic expansion are closely related. Although FDI is a critical factor in determining development rate, growth will only result from well-managed FDI inflows. The extent to which FDI may spur economic growth relies on how friendly the environment is. FDI may be detrimental in the absence of such a climate; it may impede growth rather than foster it. Policymakers have acknowledged the relevance of foreign investment in the growth process since India's economic reforms began in 1991. In recent years, a greater focus on FDI influx has been placed by enabling 100% FDI in various economic activities. Existing research has claimed that foreign direct investment inflows favour economic growth through the transmission of technology, the formation of human capital, etc. The main financial engine driving India's economic expansion is FDI. The economic crisis of 1991 gave rise to a wave of economic liberalisation in India, which has gradually boosted FDI since then. The recent increase in FDI in India was made possible by the country's relatively steady GDP growth rate, which gave domestic investment a substantial boost.

FII is not the same as FDI. FDI goes to a specific business to make it more productive or changes; on the other hand, it goes to the secondary market to make more capital available to businesses, not just to a specific company. FII is very important to stock markets and makes them volatile. This significantly impacts domestic financial markets like the stock market, money markets, and foreign currency markets. FII are the ones who make money on the stock market and play an active role. Still, they didn't do as much to improve the economy as FDI does. They need to bring stable money to India. In this way, they make the stock market go up and down. So, there needs to be a strict locking period for long-term investments, along with tax breaks and exceptions. The value of R-square is -0.042, which means that changes in FII cause 4.2% of changes in GDP and the other 95.2% are caused by other factors like interest rate, exchange rate, savings, inflation rate, governance, etc. R2 is a statistical measure that shows how much of a dependent variable's variation can be explained by one or more independent variables in a regression model.

**Table 1: FDI, FII and Economic Growth**

| YEAR | FDI* | FII* | Nominal GDP per capital | The gap between FDI and FII |
|---|---|---|---|---|
| 2000-01 | 4,029 | 1,847 | 443 | 2,182 |
| 2001-02 | 6,130 | 1,505 | 452 | 4,625 |

| | | | | |
|---|---|---|---|---|
| 2002-03 | 5,035 | 377 | 471 | 4,658 |
| 2003-04 | 4,322 | 10,918 | 547 | -6,596 |
| 2004-05 | 6,051 | 8,686 | 628 | -2,635 |
| 2005-06 | 8,961 | 9,926 | 715 | -965 |
| 2006-07 | 22,826 | 3,225 | 807 | 19,601 |
| 2007-08 | 34,843 | 20,328 | 999 | 14,515 |
| 2008-09 | 41,873 | -15,017 | 1,028 | 56,890 |
| 2009-10 | 37,745 | 29,048 | 1,102 | 8,697 |
| 2010-11 | 34,847 | 29,422 | 1,358 | 5,425 |
| 2011-12 | 46,556 | 16,812 | 1,458 | 29,744 |
| 2012-13 | 34,298 | 27,582 | 1,444 | 6,716 |
| 2013-14 | 36,046 | 5,009 | 1,450 | 31,037 |
| 2014-15 | 45,148 | 40,923 | 1,574 | 4,225 |
| 2015-16 | 55,559 | -4,016 | 1,606 | 59,575 |
| 2016-17 | 60,220 | 7,735 | 1,733 | 52,485 |
| 2017-18 | 60,974 | 22,165 | 1,901 | 38,809 |
| 2018-19 | 62,001 | -2,225 | 1,981 | 64,226 |
| 2019-20 | 74,391 | 552 | 1,997 | 73,839 |
| 2020-21 | 81,973 | 38,725 | 2,072 | 43,248 |
| 2021-22 | 84,835 | -14,541 | 1,933 | 99,376 |
| 2022-23 (P) (up to Sep, 022) | 39,099 | -8,047 | 2,279 | 47,146 |

Source: Department of Industrial Policy and Promotion and Self Compiled
* US Dollars in Millions at Current Prices and Current Exchange Rates

## 6. RESEARCH METHODOLOGY:

**Data Collection:** This research relies on secondary data. The required data on FDI and FII was gathered from several sources, including Reserve Bank of India bulletins and publications from the Ministry of Commerce, Government of India. The BSE Sensex and CNX Nifty data are downloaded from the BSE India and NSE India websites, respectively. The index value for each year is calculated by taking the daily closing index value and averaging it, which is considered a more representative index number for the entire year than any one day's/closing month's figure of the index. The current study considers 22 years of data from 2000 to 2022.

