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# *Indian Journal of Business Administration*

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The Indian Journal of Business Administration a national peer reviewed refereed journal is an official organ of the Department of Business Administration, Faculty of Commerce and Management Studies, Jai Narain Vyas University, Jodhpur (Raj.) publishing in the month of June and December every year. Since from starting issue of our departmental journal in year 1994-95, we aims at bringing and providing the surface to original studies - papers, research notes, reviews of literature - in different areas of Commerce & Business Administration, made by academicians, practitioners and independent thinkers having genuine concern with the theory and practice of Business Administration, for the purpose of fuller appreciation of the manifold dimensions of the subject that may lead to more effective and meaningful management of operations. Previously, it was yearly journal of Department but due to the huge academic demand the frequency of our journal has been changed as two issues for every year in the month of June and December and now it called as Biannual (half-yearly) journal.

The findings, interpretations and conclusions expressed in this journal are solely those of the authors and should not be attributed, in any manner, to the Department of Business Administration.

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**Dr Ramesh Kumar Chouhan**

Chief Editor, IJBA

& Head, Department of Business Administration, FCMS,

JNV University, Jodhpur (Raj.)

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# A PROFILE OF THE DEPARTMENT

The Jai Narian Vyas University was established on 2nd June 1962 as 'The University of Jodhpur'. Later on, it was renamed as 'Jai Narain Vyas University.' The University has a residential character. The erstwhile 'Faculty of Commerce' of the university was restructured into four separate teaching departments, viz The Department of Accounting, The Department of Business Finance and Economics, The Department of Business Administration, and the Department of Management Studies in the year 1990 with a new umbrella name of 'Faculty of Commerce and Management Studies.'

The Department of Business Administration came into existence on 3rd Feb.1990 and since then it has grown both academically and professionally, With Prof. P.N. Saxena as its first and founder Head of the Department, we have had a long journey of two decades. Prof. Saxena is both satisfied and happy to see the Department growing for his successors Dr. D.P.Ghiya, Mrs. Asha Malhotra, Dr. A. B. L. Mathur, Dr. R. R. Lodha, Dr. L. C. Bhandari, Dr. Rajan Handa, and Dr R.C.S. Rajpurohit, all have taken the department to greater heights over the years.

The Department offers M.Com., Ph.D, and D.Litt in Business Administration. At the undergraduate level, the Department offers B.Com (Hons.), B.Com and BBA Degree courses in combination with sister departments. Two separate Post Graduate Diploma courses, namely Post Graduate Diploma in Marketing and Sales Management and Post Graduate Diploma in Human Resource Management have been successfully running on self-financing basis. Both the diplomas have proved quite useful as professional job oriented courses for past many years.

The M.Com. Program offers specialization in four different areas: The Human area, The Marketing area, The Finance area, and The Institutional area. Currently, teaching is provided in Marketing and Human areas. The Department is staffed with and enriched by Seven Assistant Professors. Since the creation of the Department to till date, regular research as good number of PhD degrees have been awarded and numerous of PhD researches are in progress thereby usefully contributing to Research for advancement of knowledge in the domain of business administration. Several of our graduates have been very well placed in different organizations both in India and Abroad. The Department is also contributing by working on major and minor Research projects undertaken by its faculty members. The department successfully organized various UGC Refresher Course, Workshops, National Seminar and Conferences sponsored by UGC, New Delhi.

I must say that we in the department have always worked with a team-spirit and therefore whatever we have achieved so far, it is the gainful result of that. For all communications, following is the address of the Department:

***Dr. Ramesh Kumar Chouhan***

*Head of the Department & Chief Editor, IJBA*

*The Department of Business Administration Faculty of Commerce &*
*Management Studies Jai Narain Vyas University, Jaswant Campus, Jodhpur 342*
*001 Rajasthan, India*

**Dr. Ramesh Kumar Chouhan**
Chief Editor, IJBA & Head,
Department of Business Administration, FCMS
Jai Narain Vyas University, Jodhpur (Raj.)

## ***MESSAGE***

Our Department of Business Administration is committed to not only the cause of imparting quality education in commerce & management stream but also committed to the cause of promoting high quality research work in commerce and management areas though quality research papers published in “Indian Journal of Business Administration (IJBA)”, a National Peer Reviewed Refereed Journal that contributes towards enlightening our researchers in the times to come.

The current issue of our departmental journal in my ex-officio capacity as the Chief Editor presents an academically proficient blending of research papers. The field of commerce and management is witnessing rapid changes and challenges due to dynamic changes at global level which is forcing and presenting new challenges & opportunities to academicians, researchers and practicing managers to keep themselves updated on the latest advancements in commerce & management area. Our journal acts as a connecting link to promote these exchanges of ideas among the scholars and practicing managers. The Journal explores subjects of interest to academicians, practitioners and others involved in the field of business. Our goal is to promote awareness, provide a research outlet for the students and faculty, and increase educational exchange. I believe the spectrum of papers in this issue will prove its worth to the readers.

I feel a sense of satisfaction in bringing out this current volume of our journal and we could not have reached this milestone without contributions and cooperation received at all levels of the editorial efforts and authors who have contributed to our growing and continued success. I must also express my sincere thanks to Prof. (Dr) Mahendra Singh Rathore, Dean, Faculty of Commerce and Management studies, Prof. (Dr) D.S. Kheechee, President, Jai Narain Vyas University Teachers’ Association and all my fellow teachers, friends and non-teaching staff members in the department as well as in the faculty of Commerce and Management studies for their affectionate and supportive behaviour. We are still learning, still experimenting and still attempting to improve our process and product. We would appreciate your feedback and suggestions, and welcome additional assistance to the editorial board.

**[DR. RAMESH KUMAR CHOUHAN]**

**Dr. Ashok Kumar**

Managing Editor, IJBA & Assistant Professor Department of Business Administration, FCMS Jai Narain Vyas University, Jodhpur(Raj.)

# EDITORIAL

The “Indian Journal of Business Administration” is a National peer reviewed referred journal of the Department of Business Administration. Although, it is only a small star in the galaxy of learners, it has been doing its humble bit in bringing to the surface, some of the relevant issues in the realm of Commerce and Management, along with necessary and even implicit non-business orientations towards a wide range of public and offering possible tips or clues to the academician, readers and managers for multiplying managerial/organizational effectiveness in general towards enhancing their quality of business as well as a successful life.

The current edition of the journal encompasses and touches several research areas which include Growing HRM in 21$^{st}$ Century, Waste Management v/s Green Management, Indian Banking Sector, Industry Revolution, Industry Revolution, Mutual Funds, Social Media Marketing and Consumer Behavior, Cryptocurrency, Impact of Russia – Ukraine War, Agro Tourism, Capital Market, E-Commerce & Leadership. The present volume is a modest and honest attempt to bring to light contemporary Researches to solve social and industrial problems, in the fervent hope that the exercise would help one have a better appreciation of the issues that matter. In the expectation that these expert studies, in their own right and limits, would help stimulate the thinking of the readers and generate responses, Possibly helping in ways more than one.

The current issue would not have been possible had we not received encouragement and support from our academic leaders. We are thankful to our Hon’ble Vice Chancellor Professor (Dr.) Kanhaiya Lal Srivastava for all his inspiration and kind assistance that enabled the present volume to see the light of the day. We would also like to extend our sincere gratitude to Professor (Dr.) Mahendra Singh Rathore, Dean, Faculty of Commerce and Management Studies for his precious support and blessings.

The Department has potential and drive and each of the members hold the key to open up the pathway to excellence. The members involved in this have done appreciable work and unless members participate wholeheartedly, improvements would remain elusive. The success of the journal will depend upon the deep involvement of the members of the department as a family and the kind support from the Faculty of Commerce and Management Studies as well as our University administration too.

Though a significant attempt has been made in the improvement, quality being elusive as to its boundary limits, the subsequent issues would be further developed for which an evaluated feedback from the readers would be of immense help. The Editorial Board will focus on professionalizing these management circles. It is believed that the patronage and co-operation extended by contributors and readers would enable the department to improve the quality of the journal as a continuous process in its value growth. We are looking forward to valuable comments from readers and contributors for the true improvement in the quality of our Departmental Journal.

AKumar

***Dr. Ashok Kumar***

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# GROWING ISSUES AND CHALLENGES OF HRM IN 21ST CENTURY

***Dr. Ramesh Kumar Chouhan**

**Abstract:**

*Organizational psychology provided the foundation for the human resource management discipline, which has since emerged as a crucial management tool. With time, this practice's strategic role started to take shape. HR managers now have a difficult job because HR has developed into a crucial strategic partner in a firm. Human resource management departments are now essential to running modern firms in the twenty-first century. This article focuses in particular on how human resource management practices have changed in the twenty-first century. The purpose of this theoretical essay is to emphasize the significance of human resource management, HR practices, and the factors that influence them. In addition, this essay describes the forthcoming difficulties that HR managers will have in the twenty-first century. The purpose of the literature analysis was to illustrate contemporary practices, difficulties, and developing topics in the field of human resource management..*

***Key Words:*** *Knowledge sharing, Strategic Partner, Talent management, Competency Framework, Innovation & Creativity, Technological Advancement*

## INTRODUCTION OF THE PAPER

Companies that want to maintain their competitive edge in the present and the future need employees that are well-versed in the newest methods and technology to deal with the changes and approaching difficulties of the twenty-first century. Organizations face a staggering amount of obligations nowadays. Among these include increasing globalisation, fierce rivalry, frequent technological advancements, new organisational alliances, unique organisational structures, demographic shifts, changes in working practises, etc. The demand on today's organisations is enormous as a result of all these changes, and the HR function in particular has a crucial role to play in assisting with and navigating evolutions. HR must therefore boost both its perceived and actual value..

One of the management functions that saw significant dramatic changes in the new millennium is HRM. The duties of HRM managers are changing from merely resolving personal matters to developing and implementing complex organisational plans. There are currently substantial talks taking place regarding the key issues for human resources moving forward. This study paper's goal is to examine HR-related problems and obstacles.

## OVERVIEW ON HUMAN RESOURCE MANAGEMENT

The multidisciplinary field of human resource management incorporates theories from management, psychology, sociology, and economics. An effective HRM makes an effort to inspire outstanding performance from regular individuals. In addition to selecting the ideal candidate for the position at the ideal time, human resources management is in charge of motivating staff members and ensuring their long-term development. This role must ensure that everyone is abiding by the laws and regulations of the company using both strict and lenient methods. It's critical to stay up to date on both technology and environmental changes. Developing people in accordance with global environmental elements and the global marketplace is one of the main issues facing HR personnel today.

***** Head & Assistant Professor, Department of Business Administration, FCMS, JNV University, Jodhpur

HR is currently taking a lead in establishing a strategic and competitive edge by participating in making strategic decisions, going beyond its traditional supportive role in the organizational functioning. HR is also explained as proposing solutions for a wide range of complex problems pertaining to organizational success. Utilizing people's knowledge and experience in an efficient and effective manner to achieve corporate goals is the 21st century approach to HRM (Wong & Snell, 2003). Similar to this, highlighted the significance of HR focusing on employee perks and concerns because people are crucial to the success of organizations.

Organizations today must embrace modern changes and make efforts to maximize profits due to the challenges of a dynamic environment. Organizations today face a number of issues related to 21st century human resource, such as utilizing new technology, globalization, everyday advances, political and economic instability, and ethical and ecological challenges. One of the greatest issues in the modern world is change management. Being able to adapt to both internal and external changes is a prerequisite for any organization's growth and survival. In order to maintain the appropriate speed, HR must take the lead with other crucial business divisions of a firm.

The notion of globalization has roots that date back to the early 1980s, but it has recently picked up steam. Many businesses have expanded internationally thanks to globalization, which boosts the worth of the national economy. It combines company operations across geographic boundaries. Therefore, the HR department will need to switch from a traditional to a strategic strategy to meet the changing needs of the modern period in the twenty-first century.

## RISING HR ISSUES AND CHALLENGES IN 21st CENTURY

The issues that HR is currently facing are discussed below and were discovered through a review of the literature..

**1. Recruitment & selection**

Finding the personnel with the necessary expertise for a company's growth is HR's primary duty. The effectiveness of recruitment and selection procedures has a significant impact on the calibre of employees hired. However, because globalisation has made it possible for businesses to invest internationally, the recruitment and selection process is not always straightforward and is confronted with numerous difficulties. The expense of advertising job openings is an example of a tangible issue that may arise during the process. An example of an intangible problem is a communication breakdown between recruiters and hiring managers.. We are aware that every individual is unique, and as the hiring committee is also impacted by its members' values, beliefs, and social perspectives, it is difficult to completely rule out the possibility of bias. Both local and multinational businesses' HR departments are going through a challenging moment. Both types of businesses are having a difficult time locating qualified applicants. It is crucial for managers in the twenty-first century to extend their perspective when it comes to making judgements about people based on their origin, culture, values, ethnicity, and background in order to choose the best talent from the entire pool..

**2. Career development & growth**

Activities that help employees advance their careers include those that both companies and employees take to hone their skills and stay up to date on the latest trends. Many technological advancements and changes have been facilitated by globalisation. In order for any organisation to expand and endure, innovation is essential. Giving employees the chance to advance their careers within can aid businesses in preventing top talent from looking elsewhere for employment.

To ensure that the employee can adapt to all the changes and innovations that are coming their way, training and development are absolutely crucial. The focus of training today must be on the entire development and career advancement of employees rather than just forcing employees to master a particular skill or body of knowledge. Not simply the participants in the training should be involved.

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### 3. Promoting organization culture & heterogeneous workforce

Today's businesses have diverse workforces, which is unquestionably a positive thing because creative minds will lead to new discoveries and ideas. To build a solid company culture, HR managers must put in a lot of effort. Due to mergers and acquisitions in the twenty-first century, HR managers need to develop a culture that supports these developments..

### 4. divergence management and decision

divergence has two sides: one that is beneficial and is known as divergence, and one that is destructive and is known as divergence. Today's HR Manager's is very essential to be well-versed in handling both types of disagreements. Long work hours, intense competition, pressure to meet goals, and other 21st-century factors are known to cause stress and disputes among organizational personnel. The HR managers must develop strategies for handling conflicts quickly. Before the issue causes severe harm to a company, they must serve as a mediator and move promptly to resolve it. Since effective dispute resolution depends on clear, open communication, the HR manager must be a great communicator. When dealing with employee complaints, HR managers are occasionally required to explain the codes of conduct to the employees. Other times, they serve as a point of contact between companies and labour unions to mediate disputes between the parties.

### 5. Business ethics and values

Any manager must pay close attention to the values and ethics of the company. Recent changes in workplace culture, strategies, and organizational structure have made it more crucial than ever to have values and ethics in place that will determine an organization's sustainability in the global market for a longer period. Given that the HR department deals directly with employees of a company, it frequently encounters ethical issues or challenges..

### 6. Managing Multi-Generational Workforce

These days, organisations employ workers from a variety of generations and age groups. These people fall under the Generation Jones umbrella, which also includes Baby Boomers II, Generation X, and Generation Y. Generations X and Y members are known for their advanced technological knowledge and preference for modern working practises. Baby boomers and boomers II prefer to absorb new ideologies and are perceived as creative, whereas baby boomers and boomers II feel content with their old ways and do not like to leave their comfort zones. It is crucial that an organization keep both of these groups of people because they are both essential to its success. The HR manager is in charge of effectively meeting their needs..

### 7. Strategies for motivation & retention

It has become quite difficult to prevent people from looking for new jobs in the current environment, where there are plenty of opportunities. Organizations have started to hire people from all over the world, so it is critical for HR managers to create effective retention strategies. We recognise that each person is unique, and that businesses must apply various strategies to retain and motivate their best employees. The provision of financial rewards is no longer seen as a means of keeping employees. Every company needs to implement the newest methods for keeping its employees happy, since this will lower the rate of employee turnover (Henson, 2007)..

### 8. Flexible work hours

Time has become more flexible as the 21st century has gone on, which poses a serious challenge for HR managers. Due to a number of factors, including the advancement of technologies, people now prefer to work from home. The internet has produced virtual worlds and online stores. Flexibility in working hours has numerous benefits, but it will also put additional strain on management and the workforce, which managers in the twenty-first century must manage well.. The HR experts must periodically assess the achievements in various initiatives and the difficulties encountered within the time period given the flexible work arrangements. This can aid in the future adoption of more effective flexible work arrangement policies..

### 9. Striking work life balance

These days, a lot of people are paying attention to this idea. The workload is growing daily as a result of the intense market competition, which causes a variety of health issues and high levels of stress among the workers. Making a distinction between work and leisure activities is the manager's role. If they are unable to strike the right balance between their personal and professional duties, people frequently leave their careers. Therefore, the manager must try to prevent such a situation from occurring and must assist employees in establishing the proper work-life balance (Kossek, 1998)..

### 10. Managing 5 R's

The 5 R's are more important to the success of every organisation in the twenty-first century as a result of the evolving role of HR managers. Managers now must pay special attention to the four R's: resourcing, recruiting the right personnel, retaining the talent, and restructuring..

### 11. Industrial relations

Industrial relations is one of the most challenging issues facing today's industrial society. Any industry cannot advance without employee cooperation and harmonious relationships. Therefore, it is in HR managers' best interests to foster and uphold positive working relationships between employers and employees..

## RESPONSIBILITY OF HR MANAGER AS A STRATEGIC PARTNER

The role and obligations of HR have been changing for some time. Human resources has replaced personnel as the term for employees, which is a step toward acknowledging the importance of workers as an organizational asset. Additionally, this modification was made to support HR's role as a strategic partner, providing advice on crucial issues and participating in crucial business decisions..

In light of the aforementioned issues, it is advised that HR managers keep in mind the need to take a proactive rather than reactive strategy.. The changeable environment that firms must operate in requires HR managers to remain adaptable over time. Sticking with conventional approaches to meet special needs is not a good idea; new procedures must be adopted to produce effective and efficient results. They must have all the necessary specialized knowledge to support their position as HR manager.

To address the challenges of the twenty-first century, HR managers need to take the initiative in promoting change by adopting the mindset of a business change agent who motivates employees to advance their abilities and modify their perspectives on what HR does for the company. They should spend money on innovative hiring and retention strategies because doing so will give them an edge over competitors. It should be possible for the HR managers to foresee how certain changes would impact the business..

To address the challenges of a global world, HR managers must go above and beyond. They must develop a variety of flexible and creative tactics that can help them flourish in foreign markets and attract new clients and staff. Maintaining consistency with other organisational functions or divisions is crucial for the HR function. The HR managers must create a competency framework that outlines the knowledge and abilities needed to carry out each position effectively during this time of transition. These frameworks will promote excellence and energise the workforce.

It is essential to invest in the appropriate technology and have the necessary knowledge to use it in today's competitive world. Almost everything has undergone significant change as a result of technology, from industrial methods to the hiring and training processes. It is necessary to diversify HRM methods to provide value to both consumers and employees since the economy has shifted from one centred on industries to one based on knowledge. Work-life balance is a relatively new issue that HR professionals need to embrace as a positive trend. They must consider how to use work-life balance as a tool to draw in and keep skilled workers.

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## CONCLUSION & RECOMMENDATION

From the perspective of emerging HRM in the twenty-first century, globalisation has several effects on businesses that may involve cultural diversity. The HRM of today must have the knowledge, outlook, and skills required to gain a competitive edge on a global basis. It is advised that businesses make an attempt to efficiently match their HR operations with their overall company goals. Last but not least, HR must constantly search for originality and innovation because these traits are known to be crucial to success.

The challenges of globalisation posed by the 21st century, which has given enterprises a completely new image, heavily depend on HR. Since businesses are now more adept at utilising technology, it is crucial to adapt any developments.

As strategic partners of the business, HR's job has changed, necessitating coordination with all other functions and assistance for initiatives including recruiting and keeping top talent, changing organisational structure, and training and retraining personnel.Companies form various HR groups as a result of mergers and acquisitions as they expand. One strategy is for the HR groups located throughout the organisation to grow their expertise in a particular area so they can satisfy the needs of the wider organisation in that domain.

The HR department faces numerous issues in the twenty-first century, including managing change, handling conflicts, managing a workforce made up of multiple generations, managing the five Rs, balancing work and life, and succession planning. For long-term survival in a complicated and extremely uncertain market, HR must boost organisational efficiency and effectiveness by creating value and gaining an advantage over rivals.

Clearly, the field of human resources has to make a quantum leap. Professionals in human resources (HR) can help with this shift by making genuine efforts to tackle the challenges of organisational transformation and by figuring out how to gauge the value of HR to the business. Last but not least, they can carry out extensive research on human resources and how they function in upcoming firms.

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# WASTE MANAGEMENT *VS* GREEN MANAGEMENT

Dr. Vinita Tak*

**Abstract:**

*Waste management and green management are two important concepts that are essential for sustainable development. Waste management refers to the collection, transportation, processing, and disposal of waste materials, while green management is the practice of managing natural resources and minimising negative impacts on the environment. In India, the government has implemented various policies to address waste management and green management. This research note aims to provide a detailed analysis of waste management vs green management in India, including their impact on each other and the government policies implemented.*

***Keywords:*** *waste management, green management, Indian government policy*

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## Introduction:

Waste management and green management are two interrelated concepts that are crucial for sustainable development. Waste management involves the collection, transportation, processing, and disposal of waste materials. On the other hand, green management is a practice that aims to reduce negative environmental impacts and conserve natural resources. India, being one of the fastest-growing economies in the world, is facing several challenges related to waste management and green management. The government has implemented various policies and initiatives to address these challenges. This research note aims to provide a detailed analysis of waste management vs green management in India, including their impact on each other and the government policies implemented.

## Methodology:

The research methodology for this study involved an extensive review of existing literature on waste management and green management in India. The study also included an analysis of the various government policies and initiatives related to waste management and green management. Data was collected from various sources such as research articles, policy documents, and government reports.

## Waste Management:

Waste management is a crucial issue in India due to the large volume of waste generated every day. The improper disposal of waste has adverse effects on the environment, health, and the economy. The Indian government has implemented several policies and initiatives to address the issue of waste management. One of the major initiatives is the Swachh Bharat Abhiyan, which aims to create a clean and hygienic environment. The initiative includes various activities such as waste segregation, composting, and recycling.

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**Green Management:**
Green management is a practice that aims to minimise negative environmental impacts and conserve natural resources. In India, green management has gained significant importance due to the adverse effects of environmental degradation on human health and the economy. The Indian government has implemented several policies and initiatives to promote green management. One of the major initiatives is the National Action Plan on Climate Change, which aims to address the challenges of climate change and promote sustainable development.

**Impact of Waste Management on Green Management:**
Waste management and green management are interrelated concepts, and the impact of waste management on green management cannot be ignored. Proper waste management practices such as waste segregation, composting, and recycling can significantly reduce negative environmental impacts and promote sustainable development. For example, the practice of composting can help reduce the amount of waste that ends up in landfills and also provide organic fertilizer for agriculture. Recycling can also help conserve natural resources by reducing the need for new raw materials.

**Impact of Green Management on Waste Management:**
Green management practices such as the use of renewable energy sources and eco-friendly products can significantly reduce the volume of waste generated. For example, the use of solar energy can significantly reduce the dependence on non-renewable sources of energy, which can lead to a reduction in the volume of waste generated. The use of eco-friendly products can also reduce the amount of waste generated as these products are designed to be biodegradable.

**Relationship between Waste Management and Green Marketing:**
Waste management and green marketing are closely related, as waste management practices play a crucial role in the production and promotion of green products. By properly managing waste, companies can reduce the amount of waste they produce, reduce their carbon footprint, and promote environmentally friendly products. This, in turn, can help to increase demand for green products and increase sales for companies that specialise in green marketing.

**Indian Government Policies against Waste Management and Green Management:**
The Indian government has taken several initiatives to promote waste and green management practices. For instance, the Swachh Bharat Abhiyan (Clean India Mission) is a nationwide cleanliness campaign launched in 2014 to promote cleanliness and sanitation. The initiative aims to eliminate open defecation, improve solid waste management, and promote better sanitation practices. Additionally, the government has implemented several policies and programs to promote green management practices, such as the National Biodiversity Act, 2002, which aims to promote biodiversity conservation and sustainable use of natural resources.

**Conclusion:**
In conclusion, waste management and green management are essential components of sustainability. While waste management aims to control the generation, collection, transportation, treatment, and disposal of waste, green management strives to minimize environmental impacts while maximizing economic and social benefits. The Indian government has taken several initiatives to promote both waste and green management practices, and there is a need for continued efforts to ensure a sustainable future.

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# ISSUES AND CHALLENGES IN THE INDIAN BANKING SECTOR

**Dr. Asha Rathi***
**Sanju Bhati****

**Abstract:**

*Banks are the foundation of any economy. Banks are the lifeblood of the economy, acting as a catalyst to activate and sustain economic growth, particularly in developing nations such as India. It is critical that banks maintain their financial health. Otherwise, a country may face a financial crisis, resulting in a recession. The last decade has seen one of the most significant revolutions in financial institution culture and operations. The introduction of digital technology has opened the industry to new problems, rivals, and working methods. Banks in India are dealing with a variety of issues and challenges that have impacted their profitability and financial stability. This paper attempts to identify issues and challenges for the Indian banking system using secondary data.*
***KEYWORDS:*** *Indian Banking Sector, Economy, Challenges, Issues, Financial institution*

## INTRODUCTION

In recent years, the Indian financial system has expanded and deepened significantly. The increased prominence of the banking sector in the Indian economy, and increased competition have placed several pressures on our banks. The negative implications of a banking system failure might be more severe than in the past. As a result, the RBI, the regulator, and supervisor of the Indian banking industry are focusing on guaranteeing stronger financial stability. While operating in this extremely demanding environment, the banking system is vulnerable to a variety of challenges. The introduction of digital technology has opened the industry to new problems, rivals, and working methods. Banking technology has advanced significantly during the last two decades. The digital revolution has accelerated information transfer and payment processing, but it has also increased customer expectations. For consumers who use financial services, their expectations are rising as the quality of services improves owing to the rise of information technology and competition. Since foreign banks entered the Indian market, the number of services available has expanded, and banks have placed a greater focus on matching client expectations. This implies that banks face new problems every year in order to keep their procedures running smoothly and their customers satisfied.

## OBJECTIVE

- To know the challenges in the banking sector of India.
- To know the issues related to the Indian banking sector.

## RESEARCH METHODOLOGY

For the study, secondary data was used from different sources like websites, articles, research papers, etc.

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## ISSUES AND CHALLENGES OF THE INDIAN BANKING SECTOR

- **Asset quality:** The growth in bad loans poses the greatest threat to India's banks. The recent economic slump has resulted in an increase in bad loans or non-performing assets (NPAs). These are debts that the borrower does not repay. As a result, they constitute a loss for the bank.
- **Authentication and security:** When a new technological solution is introduced, someone attempts to hack it. Despite the increased popularity of mobile banking, security breaches remain a major concern.
- **Balance Sheet management:** Many banks have attempted to postpone putting aside money as provisions in recent years (for future bad loans). One explanation for this is that bank CEOs have a short term during which they seek to increase net profits and cheer investors.
- **Branch Banking:** Banks have always attempted to grow their branch network in order to increase their business. Foreign banks and new private sector banks have been permitted to develop their operations in various ways. Banks are looking into the potential benefits of adopting an agency structure and outsourcing channels. Banks should not lose sight of the heightened risks that outsourcing may involve when going in this direction. As a result, they must develop appropriate strategies and processes for dealing with this new risk.
- **Capital adequacy:** Setting money aside as a 'provision' is one method a bank tries to safeguard itself from poor loans. This money is not to be used for anything else, including loans. As a result, banks have less capital to utilize for their different operations. The Capital Adequacy Ratio assesses a bank's capital. When this lowers, the bank is forced to borrow money or lend using depositors' funds. This money, on the other hand, is riskier and more expensive than the bank's own capital.
- **Competition:** With the Indian economy's globalization accelerating and the Indian banking sector is gradually opened to global competition, banks must prepare to compete in an increasingly competitive environment. This will need banks to upgrade their systems and procedures to international standards while also strengthening their financial standing.
- **Corporate Governance:** Profit cannot be the only factor in making company decisions. It is a big difficulty for banks because goals and incentives may not be adequately balanced by the application of solid Corporate Governance standards. If internal imbalances are not quickly corrected, the correction may occur through external pressures, which may be painful and costly to all parties. As a result, the emphasis should be on improving and reinforcing the functioning of strong corporate governance principles.
- **Customer Complaints:** In view of competitive forces, rapidly changing lifestyles and values of customers who are now better informed, have a wide choice of banking and non-banking intermediaries to choose from, are becoming more demanding and their expectations in terms of products, delivery, and price are increasing, PSBs lacking in customer orientation are finding it difficult to even retain their highly valued customers, let alone attract new clients, particularly when the foregoing is the case.
- **Customer Diversity:** Another significant problem that PSBs confront is managing two ends of the financial service spectrum. PSBs, unlike their private-sector counterparts and international banks, have two sides: a commercial side and a non-commercial side, each with different strata. In a nation like India, where people's demands, standards, and ways of life vary greatly from area to region, banks are required to handle these inequalities across their whole footprint without neglecting or underperforming any of them.

- **Consumer expectations:** Nowadays, it is all about the client experience, and many banks are under pressure because they are not providing the kind of service that customers want, particularly in terms of technology. As mobile phone usage rises and younger consumers want more simplicity, the banking and financial industry must adapt.
- **Customer Support:** Banks are supposed to provide fair banking services to all groups of the community. Furthermore, consumers' interests are not always fully protected, and their complaints are not always adequately addressed by banks. Banks are supposed to promote greater financial inclusion in the country by establishing a process to ensure fair treatment of customers and effective resolution of customer concerns.
- **Employee and technology:** Employees at public-sector banks are retiring in greater numbers these days. As a result, younger employees are replacing older, more experienced personnel. This, however, occurs at the junior levels. As a result, at the intermediate and senior levels, there would be a virtual void. Furthermore, banks, particularly government-owned banks, must embrace technology in order to provide better goods. This will also aid in the efficiency of banks.
- **Financial technology firms:** Financial technology (FinTech) firms are often start-ups that use software to deliver financial services. The growing popularity of FinTech startups is upending established banking practices. This is a significant problem for conventional banks since they are unable to adapt rapidly to changes in technology, operations, culture, and other aspects of the sector.
- **Improving Mobile Experience:** Consumers have become accustomed to the ability to perform practically anything from their phones. Banks that want to remain competitive must prioritize a simplified mobile experience, either by designing one in-house or contracting with a software vendor to design one for them. Most major banks already have customer applications, but many of them have limits and flaws that upset users. Those looking to grow their market share might do so by investing more in a high-quality mobile app with a wide feature set.
- **Low Productivity:** Another formidable difficulty confronting the Indian banking sector is low productivity. Low productivity has resulted from a large surplus of personnel, a lack of positive work culture, and a lack of employee commitment to the business.
- **New Regulation:** As technology advances in the banking business, new regulations are put in place to guarantee that innovation does not come at the expense of customer protection. These policies address a wide range of possible concerns, including data security and customer privacy. As these requirements become more complicated and far-reaching, banks will need to raise their compliance spending to stay up.
- **Non-Banking Financial Institutions:** When it comes to depositing mobilization, commercial banks have been up against severe competition from non-banking financial institutions such as mutual funds, home financing corporations, leasing, and investment firms. All these entities compete with commercial banks for public deposits and pay greater interest rates than commercial banks do.
- **Profitability:** The greatest difficulty that the Indian banking sector has faced in recent years is the strain on its profitability. The continuous expansion of the number of branches and manpower, the emphasis on social and rural banking, the maintenance of higher research ratios, the waiver of loans under ARDR type concessions, repayment default by large industrial corporate and other borrowers, and other factors all had a significant impact on the bank’s profitability.

- **Qualitative Changes in Banking Paradigms**: The greatest problem that Indian banks face is instilling change in the thoughts and attitudes of their personnel. As previously stated, bank personnel in India are increasingly skeptical and unmotivated, with a declining commitment to their jobs. They are unconcerned about their production and Jack's cost concerns. Strong and aggressive trade unions that oppose any organizational change and an outmoded management strategy have also been hurdles to bank expansion.
- **Rural Coverage:** Local banks in India, particularly state bank has high coverage and many branches in rural regions. But there is a lack of technological advancement. The services accessible in cities are not available to rural branches, which are required if banks are to compete today.
- **Technical Issues:** Indian banks have already begun computerized operations and have undergone several technical upgrades. Indian local banks have strong similar technology in metro cities, however, that cannot be supported and comparable by the entire network of smaller cities and village branches.

## CONCLUSION

In this paper, we discuss various challenges like assets quality, authentication and security, branch banking, capital adequacy, competition, corporate governance, customer complaints, customers diversity, consumer expectation, customer support, employee and technology, fintech firms, mobile experience, low productivity, regulations, profitability, rural coverage, technical issues, non-banking financial institution, banking paradigms, balance sheet management, etc. One bank product is comparable to another, and the processes are similar among banks with some minor differences, but the differentiation is ultimately made by people. A client will either suggest a bank because of the service they received or become the bank's worst ambassador because of the lack of care and concern shown to him/her. All actions taken by anyone in the bank at any given time should have just one goal in mind: to please the end, client. Like the hospitality and service industries, a bank needs quality products, transparent processes, and skilled and welcoming employees **.**

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# GREEN ACCOUNTING: A CRITICAL ANALYSIS OF ITS CONCEPT, IMPORTANCE, AND CHALLENGES.

**Dr. Umaid Raj Tater***

**Abstract:**

*Green accounting has been a significant topic for discussion among researchers and policymakers for the past few decades. The concept of green accounting focuses on integrating environmental considerations into traditional accounting practices to reflect the true cost of economic activities. This paper aims to provide a critical analysis of the concept of green accounting, its importance, and challenges. The study used secondary data sources, including academic papers, government publications, and NGOs reports, among others. The findings indicate that green accounting is essential in promoting sustainable development by providing accurate information on the environmental impacts of economic activities. However, several challenges hinder the implementation of green accounting, including the lack of standardization, valuation of natural resources, and inadequate data availability. Therefore, this paper recommends the need for policymakers and organizations to address the challenges associated with green accounting to promote its implementation and enhance environmental sustainability.*

## Introduction

The world is facing numerous environmental challenges, including climate change, deforestation, pollution, and loss of biodiversity, among others. The negative impacts of these environmental challenges are affecting human well-being and the economy, leading to increased poverty, social inequality, and reduced economic growth (United Nations, 2020). To address these challenges, policymakers, businesses, and other stakeholders have initiated various measures to promote environmental sustainability. One of the measures is the adoption of green accounting, which is considered an essential tool in promoting sustainable development (Dasgupta, 2001).

Green accounting refers to the integration of environmental considerations into traditional accounting practices to reflect the true cost of economic activities (Datta & Datta, 2014). Traditional accounting practices only consider the financial aspect of economic activities without considering the environmental impacts. It does not account for the depletion of natural resources or the costs of pollution, which often result in negative environmental impacts. Green accounting, therefore, provides a more comprehensive framework for analysing the economic and environmental impacts of economic activities.

This paper presents a critical analysis of green accounting, its concept, importance, and challenges. The study used secondary data sources, including academic papers, government publications, and NGOs reports, among others.

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## Concept of Green Accounting

Green accounting is a relatively new concept that has evolved over the past few decades. The concept originated from the need to integrate environmental considerations into traditional accounting practices to reflect the true cost of economic activities. The traditional accounting practices only focus on the financial aspect of economic activities, such as revenues, expenses, and profits, among others, without considering the environmental impacts of such activities (Prakash & Ramanathan, 2003).

Green accounting involves the use of various accounting tools to measure and report the environmental impacts of economic activities. These tools include environmental accounting, social accounting, and sustainability reporting, among others (Dasgupta, 2001). Environmental accounting involves the identification and quantification of environmental costs and benefits associated with economic activities. Social accounting, on the other hand, involves the identification and measurement of social costs and benefits associated with economic activities. Sustainability reporting involves the disclosure of the economic, environmental, and social impacts of economic activities.

## Importance of Green Accounting

Green accounting is essential in promoting sustainable development. It provides accurate information on the environmental impacts of economic activities, which is necessary for decision-making by policymakers, businesses, and other stakeholders. The following are the key importance of green accounting:

Firstly, green accounting fosters sustainable development by providing accurate information on the environmental impacts of economic activities. Traditional accounting practices do not account for the negative environmental impacts of economic activities. Green accounting, therefore, provides a comprehensive framework for assessing the economic and environmental impacts of these activities (Cohen & Winn, 2007).

Secondly, green accounting enhances transparency and accountability in decision-making processes. The disclosure of environmental information helps stakeholders to make informed decisions, leading to improved accountability and transparency in decision-making processes (Lamberton & Van Liedekerke, 2004).

Thirdly, green accounting promotes resource efficiency and conservation. The integration of environmental considerations in accounting practices encourages businesses to adopt eco-friendly practices, leading to improved resource efficiency and conservation (Gadenne et al., 2009).

## Challenges of Green Accounting

Despite the benefits associated with green accounting, several challenges hinder its implementation. The following are the key challenges of green accounting:

Firstly, the lack of standardization hinders the implementation of green accounting. There is no standard framework for measuring and reporting the environmental impacts of economic activities. The lack of standardization makes it difficult to compare the environmental performance of different businesses (Schaltegger & Wagner, 2011).

Secondly, the valuation of natural resources is challenging. The valuation of natural resources such as forests, water bodies, and ecosystems is complex. It is difficult to quantify the economic value of these resources, making it challenging to incorporate them into accounting practices (Adams et al., 2004).

Thirdly, inadequate data availability hinders the implementation of green accounting. The availability of data on environmental impacts is limited, making it difficult to measure and report the environmental impacts of economic activities accurately.

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# INDUSTRY REVOLUTION 4.0: A STUDY OF INDIAN BANKING AND FINANCIAL SYSTEM

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## Abstract:

*In the context of the current global scenario, the Digital Revolution 4.0 is receiving an increasing amount of attention in the various industries and playing an important role in the different sectors around the world.This digital transformation is not only affecting the personal and social life of people but also have profound effect on the settings of their professional lives.This technological shift is taking place across a wide range of different industries as well as other sectors. The Indian Banking and Financial System is notimmune to the effects of this either. Finance field is most rapidly expanding area of digitalization. Technologies such as block chains, cloud computing, big data analytics, digital twins, machine learning, and artificial intelligence are doing amazing work and establishing remarkable new benchmarks. Thus, the primary objective of this research is to assess the contributions made by a variety of technological platforms to the expansion of the banking and financial services sector in India. To achieve the objective of the present study, the views of 100 financial experts are taken. In addition to discussing the benefits of these technologies, this article will also look at the challenges the financial sector faces in implementing them. The research is primary in nature and employs a quantitative methodology.*


***Keywords:*** *Banking Sector, Financial Sector, Digitalization, Industry Revolution 4.0, Technologies.*

## Introduction:

The level of technology in the modern world is getting better and better every day, and it is advancing at a rapid rate. Because the only constant in the universe is change, it is essential for everyone to remain intellectually curious and continually broaden their horizons if they wish to continue existing. Not only are numerous emerging technologies, such as blockchain, the internet of things, cloud computing, machine learning and artificial intelligence, and big data analytics doing remarkable work in the technical industry, but they are also having an impact on other industries as well. These methods can provide not only instant solutions to a wide range of issues but also fresh perspectives on how the industry as a whole can be improved. In light of this, the purpose of the current study is to investigate the contribution of these technologies in the banking and financial fields. In addition, the study will concentrate on the problems and challenges associated with these technologies.

## Review of Literature:

The review is ancrucial part of the analysis for the current study. It offers helpful information as well as the findings of other researchers' research that was conducted in a similar manner. The current literature review will be helpful in studying the perception and opinion of financial experts regarding the revolution of various technologies in the field of banking and finance. This study will be made possible thanks to the review of previous research. It will also be beneficial to conduct research into the level of awareness held by industry leaders regarding the digital transformation of the banking system.

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**Lokanan and Sharma (2022)**concluded thatmachine learning and artificial intelligence are less transparent than traditional models, but despite this, they are finding useful applications in the regulation of financial markets. In future, technologies based on machine learning may be able to reduce the negative effects of fraud on financial markets while also preventing its occurrence.

**Stewart (2021)** stated Cloud computing is not a new technology, but it does provide internet-based services for customers in all markets, including the government and the financial sector, as well as the health care industry. Some examples of these services include computation and storage. The protection of user data, the reduction of operational risk, and the development of trust among customers are the primary factors that stand in the way of widespread acceptance and adoption of cloud computing techniques.

**Gupta (2021)** conducted research on the difficulties that banks face in the digital world and how they deal with the technological revolution in order to maintain the happiness and satisfaction of their customers. According to the findings, the need for modern banks is the digitalization of their operations and the adoption of new technologies. With the assistance of these technologies, today's banks have successfully made the transition from traditional banking to modern banking, and they are doing an excellent job of it. However, there is also a risk associated with cyber vulnerabilities and security flaws. In addition, research points to the effective establishment of policies and institutions as a means of overcoming this risk.

**Jadhav and Mahadeokar (2019)** carried out a study in order to learn more about the prospects and difficulties associated with industry 4.0 in India. According to their findings, technological advancement is still in its infancy in India. People still do not have sufficient knowledge about the technology, which is why they are unwilling to adopt it. Most of them are not yet familiar with how to use these technologies. In addition, the adoption of new technologies will result in an increase in the cost of the products, which in turn may have an impact on the company's revenue and profits. There is also a lack of skilled workers in the workforce, which is another obstacle to implementing the technology.

According to the findings of **Damayanti (2019)**, the transformation brought about by technological advancement has had a significant impact on the financial and accounting system. Because of advancements in technology, one of the most significant changes is that conventional accounting methods are gradually giving way to more contemporary ones. Some of the technologies that are doing remarkable work in the field of accounting and financial system are big data analytics, cloud computing, and blockchain.

In the words of **Vidhyalakshmi& Kumar (2016)** Customers are currently the most important aspect of any business, including the banking sector. In order to retain customers and grow their businesses, banks and credit unions are on the lookout for more effective answers to the complex issues their clients face. Banks and other financial institutions can better accommodate their customers and meet their needs in a timely manner with the help of cloud computing technology, which provides features like a flexible and agile banking environment.

**Objectives and Hypotheses:**

The primary objectives of this article are to investigate the level of awareness that industry professionals have with a variety of technological platforms and to assess the contributions that these platforms have made to the growth of the banking and financial services sector in India. Additionally, this article will investigate how knowledgeable industry professionals are regarding these technologies. Considering this, the following is a list of the objectives that the research paper aims to achieve:

1. To investigate the awareness of industry revolution 4.0 among financial experts.
2. To investigate the contribution of technologies for the improvement of Banking and Financial Sector.
3. To determine the problems and challenges that are associated with the implementation of the technologies.

**Hypotheses:**

In consideration of the aforementioned goals, the hypotheses that will be tested in this research article are as follows:

Ho (1):The awareness levels of various financial experts do not differ significantly from one another in relation to the fourth industrial revolution.