**Analytical Tools & Technique:** The acquired data are analysed using statistical tools like multi-regression modelling and correlation. The correlation coefficient is a statistical metric to assess how closely two variables' movements are related. The correlation coefficient has a value between -1 and 1. A negative correlation value means that as one variable's values increase, the other variable's value drops, and a positive correlation value means that as one variable's values grow, so does the value of the other variable. Sensex and Nifty correlation and FDI and FII correlation are used in the current study to examine the linear relationship between variables. A statistical method called multiple regression analysis assesses the impact of two or more independent variables on a single dependent variable. The current research examines how FDI and FII affect Sensex and Nifty. Therefore, Sensex and Nifty are the dependent variables for models 1 and 2, respectively, whereas FDI and FII are regarded to be the two independent variables.

a. ANALYTICAL SOFTWARES: SPSS and EXCEL
b. ANALYTICAL TOOLS: Correlation, multiple regression, T-test.

## 7. INFLUENCE OF FOREIGN CAPITAL ON THE INDIAN STOCK MARKET:

Foreign capital is readily available and unpredictable; thus, FIIs continuously look for profit opportunities. Foreign capital regularly shifts investments, likely resulting in significant price variations and increased volatility. Foreign capital increased the market's depth and breadth. It plays a crucial role in the expansion of the securities industry. The efficient pricing of shares was due to the foreign investor's policy of focusing on the stock’s fundamentals. These effects make the Indian stock market more appealing to foreign institutional investors (FIIs) and domestic investors, including the second leading player, mutual funds. The impact of FIIs is so significant that if FIIs withdraw funds from the market, local investors feel concerned and withdraw funds as well.

INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD
ISSN: 2455-0620 [ Impact Factor: 6.719 ]
Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87
Volume - 8, Special Issue - 39, November - 2022 Publication Date: 30/11/2022

## 8. DATA ANALYSIS AND INTERPRETATION:

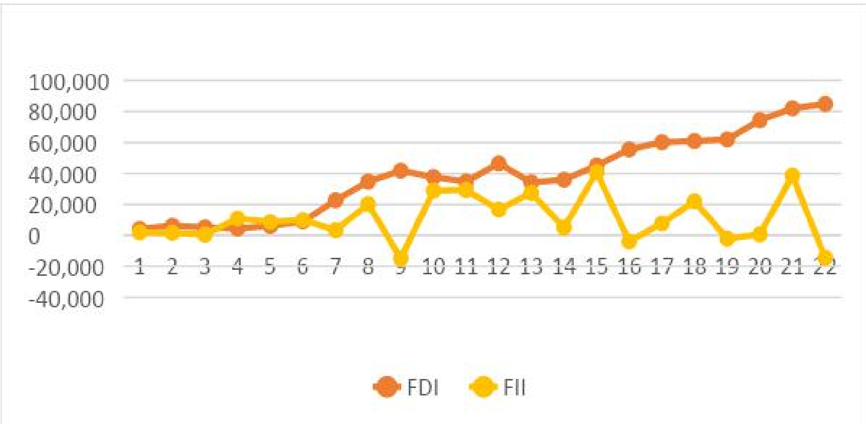
The following table 2 provides the FDI and FII flow in India in millions of US dollars. When FII and FDI flows are compared, FII flows are less than FDI flows into India, except from 2003 to 2006. After COVID, FII shows negative flow while FDI shows positive and increased flow.