Ha (1):The awareness levels of various financial experts are same in relation to the fourth industrial revolution.

Ho (2): There is no evidence that advances in technology have had a significant impact on the performance of Banking and Financial Sector.

Ha (2): There is evidence that advances in technology have had a significant impact on the performance of Banking and Financial Sector.

Ho (3): All the organizations face same problems and challenges that are associated with the implementation of the technologies.

Ha (3): All the organizations have its unique problems and challenges that are associated with the implementation of the technologies.

**Research Methodologyfor the Present Study:**

**Research Design**: The research design that was utilized for this study was a descriptive research design.

**Period of the study**: The duration of the study was two months, and it was carried out over the course of that time

**Study area:** The research is being carried out in the Aurangabad Region and other nearby locations.

**Sampling Method**: A researcher will employ a certain procedure known as a sampling method while selecting a sample from the overall population. Purposive sampling was used to select a total of one hundred different financial experts from a variety of banks and other financial institutions for the purpose of the present study.

**Data Collection:**

For the purpose of this study, both primary and secondary sources of information were gathered. The Questionnaire schedule was used to compile the primary data that was collected. For this reason, the researcher went to several different banks and other financial institutions whenever it was necessary to conduct an interview with a financial expert in order to learn their perspective on the revolution that has taken place in the Indian Banking and Financial System. The secondary data were gathered from various sources such as books, journals, and the internet. The time frame for gathering information was from the 20th of July to the 17th of September in 2022.

**Data Analysis:**

The data were analysed with the assistance of the SPSS 22.0 software. In order to conduct an analysis of the data that was gathered, the appropriate statistical methods were utilized. In this study, the frequency, mean, and standard deviation were utilized for descriptive analysis, while the Chi-square was utilized for inferential analysis.

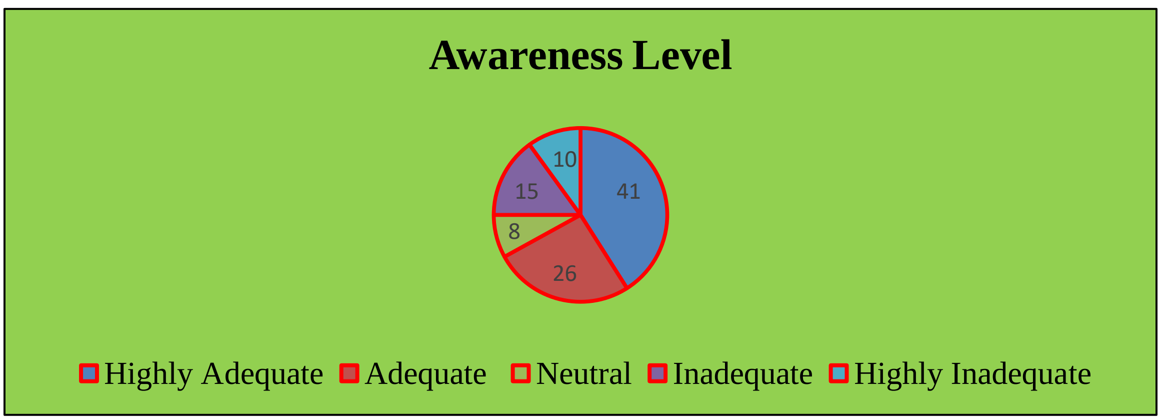
**Data Analysis and Interpretation:**

**Ho (1):**The awareness levels of various financial experts do not differ significantly from one another in relation to the fourth industrial revolution.

**Table 1.1: Level of Knowledge of financial experts in relation to the fourth industrial revolution**

| Level of Knowledge | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|---|---|---|---|---|
| **Highly Adequate** | 41 | 20 | 21 | 7.46 | 0.002* |
| **Adequate** | 26 | 20 | 6 | | |
| **Neutral** | 08 | 20 | -12 | | |
| **Inadequate** | 15 | 20 | -5 | | |
| **Highly Inadequate** | 10 | 20 | -10 | | |
| **Total** | **100** | | | | |

Df-4 $\chi2=7.46$ p=0.01




**Results:** Table 1.1revealsthe results of the present study regarding the awareness level of financial experts. Since the value of chi-square is $\chi2=7.46$ and p=0.002, which is less than 0.05, we must reject the null hypothesis and conclude that the levels of awareness of various financial experts are significantly different from one another in relation to the fourth industrial revolution. It might be because of their level of education, their designation, or the field in which they work. The training that is provided by the industry can vary from one location to the next. And it can lead to differences in employees' levels of awareness regarding various technologies.

**Ho (2):** There is no evidence that advances in technology have had a significant impact on the performance of Banking and Financial Sector.

**Table 1.2: Contribution of technologies to improve the performance of Banking and Financial Sector**

| Contribution of Technologies in Banking Sector | Mean | S.D |
|---|---|---|
| **Data on financial transactions are simple to manage** | 2.26 | 1.235 |
| **Efficient and prompt service is provided to customers.** | 2.56 | 0.949 |
| **Reduced expenditures** | 1.57 | 0.069 |
| **Reduced Need for Paperwork** | 1.50 | 0.259 |
| **Improvement in Communication** | 2.63 | 1.326 |
| **Lead to Superior Products and Services** | 2.37 | 1.187 |
| **Increased Contentment Amongst One's Clientele** | 2.86 | 1.521 |
| **Total** | **100** | |

**Results:** Table 1.2 shows the results of descriptive analysis to findings of a descriptive study, which were used to gain a better understanding of the role that technological advancements play in the improvement of the banking sector. he results indicate that according to the analysis, the statement that "Technologies helps in improving the communication and increased customer satisfaction" received the highest mean response, while the statement that "It reduces paperwork" received the lowest mean response. These findings suggest that most financial experts believe that technologies play an important role in the banking sector by improving communication, by providing better quality financial services, introducing of new products and services, and other aspects of the industry. However, the limitations of these technologies include an increase in costs, an increase in the amount of paperwork required, and a reduction in cyber security.

**Ho (3):** All the organizations face same problems and challenges that are associated with the implementation of the technologies.

**Table 1.3: Problems and Challenges associated with the implementation of Technologies**

| Problems and Challenges associated with the implementation of Technologies | Frequency | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|---|---|---|---|---|
| **Inadequate Staff Training** | 11 | 20 | -9 | 4.84 | 0.003* |
| **Cyber Security Issues or misuse of technology** | 33 | 20 | 13 | | |
| **Increased Cost and Expensive in implementation** | 31 | 20 | 11 | | |
| **Insufficient awareness of Technologies** | 13 | 20 | -7 | | |
| **Time Consuming and very Complex process** | 12 | 20 | -8 | | |
| **Total** | 100 | | | | |

Df-4 $\chi 2=4.84$ p=0.01

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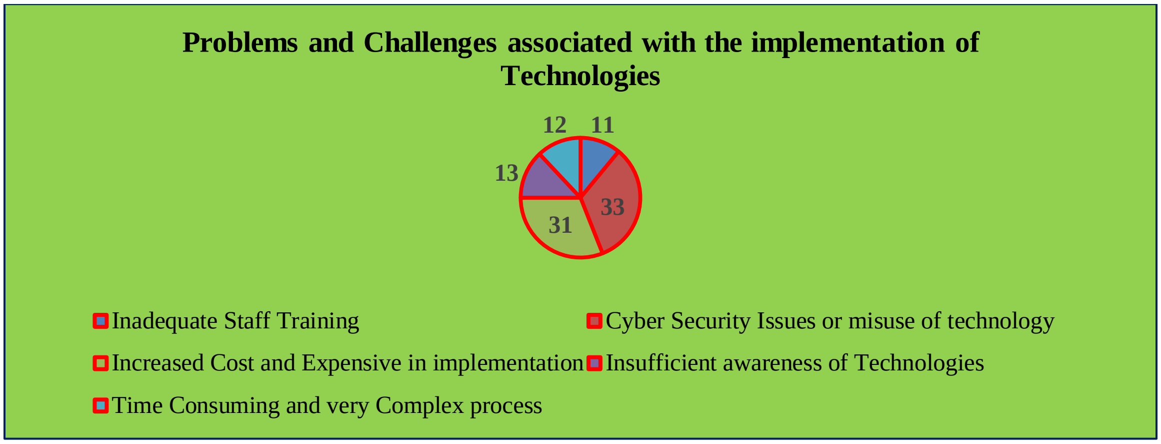


**Results:** Table 1.3revealsthe results of this study concerning the issues and difficulties associated with the implementation of technologies in the banking industry. Since the value of chi-square is $\chi 2=4.84$ and $p=0.003$, which is less than 0.05, we must reject the null hypothesis and conclude that all the organizations face different problems and challenges that are associated with the implementation of the technologies. Each of the banks has its own unique set of objectives and functions, and in order to achieve these objectives, the banks may adhere to a variety of policies and regulations. They are different in terms of capital, nature, size, and cultural shift, as well as changing business models, and they are also failing to provide adequate training to staff in order to transition towards new technologies. Because of all of these factors, it's possible that they'll have to deal with a variety of obstacles during the process of implementing.

**Findings and Discussion:**

The present study found that the financial experts who live in the Aurangabad district have sufficient knowledge about the revolution in the banking industry and are also aware of the positive and negative effects of this revolution. The various technologies not only have a significant impact on the way banks do business, but they also bring this industry a great deal of success in the form of brand-new products and services, a reduction in the amount of time spent on paperwork and the amount of paper work required, and an improved ability to manage all financial transactions in an efficient manner. No doubt the digital revolution 4.0 is playing a significant role to boost up the banking There is no doubt that the digital revolution 4.0 is playing a significant role in helping to boost the banking industry; however, despite this, the banking industry is still facing some challenges associated with the implementation of these technologies. Cyber security, costly implementation, and insufficient staff training are a few of the issues that need to be addressed.

**Limitations of the Study:**

The sample used for the present study may not be justifiable to generalize the findings to all the financial experts regarding revolution in banking sector. The present study isbased on purposive sampling which is non-probability in nature thus the results can't be generalise to the whole population of financial experts living in Aurangabad district as all the banks and financial institutions were not covered during the present study.

**Conclusion:**

The study identified that emerging technologies such as blockchain, cloud computing, machine learning, and artificial intelligence are making significant strides these days and are playing a significant part in the revolution of banking and the financial system. The performance of the banking sectors is being significantly impacted as a result of these technologies. The present study revealed that the vast majority of financial advisors have significant knowledge regarding technological advancements and are aware of the significance of these advancements in their respective professional fields. These numerous technological advancements are producing excellent results in the realm of banking and financial systems, enhancing the efficiency of businesses while simultaneously lowering their operational expenses. These technologies are assisting businesses in meeting the demands of their clients by enabling them to deliver services that are both more efficient and more reliable. The study also came to the conclusion that industries are also facing some challenges that are associated with the implementation of the technologies. These challenges include cyber security concerns, inadequate staff training, high costs associated with implementation, improper use of the technologies, and a lack of awareness among customers regarding these technologies. In addition, businesses have a responsibility to offer training to their employees so that workers can become familiar with emerging technologies and contribute to the development of those industries by making effective use of those technologies. In addition to this, they have an obligation to supply the appropriate information to their customers and guarantee their safety in order for the customers to have faith in the progression of technology as well as Industry.

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# MUTUAL FUNDS: A SYSTEMATIC EVALUATION SELECTED EQUITY MUTUAL FUNDS

**Mr. Sahdev Gujrati***

**Abstract:**

*The current research endeavors to conduct a comparative performance analysis with the purpose of assessing the efficiency of Indian mutual funds. The return performance of various mutual fund schemes was calculated with the help of daily closing NAV. Various tools and techniques is used in the current research to analyze the performance of mutual funds. These techniques are Risk and Return Percentage, Sharpe and Treynor statistics, and analysis of variance. In addition, information was collected from the Indian association of mutual fund companies. The current research project will run for three years, beginning in April 2019, and ending in March 2022. According to the findings of the study, most people who hold shares in mutual funds have benefited from and enjoyed profits during this tenure. Because of this, they believe that it is the most effective strategy for investing in the stock market.*

***Key words:*** *Mutual Fund Schemes, India, Equity Fund, Potential Investors*

## INTRODUCTION OF THE PAPER

In the year 1964, the first Indian mutual fund was established, and today, mutual funds are all the rage in the country. Over the course of its history, the sector has undergone several significant structural shifts. The current market for all kinds of fund schemes is filled with numerous participants, which has led to an increase in the level of competition. The mutual funds companies are growing day by day and in all aspects, including its size, products and services, potential investors, and the number of mutual fund schemes it provides. It is still growing in accordance with the requirements of investors and the pressures of the market. Before making decisions regarding their investments, shareholders in mutual funds should first conduct an analysis of the schemes currently available. Even though there is no way to accurately predict how an investment will perform in the future based on past performance, this does not stop many people from basing their current and future financial decisions on how successful they have been in the past. There are several statistical methods currently available on the market. These methods determine the practicability of schemes in a methodical manner with the assistance of historical data.

In today's world all the industries are hiring talented people who can meet the expectations of the company and fulfil the requirement of the customer. Thus, mutual fund industry is also not untouched with it. It also has managers who are perfect in their work and managing the portfolio of the investors and advised them. They attract investor by providing them customized products and services and handle them with care so that investors experience wonders with their funds. In this rapidly evolving business climate of today, mutual fund companies are increasingly offering customized products across a variety of categories, which is attracting an increasing number of investors. Indian population believed in more savings and less spending thus it can become the next major investment location in every sector. However, there is a need for financial literacy among the populations that live in semi-urban and rural areas, as very few of them are aware of the benefits that can be gained from investing their money in mutual funds. People still follow the tried-and-true method of investing their money in easily accessible goods and displaying their conventional approach to making money from money.

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## REVIEW OF LITERATURE

**Sarish (2012)** has conducted extensive research on a variety of topics related to mutual funds, including the benefits and drawbacks of putting money into mutual funds. The purpose of this study is to investigate the opportunities and challenges of this industry. Moreover, the present study was also focused on all of the problems, complications, and variables associated with mutual funds. The creation of mutual funds that are proportionate to the potential for economic growth in the nation was another primary focus of the study. It was a theoretical investigation into the natural world.

The performance of a mutual fund was evaluated by **Renu Gosh (2014)** using a variety of techniques and ratios. For the purpose of this study, three different types of mutual fund schemes were taken into consideration: publicly sponsored, privately sponsored, and privately (foreign) sponsored. According to the findings of the research, internationally sponsored (private) mutual fund schemes perform the best out of the three different schemes.

A study was carried out by Gouri Shankar Lall (2018) with the purpose of calculating and assessing the performance of various mutual fund schemes. The researchers also investigated the efficiency of India's equity-based mutual funds and their performance. For the purpose of this study, information was obtained between the months of April 2011 and March 2016.. In order to conduct an analysis of the information, we relied on two different statistical approaches: Treyner's Index and Sharpe's Index. According to the findings of the study, the Sundaram Global Advantage Scheme had a higher Sharpe ratio compared to the other schemes that were selected. This indicates that the scheme's investment managers have a higher level of expertise.

## OBJECTIVES OF THE STUDY

On the basis of above discussion, the objectives are:

- To determine which equity mutual fund schemes are currently popular among the investors
- To assess the performance and efficiency of certain equity mutual funds schemes in India regarding the level of risk they take on and the amount of money they make.

## RESEARCH METHODOLOGY

The study aims to investigate and analyze the performance of a select group of Indian equity mutual funds in their day-to-day operations. Between April 2019 and March 2022, careful analysis was done on the mutual fund schemes that were used for this study. The secondary data for this study came from a variety of sources, such as websites, periodicals, magazines, and so on. When determining how successful these mutual fund schemes have been, it is important to use a variety of statistical and financial approaches. The instruments and methods that are being used are the Sharpe and Treynor measures.

## HYPOTHESIS OF THE RESEARCH

**Ho:** No significant differences would be found in the performance of selected mutual fund scheme.

**Ha:** Significant differences would be found in the performance of selected mutual fund scheme.

## DATA ANALYSIS AND INTERPRETATION

### Table 1: Performance Analysis of Equity fund schemes (2019-2020)

| S. No | Name of the Mutual Fund Schemes | Performance in term of Return | SD | Value of Sharpre Index | Treynor Ratio Value |
|---|---|---|---|---|---|
| 1 | Parag Parikh Flexi Cap Fund | 17 | 0.28 | 1.72 | 12.84 |
| 2 | SBI Focused Equity Fund | 13 | 0.83 | 3.57 | 7.58 |
| 3 | DSP Flexi Cap Fund | 11 | 0.82 | 2.82 | 11.89 |
| 4 | IDFC Sterling Value Fund | 11 | 0.89 | 2.48 | 8.76 |
| 5 | ICICI Prudential Bluechip Fund | 10 | 1.01 | 2.89 | 6.88 |
| 6 | Invesco India Infrastructure Fund | 10 | 0.99 | 2.99 | 8.72 |
| 7 | PGIM India Flexi Cap Fund | 11 | 1.09 | 3.89 | 8.93 |
| 8 | Nippon India Large Cap Fund | 11 | 0.87 | 2.31 | 8.12 |

**Table-1** depicts the performance of the equity mutual fund schemes (2019-20) in terms of their return with the help of various statistical techniques like standard deviation, Sharpe ratio, and Treynor index. The table revealed that one equity mutual fund scheme named Parag Parikh Flexi Cap Fund is performing great among all the schemes with the Sharpe index value (1.72) and Treynor Index values of (12.84). on the other hand, ICICI Prudential Blue-chip Fund is the worst performer among them.

### Table 2: Performance Analysis of Equity fund schemes 2020-21

| S. No | Name of the Mutual Fund Schemes | Return (in %) | SD | Sharpre Index | Treynor Ratio |
|---|---|---|---|---|---|
| 1 | Parag Parikh Flexi Cap Fund | 14 | 0.82 | 0.92 | 12.28 |
| 2 | SBI Focused Equity Fund | 9 | 0.76 | 0.71 | -3.09 |
| 3 | DSP Flexi Cap Fund | 11 | 0.87 | 0.60 | 7.81 |
| 4 | IDFC Sterling Value Fund | 11 | 0.73 | 0.11 | 8.82 |
| 5 | ICICI Prudential Bluechip Fund | 12 | 0.71 | 0.39 | 7.20 |
| 6 | Invesco India Infrastructure Fund | 12 | 0.88 | 0.50 | 14.00 |
| 7 | PGIM India Flexi Cap Fund | 13 | 0.67 | 0.84 | 15.01 |
| 8 | Nippon India Large Cap Fund | 10 | 0.70 | 0.89 | -3.18 |

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**Table-2** revealed the performance of the equity mutual fund schemes (2020-21) in terms of their return with the help of various statistical techniques like standard deviation, Sharpe ratio, and Treynor index. The results shows that PGIM India Flexi Cap Fund (15.01) followed by Invesco India Infrastructure Fund (14.00) and Parag Parikh Long Term Equity Fund (12.28) are performing great in terms of return and investors are highly satisfied with these mutual funds schemes. while SBI Focused Equity Fund with Treynor index 2.54 is performing worst among all the equity mutual fund schemes and investors are highly disappoint with this scheme.

**Table 3: Performance Analysis of Equity fund schemes 2021-22**

| S. No | Name of the Mutual Fund Schemes | Return (in %) | SD | Sharpre Index | Treynor Ratio |
|---|---|---|---|---|---|
| 1 | Parag Parikh Flexi Cap Fund | 13 | 0.99 | 1.99 | 3.89 |
| 2 | SBI Focused Equity Fund | 10 | 0.34 | 2.67 | 1.96 |
| 3 | DSP Flexi Cap Fund | 11 | 0.76 | 2.22 | 1.27 |
| 4 | IDFC Sterling Value Fund | 12 | 0.81 | 2.99 | 0.97 |
| 5 | ICICI Prudential Bluechip Fund | 12 | 0.62 | 3.89 | 1.11 |
| 6 | Invesco India Infrastructure Fund | 15 | 0.13 | 2.05 | 1.87 |
| 7 | PGIM India Flexi Cap Fund | 12 | 0.71 | 1.62 | 1.22 |
| 8 | Nippon India Large Cap Fund | 11 | 1.33 | 5.17 | 3.01 |

**Table-3** depicting the results of the performance of the equity mutual fund schemes for the year 2021-22 in terms of their return with the help of various statistical techniques like standard deviation, Sharpe ratio, and Treynor index. The results revealed that Parag Parikh Long Term Equity Fund (3.89) is again repeating the history of success and performing well among all the mutual fund schemes. Whereas, DSP Flexi Cap Fund ( 1.27) is performing worst among all the equity mutual fund schemes and investors are highly dissatisfied with the return of this scheme.

**Table 4: Results of ANOVA for Return Performance of Various Equity Mutual Funds Schemes**

**Table 4: ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1223.601 | 4 | 153.184 | 12.210 | .002[b] |
| | Residual | 991.515 | 47 | 7.390 | | |
| | Total | 2215.116 | 51 | | | |

**Results:** The table-4 shows the ANOVA analysis of the various equity mutual funds schemes with reference to return Performance for the year 2019-20. It was found that the corresponding p-values for all the equity mutual fund schemes across all the return percentage found to be significant with p-values ranging less than 0.05. So, we can reject null hypothesis and conclude that significant differences would be found in the performance of selected equity mutual fund scheme in the year 2019-20.

**Table 5: Results of ANOVA for Return Performance of Various Equity Mutual Funds Schemes**

| Table 5: ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2177.101 | 4 | 789.56 | 12.581 | .003[b] |
| | Residual | 921.162 | 47 | 16.22 | | |
| | Total | 3098.263 | 51 | | | |

**Results:** The table-5 depicts the result of ANOVA analysis of the various equity mutual funds schemes with reference to return Performance for the year 2020-21. It was found that the corresponding p-values for all the equity mutual fund schemes across all the return percentage found to be significant with p-values ranging less than 0.05. So, we can reject null hypothesis and conclude that significant differences would be found in the performance of selected equity mutual fund scheme in the year 2020-21.