**Table 2 Flow of FDI & FII and BSE SENSEX & CNX NIFTY**

| Year | FDI | change in FDI | FII | change in FII | BSE SENSEX | CNX NIFTY |
|---|---|---|---|---|---|---|
| 2000-01 | 4,029 | | 1,847 | | 4269.68 | 1334.76 |
| 2001-02 | 6,130 | 2,101 | 1,505 | -342 | 3331.94 | 1077.02 |
| 2002-03 | 5,035 | -1,095 | 377 | -1,128 | 3206.28 | 1037.22 |
| 2003-04 | 4,322 | -713 | 10,918 | 10,541 | 4493.53 | 1427.5 |
| 2004-05 | 6,051 | 1,729 | 8,686 | -2,232 | 5740.98 | 1805.26 |
| 2005-06 | 8,961 | 2,910 | 9,926 | 1,240 | 8280.08 | 2513.44 |
| 2006-07 | 22,826 | 13,865 | 3,225 | -6,701 | 12277.32 | 3572.44 |
| 2007-08 | 34,843 | 12,017 | 20,328 | 17,103 | 16568.88 | 4896.59 |
| 2008-09 | 41,873 | 7,030 | -15,017 | -35,345 | 12365.55 | 3731.02 |
| 2009-10 | 37,745 | -4,128 | 29,048 | 44,065 | 15585.21 | 4657.76 |
| 2010-11 | 34,847 | -2,898 | 29,422 | 374 | 18605.17 | 5583.54 |
| 2011-12 | 46,556 | 11,709 | 16,812 | -12,610 | 17422.88 | 5295.55 |
| 2012-13 | 34,298 | -12,258 | 27,582 | 10,770 | 18202.1 | 5520.34 |
| 2013-14 | 36,046 | 1,748 | 5,009 | -22,573 | 20120.12 | 6009.51 |
| 2014-15 | 45,148 | 9,102 | 40,923 | 35,914 | 26556.53 | 7967.34 |
| 2015-16 | 55,559 | 10,411 | -4,016 | -44,939 | 26322.10 | 7983.79 |
| 2016-17 | 60,220 | 4,661 | 7,735 | 11,751 | 27338.22 | 8421.19 |
| 2017-18 | 60,974 | 754 | 22,165 | 14,430 | 32396.83 | 10030.13 |
| 2018-19 | 62,001 | 1,027 | -2,225 | -24,390 | 36242.92 | 10923.64 |
| 2019-20 | 74,391 | 12,390 | 552 | 2,777 | 38756.70 | 11487.96 |
| 2020-21 | 81,973 | 7,582 | 38,725 | 38,173 | 40826.39 | 12016.89 |
| 2021-22 | 84,835 | 2,862 | -14,541 | -53,266 | 55774.58 | 16662.74 |

Source: FDI & FII from Reserve Bank of India Bulletin
BSE & NSE from bseindia and nseindia websites

**Figure 1 Flow of FDI and FII**




**Observations:**

The information is derived from the Reserve Bank of India Bulletin, which provides a record from 1990 to 2021. The data is displayed in millions of U.S. dollars. The data revealed significant volatility in both FDI and FII inflows into India. However, FII variations are greater than FDI. Regarding FDI, the inflow increased dramatically in 2008-2009, when it reached $41,873 million US dollars, and it continued to rise till 2014-2015 when it came to $ 45,148 million US dollars. Even though a pandemic was expected at the time, the amount was highest in 2020-2021 at $81 973 million US dollars. In 2021-2022 FDI grew to $84,835 million US dollars.

**8.1 Correlation between FDI & FII and Sensex & Nifty:**

The statistical link between FDI, FII, BSE Sensex, and CNX Nifty is examined using correlation. The following table 3 displays the results of running correlation on the 22 years of data evaluated.