## CONCLUSION

The purpose of this study was to investigate the return performance of eight different equity mutual fund schemes for the years 2019, 2020, 2021, and 2022. According to the findings, each of the eight different mutual fund schemes that were considered for this study is, to this day, performing exceptionally well. The performance is, on the whole, satisfactory for the investors, despite the fact that the NIFTY will decline in 2020. According to the findings of the study, mutual funds have performed admirably despite the extremely volatile market. According to the findings of the current research, investors focus primarily on risk and return when making investment decisions, with safety and liquidity coming in a close second and third, respectively. They choose a specific investment strategy with the assistance of their prior experience in order to maximize the return on their capital while minimizing the amount of risk they expose themselves to in the process.

The Trenyor measure is a tool that an investor should always think about using when they are trying to find an investment with a lower risk. But when they want to diversify their investments in order to get a higher return, then they need to go to the Sharpe measure index because a higher Sharpe rank means a more dynamic investment with a higher return. In this case, the investors' goal is to get a higher return. Mutual funds are a good option for investors who have a moderate level of financial expertise and are looking to invest their money for a better future.

Because it ensures the consistent performance of the mutual fund market, having a working knowledge of both the Sharpe ratio and the Treynor ratio is absolutely necessary for any potential investor in India who is interested in putting their money into mutual funds. Techniques such as beta and standard deviation are also helpful in providing specific performance evaluations from a number of different perspectives

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# THE AFFILIATION BETWEEN SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOUR

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**Abstract:**

*Social media marketing strategies must be put into action in order to take advantage of the numerous chances that come with this rising popularity, as social media usage patterns have been seen to increase steadily over the previous few years. The study aims to determine the influence of many predictors that can regulate customer behaviour in order to identify the behaviour of social media marketing, particularly Facebook and Twitter. The information satisfaction, vividness, and entertaining content are some of these predictors or variables. The report indicates a wide range of opportunities for social media marketers and advises them to avoid posting merely casual and uninspiring material and to make their social media updates as exciting, colourful, and amusing as possible.*

***Keywords:*** *luxury brands, social media marketing, brand equity, online community , brand experience*

## INTRODUCTION

A study that focuses on how social media significantly influences how customers make purchasing decisions. The internet has played a vital role in modern life as a specialised tool. People from all around the world connect with people and organisations online. Through online social networking sites, people have a lot of connections, and as a result, many people suck up data. This information becomes a source of influence on consumers and their purchase behaviour. People have started using online networking sites like Facebook, Twitter, Instagram, and LinkedIn from all around the world to share their experiences. As customers, people exchange reviews of products, information about services, advice on nutrition or wellbeing, warnings about products, instructions on how to use particular products, and much more.

New methods of looking for and acquiring information about the wide range of goods and services on the market have emerged as a result of the social media revolution. It has made it possible for customers to communicate with one another about brands and interact with them rapidly (Powerset al., 2012). Strangers are increasingly dominating consumer opinions on goods and services in online forums, which then affect opinions in physical settings (Smith, 2009). Social media has given customers more power because marketers have little control over the topics, timing, or volume of consumer dialogues online (Mangold and Faulds, 2009)

Marketers regularly monitor customer social media usage, but little is known about how it affects their purchasing behaviour. Many studies focus on customer behaviour in the context of online buying, but often neglect to take into account how the internet affects the various stages of consumers' decision-making (Darley et al., 2010). This study examines how consumers' decision-making for complex transactions is affected by the availability and abundance of these new information sources.

Due to its simplicity and adaptability, the traditional EBM model (Engel et al., 1990) is used to analyse the customers' decision-making process. Five stages make up the model: need identification, information search, alternative evaluation, buy decision, and post-purchase evaluation. The study aims to determine the model's applicability in the context of social media usage. Globally, businesses are spending a lot of money on social media marketing to promote their goods and services, build brand loyalty, expand into new areas, and grow their clientele. (Ziyadin et al.,2020). It is also one of the low-cost or affordable strategies for advertising a company's goods in a digitalized way within the context of the digital environment. ( Saravanakumar and SuganthaLakshmi.,2012) Additionally, it has given consumers more power by enabling them to produce content, work with brands, and influence the opinions of others in their social networks. (Li, 2020; et al.)

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Despite the fact that social media marketing research has been conducted for more than a decade, the nature of this digital platform means that it is always changing in response to technological advancements. One of the most in-demand skills in today's world, it seems, is social media proficiency. As a result, it is critical to investigate its impact on a customer's perceptions and attitudes, which influence their purchasing decision and post-purchase behaviour.

## REVIEW OF LITERATURE

Social media usage is widespread in the twenty-first century Internet based messaging have begun to have an impact on a variety of customer decisions buying behaviour appraisal brand marketing etc Facebook and Twitter like social media platforms are starting to have a significant impact on academic publications as well as corporate practises Numerous academic research papers have examined the function of social media in the corporate world over the past few years Twitter039s involvement in a range of marketing domains such as helping to brand and promote businesses has been examined Greer and Ferguson 2001 Companies today need to concentrate on improving their understanding of their clients in order to boost their profitability Karimi2015 According to Grant 2007 traditional distribution methods have suffered as a result of consumers turning to internet shopping due to the convenience of finding information about goods and services Businesses employ a customer centric strategy to build social networks and communicate with all of their target demographics Marketing is increasingly based on interactions departing from the conventional method Numerous research have found analysed and supported the reasons why people join social networks It has been seen that customers use social media to seek out information ask for assistance develop their abilities and gain knowledge about a certain good or service Members identify with the brand symbols and meaning and they also want to share their passion and derive satisfaction from being a part of the community Zaglia 2013 Shao 2009 Social media may now give several people with differing viewpoints additional and extensive information about any product and brand

### History and classification of social media

The phrase "social media" became well-known after social networking websites like Myspace and Facebook were established in 2003 and 2004, respectively. Around this time, the phrase "Web 2.0" was also coined to characterise a new way of using the internet as a platform where content is continuously modified by many users in a participatory and collaborative manner rather than being created and published by a single user (Kaplan and Haenlein, 2010). Wikis, interactive blogs, and collaborative projects introduced by Web 2.0 made it easier to build user networks and for users to share ideas, information, and knowledge (Constantinides, 2014).
User-created, publicly accessible media content is referred to as user-generated content (UGC) (Kaplan and Haenlein, 2010)

### Awareness of brand and e-WOM

Over the past several years, there has been a noticeable growth in the number of people using the Internet and social media. The consumer digital culture, responses to digital advertising, the influence of social media on consumer behaviour, mobile settings, and online rumours are the five components that need to be comprehended (WOM). Because social media is a part of consumers' digital environment and culture, we can relate to its beneficial effects on people who are driven to share content with their audiences. One of the best strategies used by marketers to promote their products and draw in a huge audience is social media marketing.

The best strategies for marketers to promote their products and draw in a big audience. It aids in boosting brand recognition and enhancing a company's reputation. Additionally, due to the mobile nature of the digital environment, internet buying has increased. Online word-of-mouth is also closely related to customer attitudes and preferences. 2019 (Ziyadin et al.)

A quantitative study conducted in 2019 to assess the influence of social media on consumer behaviour by Voramontri and Klieb came to the conclusion that social media is crucial for gathering preliminary information and evaluating alternatives, which later encourages consumers to make a final purchase decision and conduct a post-purchase evaluation.

**Word of mouth- electronically through social media**

The internet has revitalised the idea of word-of-mouth (WOM), which was first established in the 1950s. WOM is defined by Arndt (1967) as "person-to-person communication between a receiver and a communicator regarding a brand, product, or service that the recipient views as non-commercial."

According to Kimmel and Kitchen (2014), word-of-mouth (WOM) influences all stages of consumer decision-making, from product awareness to selection and post-purchase evaluation. It shapes attitudes, perceptions, and expectations of brands, products, and services. The increased interconnectedness of people on social media has given WOM additional relevance nowadays (Kimmel and Kitchen, 2014).Online or electronic word-of-mouth (eWOM) is a type of WOM where users of the internet rate and review a variety of goods and services on review websites (Bronner and Hoog, 2010). It is described as "any favourable or negative words made about a product or firm by prospective, present, or past customers, which are made available to numerous individuals and institutions via the Internet" (Hennig-Thurau et al., 2004). Electronic WOM can be spread in a variety of ways, such as through social media platforms or the comments sections on e-commerce websites; nevertheless, company-led marketing communications are rarely the source of the information shared. Most people believe that content created by internet users, who are also customers, is free from commercial influences (Bronner and Hoog, 2010).Due to their trust, customers turn to forums, blogs, and other unbiased social media platforms to obtain information before making purchases (Powers et al., 2012).

**Differences in how people make purchases.**

Kotler and Armstrong (2014) divided consumer involvement into two categories: high and low, and major and minimal brand changes. Here is a summary of the four categories of purchase behaviour they identified.

**Table: 1 Types of Purchase**

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| *Purchase behaviour* | *Characteristics* | *Examples* |
|---|---|---|
| Complex buying | High consumer involvement | Car |
| | Significant brand differences | Laptop |
| | Expensive | |
| | Infrequent | |
| | High risk | |
| Dissonance-reducing | High consumer involvement | Carpet |
| | Few brand differences | Furniture |
| | Expensive | |
| | Infrequent | |
| | High risk | |
| | Price sensitive | |
| Habitual buying | Low customer involvement | Household goods |
| | Little brand difference | Groceries |
| | Frequent or repeat purchases | |
| Variety-seeking buying | Low customer involvement | Cookies |
| | Significant brand differences | Restaurant |
| | Brand switching for variety | |

**Source: Kotler and Armstrong (2014)**

Due to the high level of risk involved in complex purchases, product evaluation and information gathering are given more weight. It is distinct from dissonance-reducing behaviour, which is also high risk, in that there are significant brand differences and the consumer would go through all stages of the decision process. As a result, this study focuses on complex purchasing situations where the influence of social media is expected to be most visible.

## OBJECTIVES

1.To carry out a descriptive study to comprehend how social media marketing affects consumer decision-making.
2. To evaluate the tools that marketers are currently using for social media marketing.
3. To determine the benefits and difficulties that businesses have while marketing their goods or services on various social media platforms.
4. To offer ideas or suggestions, if any.
5. To determine the Future Scope.

## RESEARCH METHODOLOGY

The current research project employs secondary analysis to gain a thorough understanding of the topic. Most of the data was obtained from online journals and published papers, blogs, online reports, books, and articles on the same subject. This study investigates the significance of social media marketing by highlighting the various marketing strategies used by businesses to maintain their competitive advantage. It emphasises its influence on consumersbrand perception and purchasing intentions, as well as the challenges that marketers face when offering their products or services in the dynamic social media environment. The study enabled us to make recommendations and draw conclusions in this research area.


## TOOLS FOR SOCIAL MEDIA MARKETING:

**Blogs**

Blogs are posts with short content that a company integrates with various social media platforms. The content is created specifically to attract the target audience for the product or brand. It enables the company to have a conversation with potential customers about its product or brand, who may respond positively or negatively by commenting on such posts. It assists the company in attracting new customers and connecting with other bloggers in the same industry or product category.(Zarrella,2009)

**Micro blogging**

"Micro blogging is a type of blogging where the size of each post is restricted; for example, Twitter updates are limited to 140 characters." (2012) Saravanakumar and Sugantha Lakshmi A business can generate buzz for its goods or services and outperform the competition by boosting sales with a remarkably small time investment. It can be utilised to maintain contact with prospective, existing, and past clients.

Websites and social media platforms like Facebook, Instagram, LinkedIn, etc. give businesses plenty of possibilities to not only advertise and spread the word about their products and brands, but also to communicate with customers by allowing them to post comments and other content relating to the brand. To engage with clients, a business works with "influencers or micro celebrities." They provide "user created content" that is enjoyable, useful in fostering favourable word-of-mouth, and helps to establish brand reputation over time. 2020 (Li et al.).

**Hashtag**

The hashtag symbol is used by social media platforms to group together the thoughts, discussions, questions, and contests surrounding a certain product or brand. The customer can access the complete discourse by clicking the hashtag. 2009 (Zarrella).

**Contest**

Following a brand's page to enter a social media contest is one way to get followers, engage with customers, spread the word and start conversations, among other things. Other possibilities include voting for one of two goods from the same brand to win the offering, commenting, and sharing reviews about the product, loving social media postings from the brand and tagging your social circle, and enjoying social media posts of the brand. To broaden their appeal and seize their target consumers, the businesses may work with influencers or mini celebrities. (Sehl, 2019)

**Content creators/communities**

Like how it is done on social networking sites, users can share photographs, videos, and other multimedia content with a description on content communities like Youtube, Daily Motion, FlickR, etc. to make the content available by other users who may like or remark on it. Businesses expand through advertising their goods and communicating with potential clients. Podcasts, or audio files that can broadcast information centred on a common theme to iPhone users, are the current invention in this industry. (Cross, 2014)

**Immersive Media:**

Recent technological advancements like virtual reality and augmented reality are changing the way that social media marketing tactics are used. With the aid of specialised equipment, virtual reality replaces the physical reality with a digitally simulated reality. (Owen, 2020)

On the other hand, augmented reality uses a smartphone as a headset and integrates a digital object into the user's real-world environment. While immersive technologies are still in their infancy, Augmented Reality, such as the use of filters on social media platforms like Instagram, Snap Chat, and Facebook, has changed the game for consumers. This technology is being quickly embraced by brands in order to produce original content, engage consumers, and entertain them. The 'Try On' function on AR shopping apps integrated with social media platforms could encourage users to make purchases. (Zote,2021). Customers may now take a 360-degree tour of a brand on social media thanks to 360-degree photos and videos, another technology. It is frequently used by the auto industry to display cars, by the real estate sector to display homes, and, most intriguingly, by the tourism industry to advertise a destination.

**Chatbots**

Chatbots are being introduced by social media sites like Facebook as a powerful marketing tool for businesses. An automated text-based conversation that interacts with clients and responds to their questions promotes business growth (Stelzner,2020). One of the best examples of a business using a Facebook Messenger chatbot to promote its brand is KIA Motors Europe. The chatbot's queries could lead to the clients winning an exclusive experience. The company's marketing strategy was successful because to this personalised experience. (Sehl, 2019).

**Advantages for Marketers**

1. According to the Kemp analysis, customers will be able to consume more mobile data thanks to the increase in internet speed or bandwidth offered by the 5G network by 2021, giving marketers a chance to reach a large audience.

2. Television, newspapers, radio, and magazines were once expensive marketing mediums. However, social media marketing is straightforward and affordable. Advertisers are not required to compensate distributors or publishers for the use of their space or for integrating their message. An audience will find an interesting piece of material on its own.(Saravanakumar and Sugantha Lakshmi,2012)

3. The incorporation of e-commerce websites into social media applications enables consumers to buy the goods and services being advertised as well as helps businesses improve sales. (Moustakas,2015)

4. Customers who are aware of, interested in, and satisfied with a specific brand, social media application, or marketing campaign can grow the clientele of the company by sharing and promoting their favourable opinions and experiences both online and offline. (Hoffman and Fodor,2010)

5.As part of the promotion mix, social media platforms offer "analytics and feedback for firms." This aids businesses in assessing consumer behaviour following purchases. (Moustakas,2015)

6. In contrast to traditional marketing, it offers two-way communication. It enables customers to gather data, share it, compare the good or service to those of other brands, or base their choice on the opinions of other customers. If a customer is happy, they may give it a positive label or give it a negative one on social media, which can help or hurt the company's reputation. (Moustakas,2015)

7. By posting relevant marketing information on social networking sites, it gives marketers the chance to strengthen their relationships with customers. The marketing manager can strengthen users' positive interactions with the brands they prefer and prevent them from buying competing products if they can encourage customers to identify with the company's brand culture. (Wibowo and colleagues 2020)

8. The four social media marketing strategies identified by Li et al. in 2020, namely, social commerce strategy targeted at advertising and sales, social content strategy focusing on branding and communication, social monitoring strategy aiming at service and product development, and social CRM strategy emphasising customer management and innovation, assist the company in long-term brand status development as well as the development of stronger client relationships.

9. Numerous studies have demonstrated that brand awareness and customer engagement aid to establish brand equity and have an impact on consumer behaviour. (Pütter,2017)

**Challenges for marketeers**

1. The brands are open to both favourable and negative reviews from consumers. To avoid a viral public reaction, it needs "predict consumer response and avoid unforeseen mistakes." (Saravanakumar and Sugantha Lakshmi,2012)

2.Even though social media data can be utilised for "consumer analysis, market research, and crowdsourcing of new ideas" (Li et al., 2020), user data privacy is still a major barrier to online purchases of goods and services that have been promoted on social media. Many advertisers rely on third-party cookies to target their audiences.

3. Customers may be discouraged from purchasing the marketer's goods or service due to a lack of personalization, an inability to try the good or service, and unsafe transactions. (Moustakas,2015). Wibowo et al., 2020 have also reaffirmed this in their study,It implies that social media marketing is unable to satisfy customers' experiences with taste, smell, and touch.

4. One of the difficulties that could prevent social media marketing techniques from being successful is creating appropriate marketing content. Companies can establish direct communication and positive relationships with their customers using the proper marketing content on social networking sites (SNS), which results in consumer behaviour that produces long-term success for the business.

5. Marketers should exercise caution when dealing with unsatisfied customers as their negative feedback, experiences, or attitudes about the company, product, or social media application could undermine the reputation and effectiveness of social media marketing efforts by propagating such experiences across other platforms, whether they be online or offline (Hoffman and Fodor, 2010).

6. It can be simple for marketers to establish a relationship with a customer on social media platforms but maintaining that relationship over the long term is more difficult because so many social media campaigns are being published online, giving consumers a variety of other products and brands to choose from. Therefore, it might be difficult for social media marketers to maintain a solid and lasting consumer relationship. ( Kim and Ko.,2012)

7. Lack of measurement scales to assess the interconnectedness of brands, social media, individuals, and others; new emerging social media platforms; the dynamic nature of social media and the metrics associated with it; and social network analysis with factors such as electronic word of mouth, identification of influences, how messages and information influence customer behaviour, and so on are some unique challenges for both practitioners and academics. (Dwivedi and colleagues, 2020)

8. Most marketers calculate the return on investment in social media marketing by only taking into account their own marketing investments and calculating the returns in terms of customer response, but this only provides short-term results in terms of increased sales or reduced costs by a social media marketing campaign. They somehow ignore the bigger picture by avoiding customer response and customer investment, such as time spent on each website visit, frequency of visit, and level of participation in social media activities. (Hoffman and Fodor,2010) provide an example.

**SUGGESTIONS**

This paper is descriptive in nature and highlights the important role of social media for marketers and its impact on consumer behaviour However, this field's quantitative investigations and conceptual model will determine the marketing consequences and provide marketing professionals with guidance. Also, it would be interesting to explore the marketing strategies that can be used on social media for different product categories which are offered by the marketers in the local and international markets. An appropriate metric scale to measure the outcome or the performance of Social Media Marketing Strategies is both a challenge as well as an area for future research. There is also a need to study an integrated framework for using social media with marketing strategies for the companies. It is also stressed that the pre-planning phase, implementation stage and review/control of the marketing strategies must not be overlooked by the academicians. Moreover, the consequences of such strategies should be analysed in “cross-culture research” as the social media has unified the globe. (Li et al., 2020).

## FUTURE SCOPE

Future studies may examine the differences in customer behaviour, such as purchases, brand interactions, and recommendations, across different social media platforms.Analysing the effect of celebrities and influencers on customer behaviour and brand social media marketing tactics is equally crucial. Analysis of the mediating effects of age, gender, nationality, and interests on consumer levels of social media marketing is also necessary. In 2020, Dwivedi et al.

## CONCLUSION

The analysis of several research studies highlights the importance of social media marketing, its function in boosting customers' purchase intentions, and its influence on theirpost-purchase conduct. By using social media marketing tactics, businesses not only expand their geographic reach and get ongoing consumer feedback and recommendations online, but they also meet unmet demands by putting the requirements of their target market at the forefront of their marketing strategy. Utilizing innovative online techniques and content draws clients to the items being sold while also giving the opportunity to network with international business groups. In the long term, it even results in the development of brand equity.

Given the wide range of goods and services that marketers provide, social media marketing is crucial for sustaining client loyalty and developing fruitful business partnerships.Despite having benefits for both marketers and consumers, social media marketing is not without its drawbacks.Limitations that must be addressed at the company's end through more committed efforts.Maintaining a long-term relationship with clients is preferable than focusing solely on the economic motive and seeking for short-term associations with them in order to keep them from transferring to a rival brand in the future.

Instead of concentrating on the conventional goals of increased sales and decreased expenses, businesses can extend their criteria for assessing any social media marketing effort. The metric for measuring the effectiveness of marketing campaigns should develop into more realistic objectives that assist marketers to obtain information on both current and future campaigns as a result of advancements in digital technology and the dynamic market environment. The enterprises should concentrate on keeping a competitive edge while also concentrating on their long-term survival.