**Table 3: Correlation between FDI & FII and Sensex & Nifty**

| | | BSE INDEX | NIFTY | FDI | FII |
|---|---|---|---|---|---|
| BSE INDEX | PEARSON CORRELATION | 1 | 0.999652359 | 0.954233 | 0.015751 |
| | Sig. (2-TAILED) | 4.358899 | 4.357463324 | 4.169185 | 0.070441 |
| | P VALUE | 0.000304 | 0.00030505 | 0.000474 | 0.944542 |
| | N | 22 | 22 | 22 | 22 |
| NIFTY INDEX | PEARSON CORRELATION | 0.999652359 | 1 | 0.95412 | 0.013165 |
| | Sig. (2-TAILED) | 4.357463324 | 4.358899 | 4.168714 | 0.058875 |
| | P VALUE | 0.00030505 | 0.000304 | 0.000474 | 0.953636 |
| | N | 22 | 222 | 22 | 22 |
| FDI | PEARSON CORRELATION | 0.954233 | 0.95412 | 1 | 0.054238 |
| | Sig. (2-TAILED) | 4.169185 | 4.168714 | 4.358899 | 0.24254 |
| | P VALUE | 0.000474 | 0.000474 | 0.000304 | 0.810832 |
| | N | 22 | 22 | 22 | 22 |
| FII | PEARSON CORRELATION | 0.015751 | 0.013165 | 0.054238 | 1 |
| | Sig. (2-TAILED) | 0.070441 | 0.058875 | 0.24254 | 4.358899 |
| | P VALUE | 0.944542 | 0.953636 | 0.810832 | 0.000304 |
| | N | 22 | 22 | 22 | 22 |

**Observations:**

Based on the findings, there is a very high positive connection between FDI and Sensex and FDI and Nifty, and the correlation is significant at the 1% significance level. When it comes to FII, there is a moderate positive correlation between FII and the Sensex and FII and the Nifty. However, the correlation is insignificant at the 1% significance level. The positive link between FDI/FII and Sensex/Nifty demonstrates that foreign investments benefit the Indian stock market. However, the amount to which FII flows have boosted the BSE Sensex may be determined by doing a regression analysis. The association between FDI and FII is relatively low due to the distinct investment objectives of FII and FDI investors, primarily short-term profit for FII investors and long-term gain for FDI investors.

**8.2 MODEL BUILDING:**

Model 1 shows Sensex as the dependent variable, while as independent variables are FDI and FII. Model 2 shows Nifty as the dependent variable, while the independent variables are FDI and FII.
The two model equations are expressed below:
MODEL 1: BSE SENSEX = a + b1 (FDI) + b2 (FII)
MODEL 2: CNX NIFTY = a + b1 (FDI) + b2 (FII)

**8.2.1 (MODEL 1) Impact of the flow of FDIs and FIIs on BSE Sensex**

Multi-regression is used to analyse the data.
Independent Variable: FDI and FII Dependent Variable: BSE Sensex
**BSE SENSEX = a + b1 (FDI) + b2 (FII)**
The model summary in Table 4 shows how closely the model and the dependent variable are related.

**Table 4: Model Summary (Model 1)**

| Model 1 summary | | | | | |
|---|---|---|---|---|---|
| | R | R-square | Adjusted R-square | Standard error of estimation | Durbin Watson |
| Model 1 | 0.954914282 | 0.911861287 | 0.902583527 | 4397.215286 | 1.4517 |
| a. Predictors: (Constant), FII (US $ million), FDI (US $million) b. Dependent Variable: BSE Sensex | | | | | |

**Observations:**

The linear correlation between the dependent variable's observed and anticipated values is known as R or multiple correlation coefficients. Its high value suggests a strong connection. The squared value of the various correlation coefficients is known as R Square or the coefficient of determination. The dependent variable's variance is explained by the independent variables in the model to the tune of 91.19%, as indicated by the R2 value of 0.9119. In other words, FDI and FII, the dependent variables, may account for about 91% of the variation in the dependent variable (SENSEX). This indicates that other factors outside this model account for the remaining variation in the dependent variable. The Durbin-Watson static notifies us of the validity of the assumption of independent errors. The closer a value is to 2, the better; the value for the data was 1.4517.

**Table 5: ANOVA (Model 1)**

| Model 1 ANOVA table | | | | | |
|---|---|---|---|---|---|
| | Sum of Squares | DF | Mean square | F | Sig. |
| Regression | 3.8E+09 | 2 | 1900382993 | 98.28464587 | 9.53E-11 |
| Residual | 3.67E+08 | 19 | 19335502.3 | | |
| Total | 4.17E+09 | 21 | | | |
| a. Predictors: (Constant), FII (US $ million), FDI (US $million) b. Dependent Variable: BSE Sensex | | | | | |

**Observations:**

The ANOVA table 5 evaluates the model's acceptability from a statistical standpoint. The Regression row gives information regarding the variation that the model accounts for. The Residual row provides information regarding the interpretation for which the model could not explain. Since p (0.000) is less than 0.05, the F statistic is deemed significant.