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# Social Accounting: A Critical Analysis of its History and Development, Importance and Challenges

**Jai Tater***


## Abstract:

*Social accounting is an approach that integrates social and environmental impacts into a company's financial reporting. This research paper aims to provide an overview of social accounting, including its history, development, importance, challenges, and limitations. The paper highlights the evolution of social accounting from a measure of social responsibility to a tool for measuring a company's impact on society and the environment. The paper also discusses the importance of social accounting in today's society, the challenges and limitations, and recommendations for effective implementation.*


## Introduction:

Social accounting is an accounting approach that integrates social and environmental impacts into a company's financial reporting. It is a tool for measuring and reporting on a company's impact on society and the environment, enabling them to make informed decisions and take responsibility for their actions. Social accounting has gained significant attention in recent years due to the increasing importance of corporate social responsibility and sustainability in today's society. This research paper aims to provide a comprehensive analysis of social accounting, including its history, development, importance, challenges, and limitations.

## History and Development of Social Accounting:

The concept of social accounting emerged in the 1960s, during a period of social and political change. The social accounting approach was initially introduced as a way to measure the social responsibility of businesses. It was later developed into a tool for measuring a company's impact on society and the environment.

In the early 1970s, social accounting became an important aspect of the corporate social responsibility movement. The Social Audit movement, which was initiated by John Pearce and Richard Prichard, was a significant development in the evolution of social accounting. The Social Audit approach aimed to provide a comprehensive analysis of a company's impact on society and the environment.

In the 1980s, the social accounting approach became more widely accepted, and companies began to include non-financial information in their annual reports. The development of sustainability reporting standards, such as the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB), furthered the evolution of social accounting. These standards provided guidelines for reporting on social and environmental impacts, enabling companies to report on their sustainability performance in a standardized way.

## Importance of Social Accounting:

Social accounting is essential in today's society as companies are increasingly being held accountable for their impact on society and the environment. Social accounting provides companies with a tool to measure and report on their social and environmental impact, enabling them to make informed decisions and take responsibility for their actions. By reporting on their sustainability performance, companies can demonstrate their commitment to corporate social responsibility and gain the trust of stakeholders.

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Furthermore, social accounting can also provide valuable information for investors, consumers, and other stakeholders. Investors are increasingly interested in investing in companies that have a positive impact on society and the environment. Social accounting enables investors to assess a company's sustainability performance and make informed investment decisions. Consumers are also becoming more environmentally and socially conscious and are more likely to support companies that are committed to sustainability.

**Challenges and Limitations of Social Accounting:**

Despite the benefits of social accounting, there are also challenges and limitations that need to be considered. One of the main challenges is the lack of standardization in social accounting. Although sustainability reporting standards, such as GRI and SASB, provide guidelines for reporting, there is still a lack of consistency in the way companies report on their sustainability performance. This makes it difficult to compare the sustainability performance of different companies and sectors.

Another challenge is the difficulty in measuring and reporting on social and environmental impacts. Unlike financial reporting, which is based on a standardized accounting framework, there is no universal framework for measuring and reporting on social and environmental impacts. This makes it difficult for companies to measure and report on their sustainability performance accurately.

Lastly, social accounting may be seen as a cost burden by companies. The implementation of social accounting requires additional resources, including time and money. Smaller companies may find it difficult to implement social accounting due to resource constraints.

**Recommendations for Effective Implementation of Social Accounting:**

To overcome the challenges and limitations of social accounting, the following recommendations can be considered:

- Standardization: Companies should follow reporting guidelines provided by sustainability reporting standards, such as GRI and SASB, to ensure consistency in reporting. Companies should also work towards developing a universal framework for measuring and reporting on social and environmental impacts.
- Integration: Companies should integrate social accounting into their business strategy and operations. Social accounting should not be seen as a separate process, but rather as an integral part of a company's decision-making process.
- Stakeholder Engagement: Companies should engage with their stakeholders, including employees, customers, and local communities, to understand their social and environmental concerns. This will enable companies to identify and address issues that are important to their stakeholders.
- Capacity Building: Companies should invest in capacity building to develop the necessary skills and expertise to implement social accounting effectively. This may involve training employees, hiring external consultants, or partnering with universities or research institutions.

- Communication: Companies should communicate their sustainability performance effectively to stakeholders. This includes providing transparent and accessible information on their social and environmental impact, as well as engaging with stakeholders to ensure that the information is relevant and meaningful.

**Conclusion:**

Social accounting is an essential tool for measuring and reporting on a company's impact on society and the environment. It enables companies to make informed decisions and take responsibility for their actions, while also providing valuable information for investors, consumers, and other stakeholders. However, there are challenges and limitations to social accounting, including the lack of standardization and the difficulty in measuring and reporting on social and environmental impacts. To overcome these challenges, companies should follow reporting guidelines provided by sustainability reporting standards, integrate social accounting into their business strategy and operations, engage with stakeholders, invest in capacity building, and communicate their sustainability performance effectively. By implementing these recommendations, companies can effectively implement social accounting and demonstrate their commitment to corporate social responsibility and sustainability.

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# Penalty by Competition Commission of India in Cartel Cases: A Review of Pattern and Practices

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**Abstract:**

*Cartel is considered as the most severe form of anti-competitive activity. Any agreement between the firms of an industry with the purpose of fixing prices, limiting production, determining supply, allocation market among themselves has direct impact on the interest of the consumers. Cartelisation is not a new phenomenon in the market. It has been in existence since ancient economies. Even in the Kautilya's Arthashastra, reference to agreement between the traders can be found. This global phenomenon has been dealt with strictly in major competition law regimes across the world. India, too, in its legal framework has incorporated the prohibition of anti-competitive agreements by providing strict penalties and competent authorities empowered to impose such penalties in case of cartel activity. Competition commission of India, established and empowered under the Competition Act, 2002 has played an important role in penalising the firms forming cartels. However, in the history of almost more than a decade, these penalties has failed to have a deterrent effect. After a careful study and analysis of the competition commission of India's orders, it is to be examined whether and if yes, then what pattern is adopted by the chief regulatory authority in determining the penalty on the infringing firms. With this purpose, the researcher has analysed the cartel cases decided by the Competition Commission of India in pre pandemic times and during pandemic phase. It can be found out that the orders by CCI do no follow any uniform or certain guidelines in determining the penalty of the firms and individuals, which makes it highly a discretionary matter with less deterrent effect. It is concluded that there is a need to establish authoritative guidelines to be followed by the CCI while imposing penalty in cartel cases.*

Keywords: Competition law, cartels, Competition Commission of India, penalty, consumer interest

## Introduction

"People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices. It is impossible indeed to prevent such meetings, by any law which either could be executed, or would be consistent with liberty and justice." (Smith,1776)

In order to restrict competition in the market, a number of firms enter into an agreement, formal or informal, and such understanding is known as cartel. The purpose of these agreements may be price fixing in the market, limitation on output or supply, market division of markets between firms either locally or product-wise, or function in consensus so as to limit the entry of new players in the industry with the purpose of creating monopoly. The legislative framework in India, following the global standards provide the definition and penal provisions relating to horizontal agreements, cartels in particular. Section 3 of the Competition Act, 2002 relating to anti-competitive agreements was enforced and brought to operation on 20 may, 2009. Section 27 of the Act makes provision for the penal powers of the CCI to be imposed on any enterprise or individual contravening the section 3. More than a decade has passed since the enforcement of these provisions which mandates a review of the practices and patterns of the penal provisions imposed by the Competition Commission of India and its deterrent effect, especially in cartel cases.

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## Penalties by CCI

According to section 27 of the Act, "Where after inquiry the Commission finds that any agreement referred to in section 3 or action of an enterprise in a dominant position, is in contravention of section 3 or section 4, as the case may be, it may pass all or any of the following orders, namely":—
"(b) impose such penalty, as it may deem fit which shall be not more than ten percent of the average of the turnover for the last three preceding financial years, upon each of such person or enterprises which are parties to such agreements or abuse: [Provided that in case any agreement referred to in section 3 has been entered into by a cartel, the Commission may impose upon each producer, seller, distributor, trader or service provider included in that cartel, a penalty of up to three times of its profit for each year of the continuance of such agreement or ten percent of its turnover for each year of the continuance of such agreement, whichever is higher.]" [Section 27, Competition Act, 2002]

Further, under Section 48 of the Act "Where a person committing contravention of any of the provisions of this Act or of any rule, regulation, order made or direction issued thereunder is a company, every person who, at the time the contravention was committed, was in charge of, and was responsible to the company for the conduct of the business of the company, as well as the company, shall be deemed to be guilty of the contravention and shall be liable to be proceeded against and punished accordingly: Provided that nothing contained in this sub-section shall render any such person liable to any punishment if he proves that the contravention was committed without his knowledge or that he had exercised all due diligence to prevent the commission of such contravention."

## Penalties on individuals

The first instance of penalty on individual by CCI can be traced as late as 2014 - i.e. three years after the imposition of the penalty by CCI. The penalties imposed on individuals is more or less similar to the penalties imposed on the infringing enterprises in the same case and the criteria is generally the individual income during the relevant period. [M*/s Arora Medical Hall Ferozpur v. Chemists & Druggists Association Ferozpur*, 2012]

Ever since the advent of Liberalisation, globalisation and privatisation, the anti competitive behaviour has been on an increase mandating the need of a strong legal regime in order to protect the interest of the consumers.by maintaining competition in the market.

The Competition Act provides such legal regime following the global standards. The Competition Commission of India, being the chief regulator has played and active role in past decade. However, in last few years it is found that even after finding the blatant violation of the Act, especially cartelisation, the CCI has either imposed symbolic penalties or no penalties due to the economic impact of the Corona Pandemic. Whereas, in few other orders, CCI has imposed heavy penalties on the firms as well as on the individuals to the maximum extent. Though the Commission is mandated to give reasoned decisions under the principles of natural justice, yet the same is not found in recent cases. This makes it pertinent to study and examine the pattern of penalty orders before pandemic and during pandemic era.

## In Vedanta Bio Sciences, Vadodara vs. Chemists and Druggists Association of Baroda, 2009

The Commission passed the order mentioning that it is important to penalise such conduct in order to "discipline the erring party" for contravening the provisions of the Act. Accordingly, the Commission deemed it fit "to impose a penalty on the Opposite Party at the rate of 10% of its relevant income based on the income and expenditure account for three financial years filed by it for the relevant years during the earlier proceedings before the Commission."

**In Re: Alleged cartelisation in supply of LPG Cylinders procured through tenders by Hindustan Petroleum Corporation Ltd. (HPCL) Vs. Allampally Brothers Ltd. & Others, 2014**

In this case, parties quoted order of the Commission in M/s Orissa Concrete and Allied Industries Ltd for considering the mitigating factors while imposing the penalty. It was observed by the Commission in this order that:

"As regards penalty under section 27 of the Act, the Commission notes that there are circumstances in this case which require the issue of penalty to be looked into somewhat differently. The facts as projected in the present reference reveal a complete lack of awareness by the opposite parties which are small and micro enterprises. The replies of many of these parties are effectively incriminating in nature. Further, none of these parties quoted for more than 50% quantity which was a requirement under the tender. Thus, right in the beginning the offers made by these parties were not in accordance with the requirement of the tender and hence they could not have got supplies as per the tender conditions. Moreover, the bid given by these parties was not the lowest and so they could not have been awarded the contract."

In this case, Commission rejected the plea of parties to consider the facts of the present case on par with M/s Orissa Concrete and Allied Industries Ltd and held that being a small and micro enterprises per se cannot be the decisive factor in determining the amount of penalty, however, it can be considered as one of the mitigating factors.

The present case related to bid rigging collusion between the firms for public procurement and therefore, according to the Commission, fit case for imposing penalty on the infringing firms. To quote the order,

"Any collusion in rigging tenders in public procurement costs exchequer on account of anti-competitive bids besides resulting in higher cost to end-consumers for whom a cylinder is a necessary input for their daily requirements. This itself is a compelling factor for the Commission to not only impose penalty but to view the contravention seriously."

Therefore, the Commission ordered the penalty, under section 27 of the Competition Act, 2002 (Act) on the 51 infringing firms at the rate of 1% of their average relevant turnover for the financial years 2013-14, 2014-15 and 2015-16. The Commission further found liable the individuals of the 51 infringing firms under section 48 of the Act and imposed the penalty "at the rate of 1 percent of their average income of the financial years 2013-14, 2014- 15 and 2015-16." (M/s Arora Medical Hall Ferozpur, 2012)

**In Re: Cartelisation in the supply of Electric Power Steering Systems (EPS Systems) against NSK Limited, Japan and Others., 2014**

In this case, it was alleged that Japanese firms: NSK and JTEKT along with their respective Indian subsidiaries, RNSS and JSAI were engaged in cartelisation and contravened the provisions of the Act. The said cartels functioned in Electric Power Steering systems from 2005 to 2011. The Commision held them liable for collusion in price determination, market allocation, bid coordination and manipulation of bidding in OEMs. Such acts were found to have AAEC in India. Along with the firms, liability of individuals were also held under S. 48 of the Act.

In the exercise of its powers under section 27 (b) and proviso thereof, Commission imposed a penalty computed on the basis of the turnover of the cartelising firms. In the instant case, the cartel was identified from 2005 to 2011. Since the penal provisions were enforced from 2009, the computation of penalty was based on the turnover from 2009 to 2011.

The Commission quoted judgement of the Hon'ble Supreme Court in Excel Crop Care Limited v. Competition Commission of India and Others, 2017,
"Turnover for the purposes of Section 27 (b) is 'relevant turnover' of a company which relates to the product in question in respect whereof the provisions of the Act are found to have been contravened. In the present case, the product in question is EPS Systems. Both NSK and JTEKT have submitted that direct sales of EPS Systems in India are made by them only through their Indian subsidiaries RNSS and JSAI respectively. Therefore, for the purposes of calculation of penalty, the Commission shall take into consideration relevant turnover and relevant profit details of RNSS and JSAI."
In the light of the leniency applications filed by the cartelising firms, NSK and JTEKT under section 46 of the Act for the grant of lesser penalty, hundred percent reduction was given to the first applicants and fifty percent reduction was given to the second applicants.

**Nagrik Chetna Manch vs. SAAR IT Resources Private Limited & Others.2017**
The instant matter related to the alleged bid rigging cartel for the tender Selection of agency for carrying out tree census having geo-enabled with the use of GIS & GPS Technology. The allegation was of the infringement of the Act for which the Commission held the Opposite party liable for entering into a bid rigging agreement and imposed the penalty according to the section 27(b) of the Act.
Regarding imposition of penalty, first Opposite Party submitted that "the quantum of penalty should be determined based on turnover arising out of the impugned tender and should not be based on total turnover" which was rejected by the Commission stating that "the Commission does not find any merit in the said submission as very narrow interpretation of relevant turnover has been made by the said OP." further the Commission refused to consider any of the mitigating factors submitted by the infringing firm stating that "conduct of OP-1 demonstrates that it has scant regard for the public procurement process and the manner in which it rigged the tender suggests that OP-1 had acted with *malafide* intention from the very beginning."

Therefore, "considering the *facts and circumstances of the case*," the Commission imposed the penalty "at the rate of 10 % of the average turnover for three financial years viz, 2015-16, 2016-17, and 2017-18/" (Nagrik Chetna Manch vs. SAAR IT Resources Private Limited & Others., 2017)

**Chief Materials Manager, South Eastern Railway v/s Hindustan Composites Ltd. & ors.) 2016**
In this case, the Commission examined the matter in the four reference cases which it received in different time. The cases related to bid rigging by the opposite parties in various tenders during 2009 to 2017 notified by the different Railway Zones/Divisions. In the investigation done by the Director General in these reference cases, a report was prepared and consolidated and handed over to the CCI. Meanwhile one more reference case was initiated with the Commission which was later on clubbed with the previous four cases. Therefore the matter involved a number of heterogenous parties and wide ranging individuals. It was noted by the Commission that,
"The concerned parties have not only cooperated but have even admitted their respective role/ conduct in the said tenders as brought out by the DG. It cannot be gainsaid that cooperation to such an extent by the parties concerned is one of the consideration which may be taken into account by the Commission in quantifying the penalties. Moreover, the Commission notes that some of the OPs are Micro Small and Medium Enterprises (MSMEs). In fact, the Commission has also looked at the relevant turnover arising out of Composite Brake Block (CBB) in the present matter and observes that most of the OPs are having small annual turnover in this segment."

Also, commission considered the situation of outbreak of Pandemic (Covid-19) and its impact on the MSMEs where such enterprises required measure to be taken by the government of India to support the need of such vulnerable MSMEs and help them to withstand the economic challenges posed by the Global Pandemic. These considerations taken holistically, the Commission refrained from imposing any monetary penalty.

Another consideration specifically pointed out by the Commission for dealing with the infringing firms rather leniently was that the firms "*have fully cooperated during investigation and inquiry before the DG and the Commission respectively by not denying the material confronted by the DG. Needless to add, such cooperative conduct optimizes the resources of the DG as also expedites the adjudicatory process besides lessening the regulatory burden. The ultimate object of the Act is to correct the market distortions and to discipline the behaviour of the market participants.*"

Therefore, the Commission decided that in the interest of justice and to mete out the objectives of the Act, wherein the cartel behaviour must cease and firms should desist from entering n any such anti-competitive activity, the parties are cautioned to ensure the strict adherence to the Act.

**In Re: Cartelisation in Industrial and Automotive Bearings,2017**

In this case, after considering all the facts and factors, the Commission held Tata Bearing, NEI, SKF, and Schaeffler, liable for anti competitive agreement and thus contravening the provisions of the Competition Act 2002. Apart from the firms, individuals related to the firms were also held liable under section 48 of the Competition Act. The Commission ordered the infringing firms to "cease and desist in future from indulging in practices which have been found in the present order to be in contravention of the provisions of Section 3 of the Act, as detailed in the earlier part of the present order."

Taking a benevolent approach regarding penalty, the Commission observed that "in light of the peculiar facts and circumstances of the present case as detailed in this order, ends of justice would be met if the parties cease such cartel behaviour and desist from indulging in it in future, as directed earlier."

**In Re: Anti-competitive conduct in the paper manufacturing industry2016**

In the reference case, the agreement between the opposite parties was established beyond doubt. However, regarding exercise of power of imposing penalty under section 27, it was opined a symbolic penalty instead of maximum penalty would suffice to meet the ends of justice.

The factors like outbreak of pandemic and its impact on the paper industry was weighed upon and considered valid as most of the activities and businesses were conducted in online mode. This heavily reduced the need of paper affecting the demand of paper in the market significantly. Imposing penalty would further render these firm economically unviable. Therefore, a symbolic penalty of Rs. 5 lakh was imposed on each infringing firm who were found to have been actively involved in the cartelisation. Grant of lesser penalty was made to the extent of 100 percent to the party for cooperating with the DG investigation.

The Commission also opined that "the objectives of the Act would be met if the parties including their respective individuals in the present matter are ordered to cease such cartel behaviour and are further directed to desist from indulging in similar behaviour in the future, as directed earlier. The OPs and their respective individuals are, however, cautioned to ensure that their future conduct is strictly in accord with the provisions of the Act, failing which, any such future behaviour would be viewed seriously as constituting recidivism, with attendant consequences."

**Mr. Rizwanul Haq Khan, Dy. Chief Material Manager, Office of the Controller of Stores, Southern Railway Vs. Mersen (India) Pvt. Ltd. and Another,2016**

In this case also, the violation of the Act was found by Commission and parties were held liable under Section 27(a) of the Act. The concerned officers were also held liable under Section 48 of the Act. The commission while passing its order considered the factors like structure of market, nature of the firms, relevant revenues of the firms & profits; acknowledgement of the conduct and lesser penalty application; the situation od MSME in India and economic effect of Covid-19 Pandemic, etc.

In this situation, "if any penalty were to be imposed on these firms, it may render these firms economically unviable and may even result in exit from the market, which would further reduce competition in a market already characterised by the presence of few players due to the policy of the Indian Railways to procure items from RDSO approved vendors. Thus, considering the matter holistically, the Commission decides not to impose any monetary penalty on the OPs and their respective officials. Further, the Commission is of the considered opinion that the objectives of the Act would be met if the parties in the present matter cease such cartel behaviour and desist from indulging in similar behaviour in the future, as directed earlier."

**Eastern Railway, Kolkata vs. M/s Chandra Brothers and others,2018**

In this case also, it was clearly established before the CCI that the opposite parties engaged themselves in anti-competive agreements and contravened section 3 of the Act. Many factors affecting Competition in market were analysed by the commission at length. Some of them being "market structure, role of Indian Railways as a monopsony buyer, nature of the firms, the staff employed by them and the quantum of their annual and relevant turnover, and considered the same in light of the overall the objective of the Act to prevent practices from having adverse effects on competition, to promote and sustain competition in markets, to protect the interests of consumers and to ensure freedom of trade carried on by other participants in markets in India."

In this case also, the factors like opposite parties being MSMEs with limited staff and small turnover, the effect of outbreak of pandemic on such MSMEs, the insistence of the government of India on maintain liquidity and credits to maintain the viability of such MSMEs in the country were considered. The cooperation extended by the erring parties and lesser penalty applications were also considered by the Commission while imposing penalty. The resultant action was "the Commission decides not to impose any monetary penalty on the OPs and their respective officials in the peculiar circumstances of this case, as noted above. Further, the Commission is of the considered opinion that the objectives of the Act would be met if the parties in the present matter cease such cartel behaviour and desist from indulging in similar behaviour in the future, as directed earlier. The parties are, however, cautioned to ensure that their future conduct is strictly in accord with the provisions of the Act, failing which, any such future behaviour would be viewed seriously as constituting recidivism, with attendant consequences."

**GAIL (India) Limited Vs. PMP Infratech Private Ltd. and Another,2019**

In the instant case, the commission took the lenient view and considered the mitigating at length submitted by the infringing firms. And order of "behavioural correction" and "cease and desist" was considered as suffice to serve the interest of the market.

A symbolic penalty was consequently imposed on the erring parties.

**In Re: Alleged anti-competitive conduct in the Beer Market in India, 2017**

In yet another famous case, Commission exercised its power of imposing penalty in case of established cartelisation under station 27 of the Act. The Commission, while computing the penalty took into consideration the facts regarding profit and revenue from the sale of beer in India and the financial statements submitted by the opposite parties, 2% of each year's during the existence and continuance of the cartel or a penalty at the rate of 0.5 times of the profit for each year of the continuance of the cartel or, whichever is higher.

Regarding the individual liability for indulging in cartelisation, a penalty of three percent of their income average, for three financial years preceding of the cartel was imposed.

"The Commission is of the view that the intention behind imposition of penalty is only to punish the individuals for their cartel so as to create a deterrent effect. As such, the Commission imposes penalty uniformly on the individuals by taking their income details for the preceding three financial years, rather than relating the same to their respective period of cartel."

## Conclusion

In the light of the above mentioned cases, it can found out that there is no fixed pattern in imposition of penalties by the CCI under the Act. It has been over a decade since CCI is exercising its power of imposing penalties. The obvious consequence should be emergence and establishment of some uniform trends and guidelines while dealing with the cartel cases in India and imposing (or not imposing) fines under the Act. The orders of the CCI do not provide any fixed parameters in adopting the metrics for calculating the quantum of fine in contravention cases. On one hand, MSME is considered as a mitigating factor decisively whereas on the other, benefit is denied on the plea of being MSME. The purpose of imposing penalty i.e. deterrence can be achieved only when there is certainty and uniformity in how the Commission imposes fine of the infringing firms. Therefore the need of the hour is to provide appropriate guidelines in order to establish with certainty and uniformity the principles to opt for the suitable metric while imposing fines and to calculate the extent of fines. And these guidelines should be on par with the international standards.

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# A Study of Strategic Corporate Social Responsibility Analysis of Automobile Sector in India

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**Abstract:**

*Indian corporate sector has witnessed a phenomenal growth from the last few decades. They are gaining momentum in various developmental policies and strategies by Indian government. As far as their responsibility is concerned toward society, Indian corporate sector has a mandatory CSR obligation. CSR is basically contributing toward the society. The automobile sector is a crucial driver of the Indian economy, contributing for approximately 2.3% of India's GDP and countless employment. The main objective of this paper is to highlight the status or trends of CSR spending of selected companies of Indian Automobile sector and also the thematic areas of focus where these companies have contributed. Four companies from this sector have been selected namely Hero Motocorp ltd., Tata Motors ltd. , Mahindra & Mahindra ltd. and Maruti Suzuki ltd. Secondary data has been collected and then compiled and analyzed to study the status and trends of CSR in Indian Automobile sector.*

*Keywords- CSR, Automobile sector, CSR budget, CSR spending, Thrust Areas*

## Introduction

Automobile sector is one of the biggest industries in the world. According to 2021 CSR data, India has the world's fourth-largest automobile sector. In terms of sales, India has become the world's third largest vehicle market by 2022, surpassing Japan and Germany. Currently, India's car sector generates 8% of total exports and accounts for 2.3% of GDP.

With the introduction of new Companies Act 2013, India initiated the mandatory Corporate Social Responsibility which brought about drastic change in Indian corporate sector. Before 2013, CSR initiatives are at the discretion of companies and come under the ambit of philanthropy, but after 2013, the company act has provided for compulsory spending on CSR. Companies are making use of resources from the nature and society, so it the first and foremost duty of the companies to pay back to society in the form of compensating their loss and enhancing the quality of life for present and future generations.

Corporate social responsibility is a catchphrase because corporate community is much more conscious about it. Each firm wishes to do everything to improve the social corner by investing some of its revenues on them. CSR are generally referred to as corporate responsibility, good corporate citizenship, corporate ethical behavior, Tripple Bottom Line, Sustainable development and Corporate Governance etc. A significant collection of empirical literature makes reference that not only CSR provide benefits to society, but it also has a wide variety of economic advantages to organizations by getting engaged in CSR activities sincerely (Turban and Greening 1997; Werther & Chandler 2005; Sen et al. 2006 ; Kramer et al. 2006; Jamali et al. 2009; Pedersen & Neergaard 2016; Elembilassery & Gurunathan 2018; Yang, C. S. 2018).

Carroll (1979) describes "Corporate social responsibility as the whole spectrum of duties of a firm to community and covers financial, regulatory, philosophical and voluntary aspirations of society at a particular moment. A successful organization distributes its economic strength deliberately and its resulting financial profits with all connected people which in turn increase its performance".

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## Review of Literature

**Sharma Lekh raj (2017)** made an attempt to analyze the patterns of CSR prevalent in Indian businesses. Because of Corporate Social Responsibility (CSR), affluent and disadvantaged sections of society may come together. Findings of the study revealed that the environment, health, and education are the three most important areas for CSR. A new indicator for sustainable development is CSR. Most of the recommendations are based on the idea that CSR operations of any firm should provide holistic growth by benefiting society, workers, clients, and the environment.

**Muralidharan P. (2016)** investigated workers' opinions of Corporate Social Responsibility (CSR) activities in two firms in the United Arab Emirates. Present study made the comparison of employee perceptions regarding CSR aspects in two businesses. CSR is seen differently by different demographic groups. The results showed that environmental activities had a considerable impact on employee happiness, but that demographic characteristics have little influence on employee opinion of environmental initiatives.

**Narwal and Sharma (2016)** studied and evaluated employee perceptions of corporate social responsibility (CSR) in India. CSR perspectives and society perceptions of CSR were studied. While morality and ethics continue to play a significant role in society, businesses are more guided by them in their efforts to be socially responsible.

**Verma A., and Kumar C.V. (2014),** carried out quantitative analysis of corporate social responsibility expenditure by Indian firms. Their research looked at how firms spent their CSR budgets in the years before to 2014, when voluntary CSR spending was the norm, and evaluated the relevance of mandatory provisions. From 2001 to 2012, they gathered data on thirty BSE Sensex firms. CSR spending was low during the discretionary spending phase.

**Nitin kumar (2014),** argued that CSR lies at the heart of sustainable development. Philanthropy has given way to obligatory social welfare. CSR became required in 2013 when the new business statute gave it legal legitimacy. This guideline is for businesses with a net worth of at least 5 billion, a turnover of at least 10 billion, and net profit of at least 50 million and those Companies must spend 2 percent of their average annual earnings on CSR. The researcher also encapsulate the CSR activities of major corporate giants in India like BPCL, Maruti Suzuki, Hindustan Unilever limited, Reliance industries, glaxosmithkline, SAP India, IBM, HSBC India, Max new York life, Standard chartered bank, TATA steel, ONGC, Infosys, BHEL, Indian airlines etc. According to them, corporate social responsibility is more beneficial to both businesses and society as a whole.

**Bala, M. and N., Singh (2014)** in their research made an attempt to identify areas of CSR practices, analyze the major components of CSR practices, and analyze significant differences/uniqueness in the way these companies practiced CSR, among private Indian companies (PICs), multinational companies (MNCs), as well as public sector companies (PSCs). In the study, PICs, MNCs, and PSCs were shown to have similar CSR practices like Employee welfare, environmental and natural resource protection as well as community development, sustainable development and health and scholarship programs etc.

## Methodology

This study is empirical and descriptive in nature. In this study strategic CSR initiatives of selected Automobile companies are studied. Content analysis is used in the present study. A comprehensive assessment of the literature was undertaken. For this, secondary data was collected from various e-sources. Descriptive statistics and growth rate has been calculated to understand the status of CSR in Indian Automobile sector. This research is exploratory where researcher gets an insight into corporate social responsibility spend of Automobile in India.

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**Objectives**

The main objectives of this paper are:

- To study and compare the Actual and prescribed amount of CSR of selected Automobile companies.
- To study the Average CSR spend of each company in various thrust areas.

**Data Analysis and Interpretation**

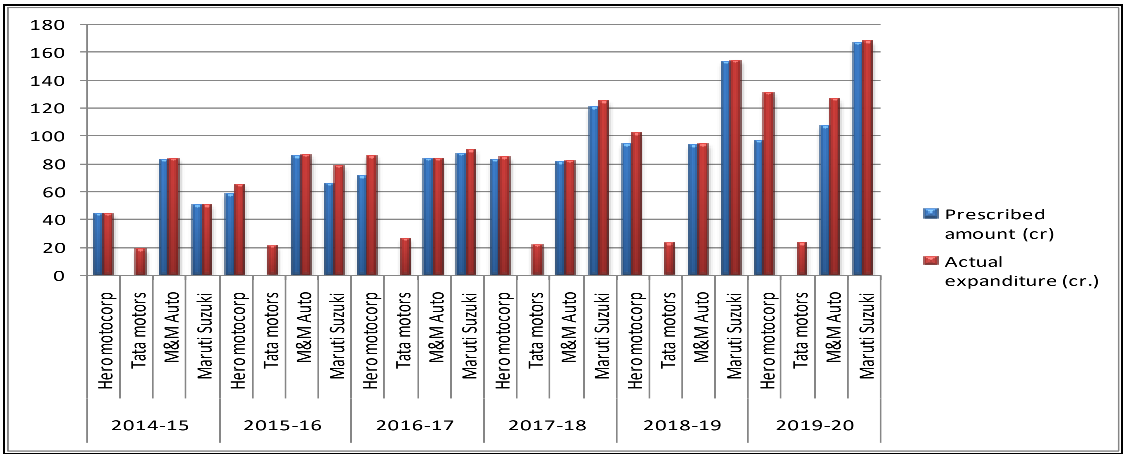
**CSR spending of Selected Indian Companies of Automobile sector**

**Table 1– Status of CSR spending of selected companies of Indian Automobile Sector (year wise)**

| Year | Name of company | Prescribed amount (in crore) | Actual Expenditure (in crore) | % of Actual exp Toward prescribed amount |
|---|---|---|---|---|
| 2014-15 | Hero Motocorp. Limited | 44.04 | 44.04 | 100.00% |
| | Tata Motors Limited | 0 | 18.51 | - |
| | M&M | 83.03 | 83.24 | 100.25% |
| | Maruti Suzuki | 50.11 | 50.11 | 100.00% |
| 2015-16 | Hero Motocorp. Limited | 58.18 | 65 | 111.72% |
| | Tata Motors Limited | 0 | 20.56 | - |
| | M&M | 84.95 | 85.9 | 101.12% |
| | Maruti Suzuki | 65.4 | 78.46 | 119.97% |
| 2016-17 | Hero Motocorp. Limited | 70.62 | 85.13 | 120.55% |
| | Tata Motors Limited | 0 | 25.94 | - |
| | M&M | 83.3 | 83.57 | 100.32% |
| | Maruti Suzuki | 87.2 | 89.5 | 102.64% |
| 2017-18 | Hero Motocorp. Limited | 82.6 | 84.34 | 102.11% |
| | Tata Motors Limited | 0 | 21.44 | - |
| | M&M | 81.27 | 81.98 | 100.87% |
| | Maruti Suzuki | 120.83 | 125.08 | 103.52% |
| 2018-19 | Hero Motocorp. Limited | 93.72 | 101.95 | 108.78% |
| | Tata Motors Limited | 0 | 22.21 | - |
| | M&M | 93.37 | 93.5 | 100.14% |
| | Maruti Suzuki | 153.5 | 154.07 | 100.37% |
| 2019-20 | Hero Motocorp. Limited | 96.55 | 130.61 | 135.28% |
| | Tata Motors Limited | 0 | 22.87 | - |
| | M&M | 106.56 | 126.6 | 118.81% |
| | Maruti Suzuki | 166.56 | 168.21 | 100.99% |

(Source- Data Collected and Compiled from Annual reports of Company concerned and National CSR portal from 2014-15 to 2019-20)

**Chart 5.1 - Yearly Trend of Prescribed amount and Actual Expenditure of CSR in selected companies of Indian Automobile Sector**




*(Source- Data Collected and Compiled from Annual reports of Company concerned and National CSR portal from 2014-15 to 2019-20)*

In the above table (1) and chart (1) the CSR Spending of selected companies of Indian Automobile sector are presented and depicted from year 2014-15 to 2019-20. The data of selected companies are taken from annual reports of companies concerned and from the Indian CSR portal. It is evident from the data that, out of four companies in 2019-20 Maruti Suzuki and Hero Motocorp Ltd. are spending rigorously on year on year basis. In 2019-20 highest CSR spending was of Maruti Suzuki i.e. 168.21 crore as against the prescribed amount of Rs. 166.56 crore. Second in the line is Hero Motocorp, who spend 130.61 crore as against 96.55 crore, approximately 135.28% of the CSR budget. This shows that Hero Motocorp was spending on CSR more than the prescribed budget. This shows company's devotion to duties and sense of fulfilling responsibilities towards Society. Third in rank was Mahindra and Mahindra Limited which spend 126.61 crore as against the prescribed amount of 106.56 crore, which is 118.81% of the CSR budget. Last in the line is Tata Motors Limited which spend 22.87 crore as against no statutory obligation of spending on CSR as Company is suffering from losses from the last three previous years. This shows that inspite of Losses Company still paying back to society regularly without fail and company has incorporated CSR in their Vision, Mission and objectives. In previous years also all the four companies were performed well and tried to spend more then what is stipulated as per CSR budget.

From the analysis of this data, it can be interpreted that all the four selected companies are much inclined toward their corporate responsibilities. Mahindra and Mahindra Limited spent 83.24 crore in the year 2014-15 and 85.9 crore in the year 2015-16 which was highest among four selected companies. But from year 2016-17 to 2019-20, consequently Maruti Suzuki Ltd. spent highest which is 89.5 crore, 125.08 crore, 154.07 crore, 168.21 crore among four selected companies. As shown in the chart from 2014-15 to 2019-20 all the four selected companies are spending more than their respective CSR budget. Here it is important to mention about Tata Motors Limited which is spending irrespective of any prescribed amount in all the years.

**Consolidated CSR in Indian Automobile sector**

This section covers the CSR activities of all the four companies of Automobile sector and their consolidated spend on various thrust areas like Health, Sanitation & Poverty Eradication, Education, Training & Livelihood Enhancement, Environment Sustainability, Development of Underprivileged Section, PM cares fund and Donation, Promotion of Sports, National Heritage, Art & Culture, Rural Development and Community Development, Research and Development, Armed force veterans, war widow and dependents and any other area of CSR which comes under the schedule VII of section 135 of Indian company Act 2013.

**Table 2- Consolidated CSR Initiatives of Automobile sector in various Development Sector**

(Average Rupees values - in crore)

| Name of the Company | Health, Sanitation & Poverty Eradication | Education, Training & Livelihood Enhancement | Environment Sustainability | Development of Underprivileged section | PM cares fund and Donation | Promotion of Sports | National Heritage, Art & Culture | Rural Development and Community Development | Research and Development | Armed force veterans , war widow and dependents | Others |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Hero Motocorp | 3.77 | 48.24 | 12.38 | 3.38 | 9.65 | 1.10 | 0.00 | 3.13 | 0.00 | 0.15 | 3.38 |
| Tata Motors Limited | 4.09 | 15.84 | 1.30 | 0.00 | 0.00 | 0.00 | 0.00 | 0.53 | 0.00 | 0.00 | 0.17 |
| Mahindra and Mahindra Limited | 16.28 | 44.90 | 8.11 | 0.72 | 4.27 | 0.10 | 0.06 | 17.84 | 0.00 | 0.00 | 0.18 |
| Maruti Suzuki | 28.14 | 68.89 | 6.70 | 0.00 | 1.00 | 0.00 | 0.00 | 5.68 | 0.00 | 0.00 | 0.49 |
| Total | 52.28 | 177.88 | 28.47 | 4.10 | 14.92 | 1.20 | 0.06 | 27.18 | 0.00 | 0.15 | 4.22 |
| Average | 13.070 | 44.470 | 7.118 | 1.025 | 3.730 | 0.301 | 0.015 | 6.795 | 0.000 | 0.038 | 1.055 |

Source-Author compilation from data Collected from Annual reports of Company concerned and National CSR portal from 2014-15 to 2019-20)

Table no-2 exhibits the Average of CSR spend of all the selected companies of automobile sector namely Hero Motocorp, Tata Motors Limited, Mahindra and Mahindra Limited Ltd. and Maruti Suzuki Limited in various development sectors from the year 2014-15 to 2019-20 and then their total and combined mean is calculated to understand the major thrust area of this sector. From this table it is clearly evident that the combined average is highest in case of Education, Training & Livelihood Enhancement projects (44.470) which show that Automobile sector is primarily spending their CSR on Education, Training & Livelihood Enhancement. Second in the line is Health, Sanitation & Poverty Eradication projects where combined average is (13.070) and then Environment Sustainability projects with combined average (7.118), next is Rural Development and Community Development with combined average (6.795), then donation to PM Cares fund and other funds with combined average (3.730). A nominal spend is made for the Development of Underprivileged Section like Women, Children, Senior Citizen, Disabled persons with combined mean (1.025). Rest of the areas are not catered significantly with average less than 1 i.e. Promotion of Sports(0.301), Development of National Heritage, Art & Culture (0.015), Support for Armed Forces, Veterans, War Widows and dependants (0.038) and for Other projects (1.055). This shows that Automobile sector is contributed rigorously toward Education, for Providing Training and Promoting Livelihood Enhancement projects.

**Descriptive Analysis of CSR Activities in Automobile sector**

In this section results of complete descriptive Analysis is presented where mean, standard deviation, standard error, 95% confidence interval for mean and Minimum and maximum values are calculated. Skewness is a measure of symmetry or kurtosis measures the Type of distribution on the basis of its shape. This Descriptive analysis helps the researcher to get some insight about the CSR initiatives in statistical terms. In this sector 4 companies are studied and CSR initiatives of 6 years from 2014-15 to 2019-20 are taken so total 24 observations are studied to calculate the mean and other statistical measures. From this descriptive Analysis it can be inferred that this sector is paying more attention toward Education with mean (44.4694) and S.D (28.45) and having standard error (5.80). This dimension of CSR has 95% confidence interval for mean with lower and upper values (32.45 and 56.48) this shows the spread of mean toward both of the critical regions. Minimum and maximum values present the variables actual spread in the series. Shape and type of data is studied with the values of Skewness (0.692) and Kurtosis (0.170).

**Table 3 - Descriptive Analysis of CSR initiatives in Automobile sector**

| **Descriptives** | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Automobile sector** | | | | | | | | | | |
| | **N** | **Mean** | **S.D.** | **S.Error** | **95% Confidc Interval for Mean** | | **Mini. value** | **Maxi. value** | **Skewness** | **Kurtosis** |
| | | | | | **Lower** | **Upper** | | | | |
| **HSPE** | **24** | **13.0700** | **15.24009** | **3.11087** | **6.6347** | **19.5053** | **2.42** | **68.25** | **2.481** | **7.061** |
| **ETLE** | **24** | **44.4696** | **28.45092** | **5.80752** | **32.4558** | **56.4834** | **0.78** | **111.72** | **0.692** | **0.170** |
| **ES** | **24** | **7.1183** | **10.25408** | **2.09311** | **2.7884** | **11.4483** | **0.00** | **40.17** | **1.988** | **3.862** |
| **DUS** | **24** | **1.0250** | **2.47433** | **0.50507** | **-0.0198** | **2.0698** | **0.00** | **10.23** | **2.817** | **8.243** |
| **PMCFD** | **24** | **3.7300** | **8.48965** | **1.73294** | **0.1451** | **7.3149** | **0.00** | **31.38** | **2.518** | **5.411** |
| **SP** | **24** | **0.3008** | **1.22751** | **0.25056** | **-0.2175** | **0.8192** | **0.00** | **6.03** | **4.809** | **23.364** |
| **NHAC** | **24** | **0.0154** | **0.05564** | **0.01136** | **-0.0081** | **0.0389** | **0.00** | **0.25** | **3.848** | **15.122** |
| **RDCD** | **24** | **6.7950** | **7.57262** | **1.54576** | **3.5974** | **9.9926** | **0.00** | **23.05** | **0.826** | **-0.725** |
| **RD** | **24** | **0.0000** | **0.00000** | **0.00000** | **0.0000** | **0.0000** | **0.00** | **0.00** | **-** | **-** |
| **AFVWW** | **24** | **0.0383** | **0.11922** | **0.02434** | **-0.0120** | **0.0887** | **0.00** | **0.51** | **3.415** | **11.726** |
| **OTHER** | **24** | **1.0550** | **4.14835** | **0.84678** | **-0.6967** | **2.8067** | **0.00** | **20.29** | **4.717** | **22.672** |
| **Total** | **24** | **77.6175** | **43.45964** | **8.87116** | **59.2661** | **95.9689** | **18.51** | **168.21** | **0.279** | **-0.572** |

(Source- Computed data)

In this way it can be interpreted that selected companies in Automobile sector are spending extremely on Education, Training & Livelihood Enhancement projects.

**Conclusion**

Corporate Social responsibility in India is a striking movement. Corporate India must conduct social activities to establish society in an integrated fashion. The study concluded that if an enterprise works hard to develop society, which improves the performance of the enterprise as well, it creates win-win circumstances for everybody concerned. The statistical analysis shows that these practices do not only help a corporation to achieve sustainable growth but also it provides strategic advantages.

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# Cryptocurrency: Future Currency in the Offing

**Dr. Abhishek Ojha***

**Abstract:**

*Crypto-currency is an umbrella term for a range of digital currency, which rely on cryptographic algorithms to provide users with secure medium of exchange. Wealth creation and transactions are controlled by mathematical algorithms (mining) implemented within the underlying protocol. Most of the cryptocurrencies are based on distribution in the online architecture. Its form exists only in digital structure and can be transferred between digital addresses. Cryptocurrency may revolutionize digital trade markets by creating a free-flowing trading system with fees. A SWOT analysis of cryptocurrency is presented, which illuminates some of the recent events.*

***Key words:*** *cryptocurrency, digital structure, algorithms.*

## RESEARCH METHODOLOGY

The methodology includes both present & historical data related to cryptocurrency like publication research, interviews, surveys and other research techniques. It cites both present and historical information.