**Table 6: Coefficient (Model 1)**

| Coefficient | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardised coefficient | | Standardised coefficient | t | Sig. |
| | | B | Std. error | Beta | | |
| Model 1 | constant | 450.0305585 | 1812.116 | -2.90289E-17 | 0.24834533 | 0.806531653 |
| | FDI | 0.521519228 | 0.037202 | 0.956191826 | 14.0184097 | 1.79896E-11 |
| | FII | -0.032682896 | 0.061735 | -0.036110424 | -0.5294029 | 0.602657382 |

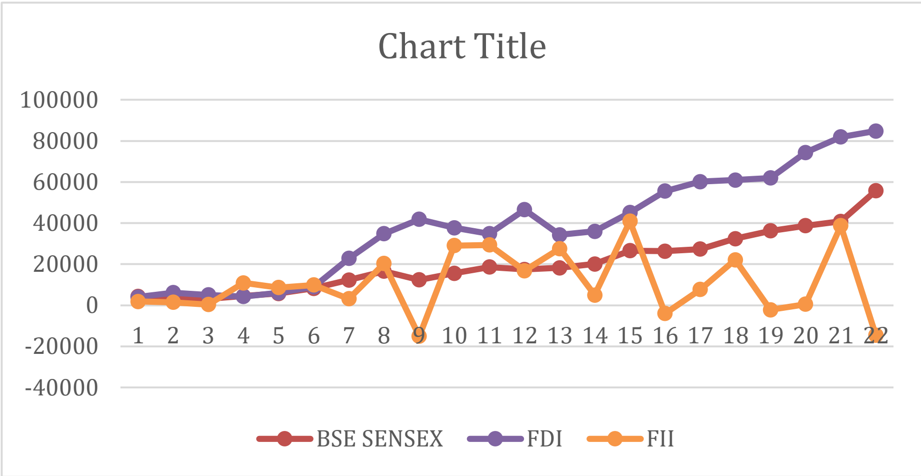
Dependent Variable: BSE Sensex
* Significant at a 5% confidence level.
Finally, T – the test is essential because it will explain whether the predictor is statistically significant.
Testing the hypothesis: (Table 6)

**FDI:**

The null hypothesis and alternative hypothesis for the BSE Sensex and FDI are as follows:
$H_{01}$: Flow of FDIs in India and BSE Sensex trend is independent.
$H_{a1}$: Flow of FDIs into India and BSE Sensex trend are dependent.
The p-value related to FDI, shown in table 5, is .000 less than 0.05 (i.e., it falls in the rejection area), so the null hypothesis.$H_{01}$ is not accepted. Hence it is concluded that the ***Flow of FDIs into India and the BSE Sensex trend are dependent.***

**FII**:

The null hypothesis and alternative hypothesis for the BSE Sensex and FII are as follows:
$H_{02}$: FIIs flow into India and BSE Sensex trend are independent.
$H_{a2}$: FIIs flow into India and BSE Sensex trend are dependent.
The p-value related to FII, shown in table 5, is .602, greater than 0.05, so null hypothesis $H_{01}$ is accepted. Hence it is concluded that the **Flow of FIIs into India and the BSE Sensex trend are independent.**




**8.2.2**
**(MODEL 2) Impact of Flow of FDIs and FIIs on CNX NIFTY**
Multi-regression is used to analyse the data.
Independent Variable: FDI and FII Dependent Variable: CNX NIFTY.
**CNX NIFTY = a + b1 (FDI) + b2 (FII)**
The model summary in Table 7 shows how closely the model and the dependent variable are related.