**Research Design**:

Descriptive research design is used in this research study.

**Secondary Data**

Data sources for acquiring secondary data for this study include reports, Journals, previously published scholarly papers and articles. A list of references has been appended in order to provide the insights into the research study.

**Time Frame**

Time frame of the origin of cryptocurrency has been recorded as 1 March 2022. This will reflect upon existence and growth in use of Cryptocurrency. It will expectedly underline the key growth, if any.

## OBJECTIVES OF THE STUDY

1. To understand the concept of cryptocurrency and its functioning in regular trading.
2. To know the legality and trading of digital currency in India.

**Introduction**

In the era of information and communication technologies has created enormous opportunities in the sphere of modern trading. One of the fields that seemingly draws greater advantage from this techno-economic offspring is the business sector. A large and growing number of online users have created new business phenomena on this virtual economic giant.

Cryptocurrency is an umbrella term. It can be defined as any medium of exchange in the virtual monetary empire, which can be used in multifaceted financial transactions irrespective of their norm of transaction whether virtual or real. It explores communication with diverse application and networking grooves such as online social networks, online social games, virtual worlds and peer to peer networking groups with its intangible but valuable presence electronically.

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It works as a Block Chain System. A block chain is a type of distributed ledger. It allows record keeping across multiple computer, known as "nodes". Nodes verify, approve, and store data within the ledger. A block chain organizes information added to the ledger into blocks or group of data. Each block can only hold a certain amount of information, so new blocks are added to the ledger at a continuous basis, forming a chain. Each block has its own unique identifier, a cryptographic "hash". The hash not only protects the information within the block from anyone without the required code, but also protects the block's place along the chain by identifying the block that came before it.
The cryptographic hash is a set of number and letters that can be up to 64 digits long. Once information is added to the block chain and encrypted with a hash it is permanent and unchangeable. Each node has its own record of the full timeline of data along the block chain. If someone tampered with or hacked into one computer
and manipulated the data for their own gain, it would not alter the information stored by other nodes.

Bitcoin is cryptocurrency available in the public domain has a block chain, which means anyone who owns Bitcoin can view the transaction record. While it can be difficult to trace the identity behind an account, however, the record is capable of showing the accounts on transaction on the block chain. Public block chain also allows any user with the required computer power to participate in approving and recording transactions onto the block chain as a node.

**Table 1: TOP CRYTOCURRENCY OF 2022 (1 March 2022)**

| No. | Name | Market Price(at present) | Market Price(when launched) | Marketcap | Growth %from 2009 to 2022 |
|---|---|---|---|---|---|
| 1 | Bitcoin | $44,000 | $500(2016) | Over $846 billion | 7,800%. |
| 2 | Ethereum | $3,000 | $11(2016) | Over $361 billion | 27,000%. |
| 3 | Binance coin | $413 | $0.10(2017) | Over $68billion | 410,000% |
| 4 | Cardano | $0.99 | $0.02(2017) | Over $33billion | 4,850%. |
| 5 | Solana | $0.77 | $0.77(2020) | Over$33billion | 13000% |

**Sources: - Top 5 Cryptocurrencies In world**
Kat Tretina and John Schmidt Editorial Note: Forbes Advisor

## The Indian Scenario

The estimated population of India is at around 1,40,791,245 as of February 2022. According to IMF, India has the fastest-growing emerging economy. India is accepting technological advancement more rapidly. Bitcoin and other cryptocurrencies have been getting steered in India for a long time. Presently, more or less 20 million people in the country are the part of the Indian investment reservoir. In view of making the kind of trading an accountable one and consequently, introducing a digital currency, Government of India, in its 2022-23 budget, has imposed 30% tax on the income brought out from cryptocurrency.

## History of Cryptocurrency in India:

2008: Introduction of concept of cryptocurrency in the world.
2010: First commercial transaction takes place in form of Bitcoin.
2013: Unocoin cryptocurrency exchange first launches Bitcoin accessibility for the Indian market. In the same year, RBI issued advisory and warning the public against the buy or sell of digital currency and added their prices as speculation matters.
2014-16: The prices of cryptocurrency are becoming larger, and many otherexchanges came up in India.
2017: The Finance Ministry and RBI cautioning people against cryptocurrency and a committee of Finance Ministry, RBI and SEBI formed for making regulation over cryptocurrency assets.
2018: Binance became the largest cryptocurrency exchange in India. Government- issued circular of banning cryptocurrency in India. Exchanges approached the Supreme Court for removing the ban, they also started a campaign around 971 days.
2020: Supreme Court overturned the ban in India and due to COVID- 19 the prices of Bitcoin started rising from $3,700 to $30,000 just in one year. 2021: The price of cryptocurrencies doubled this year; Bitcoin price came up to $64,000.

**In budget 2022-23 government had announced a 30% tax on income from cryptocurrency. But no clarity is on the ban on the regularization of cryptocurrency. It is also announced that RBI will launch its digital currency by the end of this financial year.**

According to analysis in India cryptocurrency market raised around 640 percent from July 2020 to June 2021. During this period 42 percent of transactions of South Asia came from the Indian cryptocurrency market which was valued at more than $10 million. This indicated a more developed Indian market.

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## SWOT ANALYSIS OF CRYPTOCURRENCY IN INDIA

| STRENGTHS | OPPORTUNITIES |
|---|---|
| • Protection from inflation<br>• Self-governed and managed<br>• Decentralized<br>• Cost-effective mode of transaction<br>• Currency exchanges finishsmoothly<br>• Secure and private Easytransfer of funds | • Globalized market redistribution of money<br>• Can reduce systematic risk<br>• Possibility of entry of newbusiness models |
| **WEAKNESS** | **THREATS** |
| • Illegal transactions<br>• Risk of Data Loss<br>• Power lies in few hands<br>• Buying NFTs with other tokens<br>• No refund or cancellation<br>• High consumption of Energy<br>• Vulnerable to hacks | • Speculative motive/ blackmarket<br>• Low adoption due to lack ofknowledge<br>• Legal framework (Banned indifferent countries)<br>• Competitive technologicalenvironment.<br>• The collapsing concern of cryptocurrency<br>• KYC (Threats associated with unknown identity |

### Strengths and opportunities of Cryptocurrency:

#### 1. Protection from inflation:

Inflation has caused many currencies to urge their value to decline with time. At the time of its launch, almost every cryptocurrency is released with a tough and fast amount. The ASCII computer file specifies the quantity of any coin; there are only 21 million Bitcoins released within the planet. So, because the demand increases, its value will increase which might maintain with the market and, within the long run, prevent inflation.

#### 2. Self-governed and managed:

Governance and maintenance of any currency is also a serious factor for its development. The cryptocurrency transactions are stored by developers/miners on their hardware, for which they get the transaction fee as a gift for doing so. Since the miners have basically acquired it, they keep transaction records accurate and up-to- date, keeping the integrity of the cryptocurrency and also the records decentralized.

### 3. Decentralized:

A major pro of cryptocurrencies is that they are mainly decentralized. Many cryptocurrencies are controlled by the developers using it and those who have a significant amount of the coin or by a corporation to develop it before it is released into the market. The decentralization helps keep the currency monopoly free and in restraint, so no organization can determine the flow and so the worth of the coin, which, in turn, will keep it stable and secure, unlike fiat currencies which are controlled by the Government.

### 4. Cost-effective mode of transaction:

One of the frequent uses of cryptocurrencies is to send money across borders. With the help of cryptocurrency, the transaction fees paid by a user are reduced to a negligible or zero amount. It does so by eliminating the need for third parties, like VISA or PayPal, to verify a transaction. It removes the requirement to pay any extra transaction fees.

### 5. Currency exchanges finish smoothly:

Cryptocurrency can be bought using many currencies like the US dollar, European euro, British unit of measurement, the Indian rupee, or Japanese yen. Varied cryptocurrency wallets and exchanges help convert one currency into another by trading in cryptocurrency, across different wallets, and by paying minimal transaction fees.

### 6. Secure and private:

Privacy and security have always been concerns for cryptocurrencies. The block chain ledger relies on different mathematical puzzles, which are hard to decode. It makes cryptocurrency safer than ordinary electronic transactions. Cryptocurrencies are for better security and privacy, and they use pseudonyms that are unconnected to any user account or stored data that might be linked to a profile.

### 7. Easy transfer of funds:

Cryptocurrencies have always kept themselves as an optimal solution for transactions. Transactions, whether international or domestic in cryptocurrencies, are lightning-fast. It is because the verification requires little time to process, as there are only some barriers to cross.

The cryptocurrency includes opportunities such as globalized market opportunities with growth and adaption ratio, which can become a global reserve currency. Cryptocurrencies are more efficient than the current prevailing financial system. Since there is no valid authority to control the cryptocurrency the chances of entry of it into the threshold is minimum. Cryptocurrencies can reduce the systematic risk concerning to the investors. The cryptocurrency network can allow the investors to reduce bureaucracy and can increase the efficiency of trading. There are possibilities of a cropping up different new business models in future which can help in the payment of real digital currency in gaming instead of game points, paywall functions, etc.

**Weakness and threats of Cryptocurrency:**

1. **Illegal transactions:**

Since the privacy and security of cryptocurrency transactions are high, it is hard for the government to trace down any user by their wallet address or keep tabs on their data. Bitcoin has been used as a mode of payment (exchanging money) during many illegal deals in the past, like buying drugs on the dark web. It has also been used by some people to convert their illicitly acquired money to hide its source, through a clean intermediary.

2. **Risk of Data Loss:**

The developers wanted to make virtually untraceable ASCII documents, strong hacking defenses, and impenetrable authentication protocols. It would make it safer to position money in cryptocurrencies than physical cash or bank vaults. But if any user looses the private key to their wallet, there is no getting it back. The wallet will remain locked away along with the number of coins inside it. It might result in the loss of the user.

3. **Power lies in few hands:**

Although cryptocurrencies are known for their feature of being decentralized, the flow and amount of some currencies within the market are still controlled by their creators and some organizations. These holders can manipulate the coin for enormous swings in its price. Even hugely traded coins are at risk of these manipulations like Bitcoin, whose value doubled several times in 2017.

4. **Buying NFTs with other tokens:**

Some cryptocurrencies can only be traded in one or some fiat currencies. It forces the user to convert these currencies into one or more of the currencies, like Bitcoin or Ethereum first and then through other exchanges, to their desired currency. It can apply to just some cryptocurrencies. By doing this, the extra transaction fees are added within the method, costing unnecessary money.

5. **No refund or cancellation:**

If there is a dispute between concerned parties, or if someone mistakenly sends funds to a wrong wallet address, the coin cannot be retrieved by the sender. It might be utilized by many folks to cheat others out of their money. Since there are no refunds, one can easily be created for a transaction whose product or services they never received.

### 6. High consumption of Energy:

Mining cryptocurrencies require plenty of computational power and electricity input, making it highly energy-intensive. The main culprit during this is often Bitcoin. Mining Bitcoin requires advanced computers and plenty of energy. One cannot do it on ordinary computers. Major Bitcoin miners are in countries like China that use coal to produce electricity. It has increased China's carbon footprint tremendously.

### 7. Vulnerable to hacks:

Although cryptocurrencies are very secure, exchanges don't seem to be that secure. Most exchanges store the wallet data of users to figure their user ID correctly. This data is often stolen by hackers, giving them access to lots of accounts.

After getting access, these hackers can efficiently transfer funds from those accounts. Some exchanges, like Bitfinex or Mt Gox, have been hacked within the past years, and Bitcoin has been stolen in thousands and countless US dollars. Most exchanges are highly secure nowadays, but there is always a possibility for a further hack.

Threats related to digital currency include: firstly, investor's speculative motive as prices of digital currency are highly volatile, speculators take advantage of this situation and within a short period. The popularity of cryptocurrency increasing rapidly leads to black marketing of cryptocurrency in the digital online platform. On the other side some countries do not support digital currency. They banned the trading of digital currency in their country. Unlimited numbers of digital currency will create a competitive environment. With this there may be a risk related to collapsing of digital currencies as they are not based on demand and supply that will lead to inflation and economic issues that increase the collapsing of cryptocurrencies. Opening an account on social media is not authenticated same as creating an account on a digital currency platform . Users can create multiple accounts or can use unknown identities for illegal work. There is no way to identify the authentication of users.

## Conclusion :-

In India crytocurrency market is rapidly increasing. As per the statistics shown for India, there are around 20 million active users of digital currency . The growth analysis shows that acceptance of digital currency is high in global world. The Indian ratio of acceptance is also high, as the government of India gives a green signal for digital currency users by imposing a 30% tax on income arising from crytocurrency.

**In India the trading market of digital currency increased by 640% from July 2020 to June 2021.** A well regulated investor friendly policy can help India to become a faster digital hub. **India had traded more than $10 billion during Covid situation, which is 42% of South Asia's total crytocurrency investment.**

SWOT analysis shows that major strengths are decentralized market, no intervention of intermediaries, easy and quick transfers, and worldwide accessibility with nominal transaction cost. Major weaknesses are such as security concerns, scams and hacking issues, non-materialistic, high volatility, and less reliability. The bigger opportunities are welcoming cryptocurrencies such as globalized trading system, reduction in systematic risk of investors, new market opportunities, and redistribution of wealth. The major threats which reduced the adoption of digital currencies are such as black marketing, low acceptance due to lack of knowledge, collapsing concern, illegal in some countries, competitive and changing technological environment, and threats associated with unknown identity. Moreover, the comprehensive analysis of cryptocurrency with conventional means of investments shows that in India investor still prefers conventional investment instruments such as bonds, shares, stocks, precious metals, mutual funds, etc. as they are more informative of these instruments, they lack cryptocurrency

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# Financial Planning for Educated Men and Women after Retirement in India

**Dr. Mukesh Kumar***

**Abstract:**

*Planning is the first function of not only in the business but household also. Planning as far as Finance is not only essential for both men and women while during the normal age of life i.e. up to 60 years but also over 60 years i.e. after the retirement in case of job either Govt. or Non Govt. Sector. Finance Planning is requiring both men and women irrespective of their age, family status, socio-cultural or background. When we focus on the data which is published in 2011 census reflect that normal life expectancy at birth for men in India is 68 while in case of women it is 70 years. It is often seen that women get less salary as compared to men, despite being in the same profession; this is fully applicable in the non-government sector. While in case of Govt. Sector earned amount remain the same. In case of Non-Govt. Sector working cycle of women often need to take break due to birth the children and thereafter to take care of their children. Many times women leave job after marriage and very few women come back to their jobs because after marriage when there are children then in our society all this responsibility has been given to women to take care of the children. As a result at the time retirement superannuation benefit i.e. Provident Fund, Gratuity, Encashment of Earned Leave or other benefit remain lover as compare with the men. To improve the economic condition of the family, it is very important that the financial power is given in the hands of the female.*

***Key Words: -** Home Finance, Financial Secretary, Investment Planning, Insurance Planning, Retirement Planning, Tax Planning, Financial Education, Women Empowerment.*

## Introduction

Financial planning is the most important thing to be happy in family life, if there is no shortage of finance in the family, and then there is peace in the family. The need for finance is not only present till the age of 60 years, but it is the beyond age of 60 years, which we call the age of retirement, after that money is needed even more because at that time the responsibilities of the family, such as children. It is very important to have finance for higher education, building a house or health related problems. We often see that even if both men and women are educated, we can manage it better than others. Talk about when we do not have any kind of financial problem, then everything is efficient, so we can say that it is very important to have finance for routine or to meet other types of important needs. In the period of Kovid-19, we have seen that when there is money in the family, then we can get the goods of our needs sitting at home and we do not have any problem. Imagine if there is no money in our account at that time, then we can do nothing.

## Review of Literature:-

Gary R. Mottola (2013) " In our Best Interest: Women, Financial Literacy and Credit Card Behaviour" Scholars Commons USF, Volum 6 issue 2 Article4.

On study it was found that the purchasing power of the women is more than that of the man. Often credit card is used at the time of purchase. If the payment is not made on time, the payment is made with interest.

Gupta K. and Kaur J. 2014 " A study of Financial Literacy among Micro – Entrepreneurs in District Kangra" IJRBM, Vol. 2 Issue-, February 2014, PP. 63-70

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On studying, it was found that women have a high sense of literacy in relation to financial planning, it is a impossible behaviour in terms of purchasing and savings capacity is found to be low.
Bahadur, L.R., 2015 "Financial Literacy : The Indian Story". World journal of Social Sciences, Vol-,Issue-3, September 2015,PP, 45-57, In accordance with the Bahadur, (2015).
It has been analysed in the study that there are two pillars of the Indian economy which include financial literacy and financial inclusion. It has been recognized that the ratio of financial literacy is very low in India which shows a negative phase for the Indian economy.

**Need of Financial Planning**: - The cost of being women:-
1. More Expensive things
2. Spendthrift nature
3. Longer life expectancy
4. The disparity in the pay scale
5. Ability to take decisions
6. No support to full back on

**Problems or Challenges faced by the Women**
Challenges faced by the women entrepreneurs in the country, it is crucial to first identify what they are. Once these challenges have been identified, then you can look to solve them through the various government schemes for women. The following are the challenges which face by the women in India are:-

1. **Lack of Finance**: - Several Government schemes for women entrepreneurs have been introduced recently that enable women to quickly and effortlessly get access to capital. In addition to this, there are several financial institutions that have also started to offer unsecured business loans to women to help them kick start their own business.

2. **Lack of Education:-** Illiteracy and lack of formal education has traditionally been a major hurdle for women looking to start their own business. Considering the fact that proper education leads to better management of a business, it is important for women to overcome this challenge by enrolling themselves in the various educational programs established by the government of India.

3. **Family Responsibility**: - Women to take over familial responsibilities after their marriage. Even women who wish to focus on their career are expected to juggle both work and family responsibilities equally. The lack of freedom to pursue their careers has severely limited many women from realizing their true potential.

4. **Low Risk-Taking Abilities:** - The various government schemes for women entrepreneurs can only satisfy the need for capital. However, many women interested in pursuing business are held back by their inability to take risks, which usually forms a huge part of any business.

5. **Security and Safety Issues: -** Running a business demands a lot of time and effort. Women may have to work long hours that extend well into the night and might have to travel frequently to an meet their customers.

6. **Poor Networking Skills:-** With the right network, business owners can grow their business far more quickly and in a more effective manner. However, women are perceived to have less than ideal networking skills.

## Objectives of Financial Planning

1. Does the educated man woman have the habit of doing financial planning or not?
2. Whether there is a state of education or literacy for men and women in India while doing financial planning.
3. Is it necessary for a woman to have literacy while planning finance as compared to a man?

## Hypothesis of Financial Planning

In Indian society, women earn less often than men and their life expectancy is found to be more than that of men. Women's lack of literacy is also a big obstacle in making financial planning. We see that often women in the village keep in mind small things which are not so important while planning development for the family. Not only uneducated women but educated women also lack literacy in relation to financial planning, due to which they face difficulties in planning related to the right circle. Although the absence of finance literacy is also found in men, but when compared between men and women, the ratio of men is found to be higher in relation to financial planning than women.

## Research Methodology:

### (1) Why educated women in India need financial planning more than men:-

In India, if we study about women, then it is known that according to the data of Census 2011, till date the age of male is about 67 and the age of female is about 70 years. When both are in old age or the male member dies during this period, then at that time the female face so many problems in the society. The economic condition becomes even worse if the finance power do not remains in the hands of the female from the beginning. It is also often seen in the private sector that despite being in the same profession, the salary of a woman is less than that of a man. After marriage, the woman goes on pregnancy, which they need maternity leave due to which promotion is stopped and they are not even given child care leave to take care of children, in which most of the women either do not come back to service or they are not given promotion. The result of which is that after retirement they get less amount of fund which is called Provident Fund or Gratuity amount or they also get less amount of commutation of Pension. Because of this, their investment is less than that of men till they reach age of 65 years., which often mean their portfolios do not grow as quickly when they are young. Financial Decision making power is often with the man in the family. Financial Decisions of the woman are taken either by her husband or by her son or by her brother because in most of the cases it is also seen that she is the mind (no interest in financial planning). There is less interest in financial planning and it is also believed that women are weaker than men in decision-making, which is our old ideology.

The following are the reasons for which help them making good financial decisions in case of women :- (1). Women are more concerned with quality than quantity (2) women tend to be holistic thinkers (3) women are conservative then man and (4) women are intuitive.

**(2) Financial planning and its components require both men and women**

Financial planning is a process under which both men and women create a view in such a way that they can get financial security related to it in the future and their investment can grow well. The following basic steps are include while making financial planning (1) Keeping in mind the future, both men and women make short term, middle term and long term plans related to financial planning., (2) Both the current financial situation and net-worth are taken into consideration, (3) Data is evaluated and identified in all respects to achieve financial objectives, (4) How to implement the financial plan is also evaluated (5) Sometimes the financial plan is re-evaluated & revise from time to time due to change in circumstances. (6) How is it selected and used so that the objective of financial planning can be achieved? Besides this, following are the major components require for making financial planning (1) Planning for personal financing or debt planning i.e. personal loan and housing loan, (2) Expenditure Planning (3) Budgeting (4) Liquidity planning, (5) Retirement Planning (6) Insurance Planning (7) Estate Planning and (8) Tax planning. The advantage of financial planning is that under this every aspect of life which is related to economic suitability can be kept safe and can be diversified in its investment and security can be provided..