**Table 7: Model Summary (Model 2)**

| Model 2 summary | | | | | |
|---|---|---|---|---|---|
| | R | R-square | Adjusted R-square | Standard error of estimation | Durbin Watson |
| Model 2 | 0.954902 | 0.911838 | 0.902558 | 1310.708 | 1.485325 |
| a. Predictors: (Constant), FII (US $ million), FDI (US $million)<br>b. Dependent Variable: BSE Sensex | | | | | |

**Observations:**
The linear correlation between the dependent variable's observed and anticipated values is known as R or multiple correlation coefficients. Its high value suggests a strong connection. The squared value of the various correlation coefficients is known as R Square or the coefficient of determination. The dependent variable's variance is explained by the independent variables in the model to the tune of 91.18%, as indicated by the R2 value of 0.9118. In other words, FDI and FII, the dependent variables, may account for about 91% of the variation in the dependent variable (SENSEX). This indicates that other factors outside this model account for the remaining variation in the dependent variable. The Durbin-Watson static notifies us of the validity of the assumption of independent errors. The closer a value is to 2, the better; the value for the data was 1.4853.

**Table 8: ANOVA (Model 2)**

| Model 2 ANOVA table | | | | | |
|---|---|---|---|---|---|
| | Sum of Squares | DF | Mean square | F | Sig. |
| Regression | 3.38E+08 | 2 | 1.69E+08 | 98.25671 | 9.55329E-11 |
| Residual | 32641150 | 19 | 1717955 | | |
| Total | 3.7E+08 | 21 | | | |
| a. Predictors: (Constant), FII (US $ million), FDI (US $million)<br>b. Dependent Variable: BSE Sensex | | | | | |

**Observations:**
The ANOVA table 8 evaluates the model's acceptability from a statistical standpoint. The Regression row gives information regarding the variation that the model accounts for. The Residual row provides information regarding the interpretation for which the model could not explain. Since p (0.000) is less than 0.05, the F statistic is deemed significant.

**Table 9: Coefficient (Model 2)**

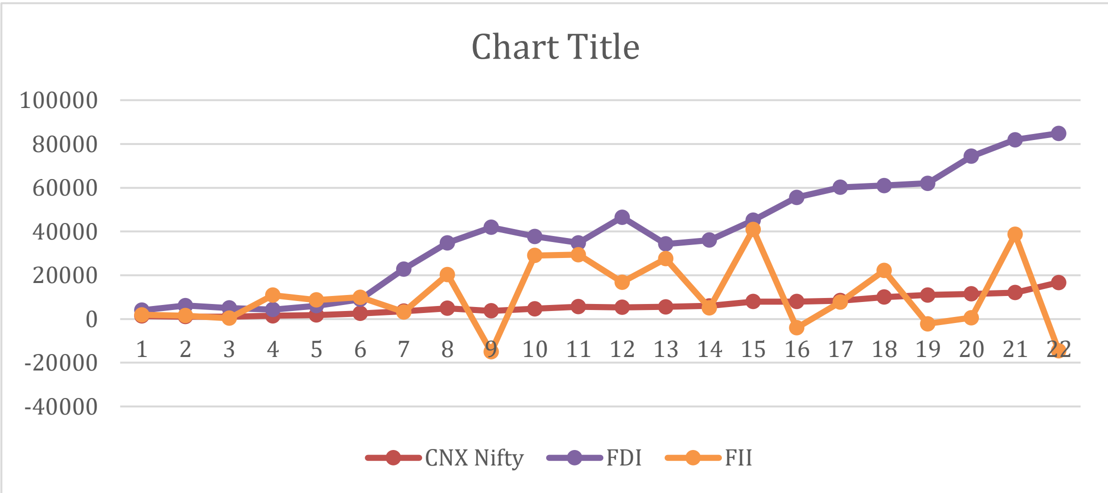
| Coefficient | | | | | |
|---|---|---|---|---|---|
| Model2 | | Unstandardised coefficient | Standardised coefficient | t | Sig. |

| | | B | Std. error | Beta | | |
|---|---|---|---|---|---|---|
| | constant | 206.2116 | 540.1498 | 1.32464E-16 | 0.381767 | 0.70687 |
| | FDI | 0.155437 | 0.011089 | 0.956219061 | 14.01699 | 0 |
| | FII | -0.01044 | 0.018402 | -0.038698036 | -0.56727 | 0.577175 |

Dependent Variable: BSE Sensex
* Significant at a 5% confidence level.
Finally, T –the test is essential because it will explain whether the predictor is statistically significant.
Testing the hypothesis: (Table 9)

**FDI:**
The null hypothesis and alternative hypothesis for CNX NIFTY and FDI are as follows:
$H_{03}$: Flow of FDIs into India and CNX NIFTYtrend are independent.
$H_{a3}$: Flow of FDIs into India and CNX NIFTY trend are dependent.
The p-value related to FDI, shown in table 5, is .000 less than 0.05 (i.e., it falls in the rejection area), so the null hypothesis.$H_{01}$ is not accepted. Hence it is concluded that the **Flow of FDIs into India and the CNX Nifty trend are dependent.**

**FII**:
The null hypothesis and alternative hypothesis for the CNX NIFTY and FII are as follows:
$H_{04}$: FIIs flow into India and CNX NIFTY trend are independent.
$H_{a4}$: FIIs flow into India, and CNX NIFTYtrendare dependent.
The p-value related to FII, shown in table 8, is .577, greater than 0.05, so null hypothesis $H_{04}$is accepted. Hence it is concluded that the **Flow of FIIs into India and the CNX Nifty trend are independent.**




## 9. FINDINGS OF THE STUDY

Except for the most recent two years and the period from 2002 to 2004, the inflow of FDIs has increased across the period under consideration. The flow of FIIs did not reveal one single pattern over the studied period. The association between FDI and the Sensex and FDI and the nifty is high and significant at the 1% significance level. The association between FII and Sensex and FII and nifty is moderately positive but not statistically significant at the 1% significance level. The flow of FDIs into India is based on the movement of the BSE Sensex. The flow of FIIs into India and the trend of the BSE Sensex are separate. The flow of FDIs into India and the CNX Nifty movement are related. The flow of FIIs into India and the trend of the CNX Nifty are dependent. However, this connection is less strong than the relationship between FDI and the CNX Nifty. Low to moderate positive relations exist between the daily BSE Sensex and CNX Nifty and the daily FII investment.

Hence both indices move in the direction of FII 's investment. This suggests that many other macroeconomic factors have indirectly affected the daily BSE Sensex and CNX Nifty, yet their influence on the stock prices must be addressed. FIIs utilise economic growth, as measured by IIP and GDP, inflation and interest rate as the fundamental criteria for investing in any country. FII 's investments also guide the country's economic expansion since they bring the much-required capital. FIIs contributed to the enhancement of market efficiency. Since FII investment needs to be expanded, SEBI must increase the efficiency of market trading to sustain FII investment.

The positive link between FDI and FII indicates that as one increases, so as the other. This is because growth in FII implies that the trust of foreign investors in India is growing, which would attract more FDI. The association needs to be more substantial.

**10. SUMMARY & CONCLUSION :**

The flow of FDI and FII boosted the Indian economy and allowed Indian businesses to upgrade their technology, access international managerial skills and practises, maximise the use of human and natural resources and achieve a more effective competitive advantage globally. Most crucially, FDI is essential for India's integration into global production chains, which include manufacturing by MNCs dispersed throughout the globe.

It is clear from the current study that there is a somewhat positive association between FII and Sensex and FII and a high positive correlation between FDI and Sensex and FDI and nifty. With the use of multi-regression, two important models were found. FDI and FII were discovered to be significant predictors in the first model, which used the Sensex as a dependent variable. Similar outcomes were also achieved with Nifty as the dependent variable in the second model. Therefore, it can be inferred that FDI significantly impacts the Indian stock market. However, FII's influence is less substantial than FDI's.

Even though the observation suggests that FIIs do not significantly impact the stock market, foreign portfolio inflows through FIIs in India are essential from a policy perspective, particularly given that the nation has become one of the most attractive investment destinations in Asia. A common misconception regarding FIIs is that they are speculators who invest for short-term financial gain. The FIIs use short-term trading tactics, including positive feedback trading and herding in their pursuit of short-term returns (i.e., buying or selling stocks together as a group). It is thought that these FIIs' behavioural biases could cause price overreaction and help to start or exacerbate a financial crisis.

**REFERENCES:**

1. Sultana, S. T., and S. Pardhasaradhi. "Impact of Flow of FDI & FII on Indian Stock Market." *Semantic Scholar*, 1 Jan. 1970, https://www.semanticscholar.org/paper/Impact-of-Flow-of-FDI-%26-FII-on-Indian-Stock-Market-Sultana-Pardhasaradhi/959d91c9e4e2d55be1cc5d8384d36870c7fce2d7.
2. Kumar, B. Sudheer, and G. Malyadri. "A Paper on Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII)." *ACADEMICIA: An International Multidisciplinary Research* Kapoor, Sandeep, and Mr Rcoky Sachan. "Impact of FDI & FII on Indian Stock Markets." *International Journal of Research in Finance and Marketing*, vol. 5, no. 4, 2015, euroasiapub.org/wp-content/uploads/2016/09/2FMApril-2061-1.pdf.
3. Prasad Sahoo, Aditya. "Impact of GDP and FII on Stock Market: A Study in BSE and NSE in India." *ComFin Research*, vol. 9, no. 1, Jan. 2021, pp. 47–51.
4. Bhargava, Vivek, and D. K. Malhotra. "Foreign Institutional Investment and the Indian Stock Market." *The Journal of Wealth Management*, vol. 17, no. 4, Pageant Media US, Jan. 2014, pp. 101–12. *Crossref*, https://doi.org/10.3905/jwm.2015.17.4.101.
5. De, Suddhasanta, and Tanupa Chakraborty. "Foreign Portfolio Investment and Stock Market Volatility in India." *Indian Journal of Finance*, vol. 9, no. 1, Associated Management Consultants, PVT., Ltd., Jan. 2015, p. 49. *Crossref*, https://doi.org/10.17010//2015/v9i1/71535.
6. Sinha, Sanjay Kumar, and Jyoti Rani. "IMPACT OF FDI AND FIIS ON SENSEX AND NIFTY IN INDIA." *Management Insight - the Journal of Incisive Analysers*, vol. 12, no. 1, School of Management Sciences, Varanas, Sept. 2016. *Crossref*, https://doi.org/10.21844/mijia.v12i1.11391.
7. Gahlot, Ruchika. "An Analytical Study on Effect of FIIs & DIIs on Indian Stock Market." *Journal of Transnational Management*, vol. 24, no. 2, Apr. 2019, pp. 67–82, https://doi.org/10.1080/15475778.2019.1601485.
8. Bulsara, Hemantkumar P., et al. "Dynamic Interactions Between Foreign Institutional Investment Flows and Stock Market Returns – the Case of India." *Contemporary Economics*, vol. 9, no. 3, University of Economics and Human Sciences in Warsaw, Sept. 2015, pp. 271–98. *Crossref*, https://doi.org/10.5709/ce.1897-9254.170.
9. P Patil, Ajinkya. "A STUDY ON ROLE OF FII and FDI IN INDIAN ECONOMIC GROWTH." *International Journal of Advanced Research*, vol. 7, no. 11, International Journal Of Advanced Research, Nov. 2019, pp. 869–76. *Crossref*, https://doi.org/10.21474/ijar01/10088.

**Web Resources:**

- https://doi.org/10.34293/commerce.v9i1.3529.
- https://in.investing.com/indices/sensex-historical-data

- https://www.nseindia.com/
- https://www.bseindia.com/
- www.sebi.in
- www.dipp.org
- www.rbiannualreports.com
- www.moneycontrol.com
- www.reserchjournals.com
- www.timesofindia.com
- www.imf.org
- https://www.rbi.org.in/Scripts/AnnualPublications.aspx?head=Handbook+of+Statistics+on+Indian+Economy

## Published By

Research Culture Society & Publication

## RESEARCH CULTURE SOCIETY & PUBLICATION

**Email: rcsjournals@gmail.com**

**Web Email: editor@ijirmf.com**

## WWW.IJIRMF.COM