**(3) Financial Planning Education for Both Men and Women require in India: -** Literacy regarding financial planning education should be mandatory for both male and female as far as India is consider. The International Federation of University Women (IFUW) recognizes in financial literacy as an essential life-skill that is every human being basic right. It is very important for women to have financial planning education because most of the participation is done by women for home related and other important work. Due to the lack of knowledge related to financial planning, women in our society are facing big obstacle not only in India but in the whole world, it should be given more attention so that they can be educated in the matter of financial planning. It has been accepted and recognized that women play an important role in business or in the family, but for some reason, such as our socio-cultural, political reasons, women lack education regarding financial decisions. Women can make a financial plan related to themselves and their family very well, so it is very important to provide knowledge related to financial planning to women and manage education about it in other ways. In January 2020, keeping in mind the education of women related to financial planning, about 97 women's were asked in this regard, under which questions related to women working in academic sector, doctor sector, engineer and NGO sector were taken, which came as a surprise. Different women were asked 3 types of questions, the answers to which came, have been described in detail. Through 3 tables, an attempt has been made to explain that how much knowledge women have about financial planning, that women have in their family and society.

**Result and Discussion: -** The result was surprise that respondents were near unanimous in their view that finance education can empower women and making them in the best interest of the society and the national.

**Question 1** Can women plan well for themselves related to financial planning for their family and establish their authority through economic power in the family? Women's face many problems from the beginning like child to adult age, School College to career; she has to go through problems like divorce or widow after retirement or any kind of accident.

**Women should be financially empowered**

| Response | Response in % wise |
|---|---|
| Agree | 95 |
| Disagree | 0 |
| Don't Know | 05 |
| Total | 100 |

**(Table 1)**

**Question 2** Can women be educated about financial planning related education through various TV channel or through various general whether it is issued in English or issued in local language? need any kind of education related.

**FINANCIAL EDUCATION RESOURCES FOR WOMEN NEED TO BE PROPER ORGANIZED**

| **Response** | **Response in %** |
|---|---|
| Agree | 91 |
| Disagree | 0 |
| Don't Know | 09 |
| Total | 100 |

**(Table 2)**

**Question 3.** Can Women should be included while making financial plans for the family because women have their own identity as a mother, as a wife, as a daughter & as a sister-in-law but her decisions are within the family either with her husband decisions are taken by or by brother or by children

**Women should be involved in Financial Decision as far as family matters is considered**

| Response | Response in % |
|---|---|
| Agree | 91 |
| Disagree | 02 |
| Don't Know | 07 |
| Total | 100 |

**(Table 3)**

## Finding:-

1. Budgeting Planning
2. Investment Planning
3. Liability Planning
4. Insurance Planning
5. Retirement Planning
6. Estate Planning
7. Tax Planning

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**Budgeting Planning:-**Following are the words or sentence should be used while making Budget for family by the men and women:-

- Pay yourself first.
- Budgeting should be done in such a way that maximum work can be accomplished with minimum expenditure.
- Budget should be made keeping in mind both income and expenditure so that the balance is maintained.
- Small unnecessary expenses should be avoided
- A commodity is not needed, then it should be sold so that finance can be available in hand..
- Don't plan to unplanned.
- It is not that we can become rich if the salary is high, but we can become rich by reducing our spending habits.
- There can be only two ways related to happiness, either we increase our means or we redce our desires.
- Too many people spend money they didn't earn .Too many things they don't need. Want to please too many people who aren't happy with them

**Investment Planning**

- Investment is simple but not easy task.
- Investment is women's ornaments. Investment should be done in such a way that money increases multiple times like in gold, in diamond, in land or in other valuable batteries.
- Do not put all your eggs in one basket.
- Pre-pone investment and postpone expenses.
- Time is Money
- Be fearful when the world is greedy be greedy when the world is fearful.
- Owning a home is keystone of wealth.
- Gold is good, it is forever, more and more investment is to be done in gold, so that it can be taken physically wherever it is needed, it is be sold in the market at any time either national or international price.

- **Liability Planning**
- Creditors remember more than debtors because they have to collect money.
- Borrowing or taking a loan is similar to a sorrowing.
- Many people don't care about money until it is gone whereas some people care only then their dignity remains they get respect.
- If you want to know the values of money then borrow.
- Everything can come to us that belong to us that we have the ability to achieve.
- Money doesn't give us everything, money can't buy nature, money is need, not weakness

**Insurance Planning:-**

- Financial assistance to the family can be provided by the LIC company in case of premature death through life insurance, so we should insure our life so that the family can be financially secure..
- Life insurance is like a marriage, the giver never receives in life.

**Retirement Planning**

- Retirement planning should be done well in advance before your boss reminds you of retirement time.
- When the man retires, the wife gets full time but the income remains half..
- Retirement is like a long vacation, it is full time but according to that time the money gets reduced.
- Stopping work means retirement, one should keep working so that retirement is not felt.
- Completion of work is not considered completion of expenditure.

**Estate Planning:-**

- Planning the Estate Removing the Advocate and Securing the Heir.
- It is a good habit to listen before speaking, understand before writing and earn before spending.
- Some are sitting in the shade because many people have grown them long ago.

**Tax Planning:-**

- We should also think about others so that their conditions can be met through tax.
- Tax Planning and Tax Avoidance Distinguishing between the two is like a prison wall.
- Death and tax both are compulsory but not related to each other.
- While doing tax planning, the policy of the Government of India should also be kept in mind, where there is a possibility of getting tax related exemption.

**Recommendation**

1. Saving is a positive habit and knows the difference between saving and investing. Saving at least 15% of what you earn.
2. Before spending on other works, the monthly income of the family, the amount in install or other debt should be paid.
3. The net worth increases on the basis of the amount obtained by dividing the annual salary by 10.
4. It is very important to know about Ricks before investing ,if we do not have information about the investment, then that product should be avoid.
5. We should invest in ourselves.
6. Spread your risk over assets and time.
7. Always pay credit card bill on time.
8. Before spending any big amount, we should wait for 24 hours and then take a decision so that the net worth can increase.
9. Women also have a shorter work life than their male counterparts. In India the percentage of women who leave their careers to care for their families is one the highest. Some also take up jobs with a lesser pay to support their families.
10. If you are married, keep a separate investment to generate income for the surviving spouse.

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11. When you withdraw your employer provident fund, invest it. Don't spend it.
12. Observe what you spend on it. Every time you buy things, ask yourself if it is a necessary for survival. With this method, you will be able to distinguish between your needs and wants. One you build the habit of buying what you need, you will be able to free up quite some money to invest.
13. Make a note of your credit card bill and loan EMI's. Credit card charges you the highest interest. Credit cards have higher interest rates than personal loans.
14. Jewels are our support for a rainy day. Though in reality, they hold emotional value in our life. We tend to avoid selling them. If you love buying gold, use paper assets in place of jewellery.
15. Women perform many duties in the household. When you grow old, health might not permit you to do so. You will have to hire help to do the housework. You might also need an extra full-time attendant or a nurse to take care of you or your spouse.
16. Hiring a attendant takes quite an amount out of your retirement expenses. When you plan your retirement, do not forget to create a provision for this.
17. Whether your company gives you medical coverage or not, buy a Health Insurance Policy. It is difficult to predict how healthy you will be when you retire.
18. If you have a Health Insurance Policy, the insurance company is bound to cover you in old age.
19. When you go to buy a new Health Insurance Policy at the age of 6, you have to undergo medical test.
20. A whole of life cover can help you provide for a surviving spouse. Choose the option Joint Life First Death in the whole of a Life Insurance Policy.
21. From the point of view of security, 10% of the total investment should be invested in gold; it is in the interest to do so.
22. The amount of liability should not be more than 38% of the total salary in any case, if it is then unnecessary financial situation may have to be faced.
23. The EMI amount towards the housing loan should not exceed 30% of the monthly salary.
24. In connection with the construction of the house, the approved loan should be sanction in advance from the bank.
25. If any type of loan is taken while buying a car, then the loan amount should be doubled and divided by 60.
26. About 70 to 80 percent of the needs should already be met before retirement
27. The amount received after retirement should not be kept in the bank but should be reinvested so that the net worth can increase.
28. We always need money but money is not everything in life..
29. We should not ignore health.
30. Whenever you travel, the amount of money should be doubled; the amount of clothes should be half

## Government Scheme

The various government schemes provide by the bank and NBFC's offering loan for women entrepreneurs, namely:-

1. Synd Mahila Shakti Scheme and Mudra Loan for women.
2. Udyogini Scheme and Annapuma Scheme.
3. Pradhan Mantrki Rozgar Yogana Scheme
4. Orient Mahila Vikas Yogana Scheme
5. Bartiya Mahila Bank Business Loan
6. Dena Shakti Scheme
7. Mahila Udyam Nidhi Yogana
8. Cent Kalyani Scheme

| **Bank Name** | **Rate Of Interest** | **Loan Amount** | **Re-payment Tenure** |
|---|---|---|---|
| Centre Bank of India | 7.5% p.a. upto Rs. 10,00,000=00 7.75% between 10 lakhs to1cr. | Maximum of Rs. 1 Crore | According to the term and condition of the Bank |
| Bank of Baroda | According to the term and condition of Bank of Baroda | Rs. 10 Lakhs to One Crore | According to the term and condition of Bank of Baroda |
| State Bank of India | Competitive rate of Interest related to MCLR | Rs. 10 Lakhs to One crore | Maximum upto 07 years |
| Fullerton India | 13% to 21% p.a. | Maximum Rs. 50 Lakhs | 12 Months to 0 Months |
| Tata Capital | 19% P.A. | Rs. 5 Lakhs to 75 Lakhs | 12 Months to 36 Months |
| Lendingkart | 15% to 27% p.a. | Up to Rs. 2 Crore | Maximum Up to 36 Months |

**Disclaimer: -** the rates of interest and the other terms of the loan are subject to change at the discretion of the financial institution. Women entrepreneurs can avail of a business loan at Bajaj Markets at attractive interest rates. The funds can be used to undertake various business operations, such as expanding your business, acquiring other companies, buying new machinery or equipment etc.

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**Tips or Guidance for Young Educated Women in case of Financial Planning:-**

- **Tax Planning: -** Salary person should save maximum 150,000 under section 80C of Income Tax Act 1961 and should also take exemption of HRA if the employee lives in a rented house so that minimum tax can be paid.
- **Estate Planning**: - In time, we should transfer our property to our heir so that any kind of legal action can be avoided.
- **Insurance Planning: -** We must take an insurance policy, we should discuss it with our spouse, we should also get proper information about which one is good from the insurance advisor.
- **Retirement Planning**: - At the time of retirement, we should not have any kind of liability, so we should invest in such a way from the beginning so that we do not have to face any kind of financial situation after retirement.
- **Investment Planning: -** The purpose of investment should be clear in advance and the allocation of how much to invest in which assets should also be determined in advance so that the right investment can be made.
- **Budgeting Planning:-** Monthly budget should be evaluated and credit card payment and borrow amount should be paid on time so that any kind of penalty can be avoided.
- **General Advice**: - Ability to take risk should be evaluated and expenses should be less than monthly income**.**

**Limitation and Future Scope**

The study targeted only the education men and women in India although the result of the study can be generalized on women who are not educated in in rural area. Exclusive studies in all men and women educated or non-educate throughout the country can bring further insights on the pattern of financial literacy. Further study is also require to identification and analysis literacy of migrant women either skill or not skill based on their socioeconomic factor and includes education or literacy using a more rigorous measure could also be investigated.

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# A Study on E-commerce: Changing Trends in Online Shopping

**Neelam Kumari***
**Shama Rani****
**Priyanka*****

**Abstract:**

*Change is the rule of nature. There are always changes in the time and with the changing time there is tremendous changes in the needs of society and also the ways to fulfilling these needs and wants are changing. The internet is now a days is considered as one of the basic needs of people. With the introduction of e-commerce there is a change in shopping trends. E-commerce refers to ordering, buying, selling and paying for the products and services using the internet. Four categories of e-commerce are there that is B2B, B2C, C2C, and C2B. In B2B there is exchange between business and consumer. This is a form of e-commerce in which online purchasing is done by people. The present study is conducted to show that why e-commerce is effective in today's time with some of its limitations. It is an attempt to show the changing trends in online shopping .For this purpose, the study is taken on the persons of a specific area. It shows what aspects people considered for online shop and how and why there is changes in the shopping trends online.*

***Key Words**: E-commerce, online shopping, Internet, Mobile phone.*

## Introduction

E-commerce is one of the most popular concepts of today. In the past, for shopping there was the requirement of transportation and physical access for purchasing and payment to store . But now the times have gone changed. Today's shoppers don't even need to get dressed. They can shop from the comfort of their home, with their laptop or other device that provides everything a brick-and-mortar store location has to offer. The e-commerce industry has considerably changed the way consumers make purchases and connect with their favorite brands. Mobile devices, including smartphones, tablets and laptops, have made it easier than ever for shoppers to complete transactions from anywhere with Internet access. Majority of e-commerce traffic originated from mobile devices. Experts predict a promising and glorious future of e-commerce in the 21st century. E-shopping is becoming more and more popular and natural. Each year number of e-commerce deals grows enormously. Sales volumes of on-line stores are increasing day by day because people likes to go for online shopping, and the tendency will continue, because a lot of people remains busy by work and household duties, while Internet saves a lot of time and gives opportunity to choose goods at the best prices.

"E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. B2B, B2C, C2C and C2B are the forms of e-commerce. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services."

## Objectives and Research Methodology

- To know about changing trends in online shopping.
- To know why consumers go for online shopping.
- To give some suggestions for the growth of e-commerce and online shopping.

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For the present study both primary and secondary data has been collected. For primary data has been collected from 100 respondents of Kurukshetra district, Haryana is taken as sample. A structured questionnaire is constructed and from 100 respondents is taken to know about their experiences and views on online shopping. The persons are selected as sample that are aware and have some knowledge of e-commerce and online shopping. So that useful results could be extracted from them. With that necessary secondary data has been collected from various books, journals and websites.

**Importance of E-commerce**

Today e-commerce is a remarkable experience. It has transformed traditional shopping beyond recognition. It is so much better than any other way of shopping that it has already attracted a large no. of people. Customers enjoy shopping experiences from the comfort of their own homes, or from any other place by the mobile websites. The some importances of e-commerce are given below:-

- Transparency in pricing**:** Among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to participants.
- Ease to customers: As there are no theoretical geographic limitations. Customers can easily select products from different providers without moving around physically.
- Low operational costs and better quality of services: No need of physical company set-ups and easy to start and manage a business.
- Better Productivity: It is increasing productivity for both companies and customers. People like to find answers online because it is faster and cheaper.
- Quick Comparison and better buying decisions: E-commerce also enables user to compare price among several providers. It leads you to smart shopping. People can save more money while they shop.
- Economy Benefit: E-commerce allows making transaction without any needs on stores, infrastructure investment, and other common things we find. Companies only need well-built website and customer service. In this way, E-commerce enables to move better with higher wider access to assistance and to advice from experts and peers.
- Other benefits: Save shopping time and money, fast services and delivery, faster buying/selling procedure, buying/selling 24/7, margin for more business safety. It provides more control, time saving and flexibility.

**Limitations of E-commerce**

- Security and Quality: Some time users have to compromise with the product quality. Customers need to be confident and trust the provider of payment method and Examine on integrity and reputation of the web store.
- No physical feel of product.
- People who prefer to physically check and focus on product, not buy online.
- Customer Service and Relation Problem: As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
- Bad sites: there are many bad sites which cheat customers.
- Mechanical problems: These may create problems in order processing.
- Hacking: There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways; all are always prone to attack.

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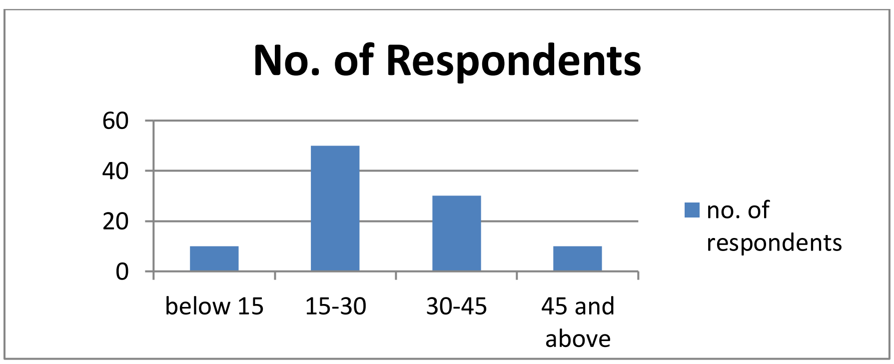
**Analysis**

A research is conducted by taking 100 respondents of Kurukshetra district, Haryana as sample. Data is collected from them on the basis of structured questionnaire. Respondents are selected as who are conveniently available and have some knowledge of online shopping that is who have gone through online shopping experience at least one or two times. Now, here the responses are presented in the tabulation form with original number of responses and their percentages in each category. Data is also shown graphically for clearly understanding the views.

**Table-1 and Graph-1**
**Persons interested in online shopping on the basis of age.**

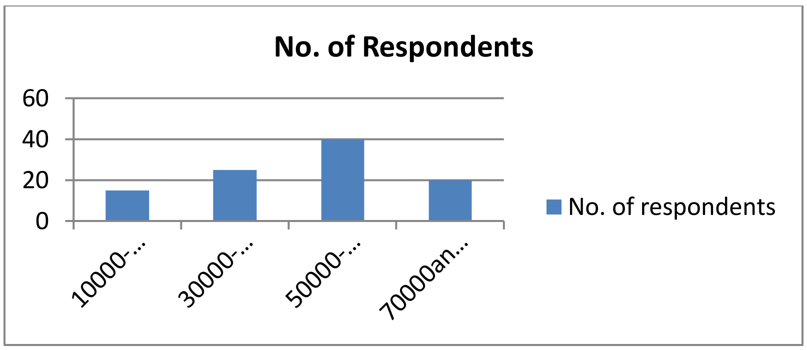
| Age | No. of Respondents | Percentage |
|---|---|---|
| Below 15 | 10 | 10% |
| 15-30 | 50 | 50% |
| 30-45 | 30 | 30% |
| 45 and above | 10 | 10% |
| Total | 100 | 100% |




It is depicted through the table-1 and graph-1 that age group of 15-30 and 30-45 are more interested in online shopping than other as these age group persons are well aware of e-commerce and they are the persons who plays a vital role in changing the trends in online shopping.

**Table-2 and Graph-2**
**Changes in shopping trends on the basis of income.**

| Income | No. of respondents | Percentage |
|---|---|---|
| 10000-30000 | 15 | 15% |
| 30000-50000 | 25 | 25% |
| 50000-70000 | 40 | 40% |
| 70000and above | 20 | 20% |
| Total | 100 | 100% |




On the basis of above data it is revealed that middle income group whose monthly income is 30000-50000 and 50000-70000 are mostly using the way of shopping through internet.

**Table-3 and Graph-3**
**Preference of devices used for shopping**

| Devices Used | No. of Respondents | Percentage |
|---|---|---|
| Mobile phone | 65 | 65% |
| tablets | 20 | 20% |
| Laptops | 10 | 10% |
| Other like PC etc. | 5 | 5% |
| Total | 100 | 100% |

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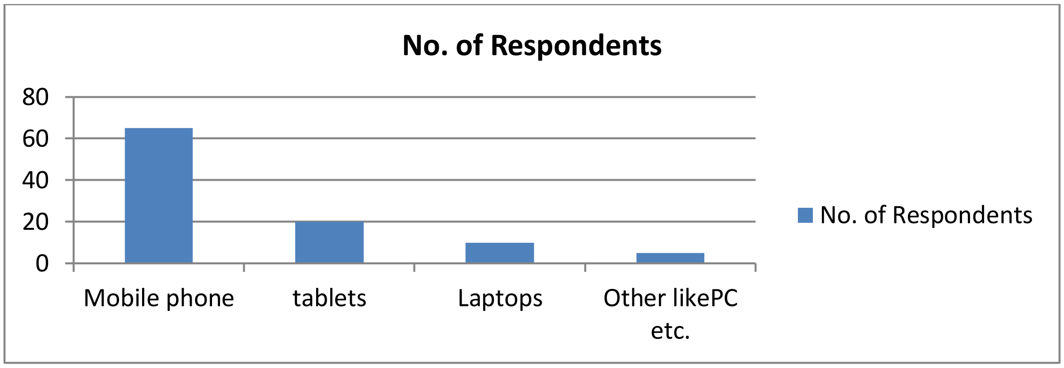
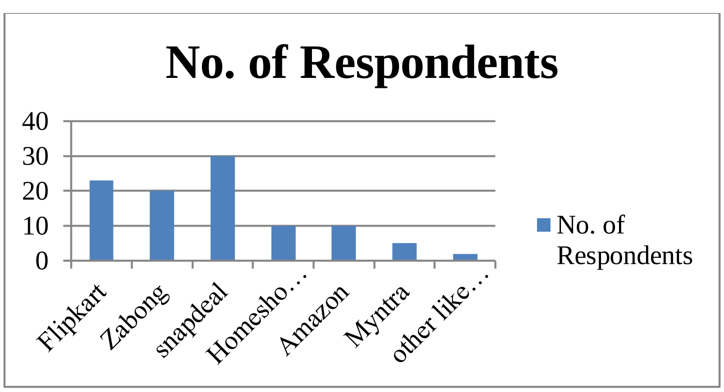



With the help of table-3 and graph-3 it is shown that mobile devices smart phone, tablets, laptops and some other devices like home pc etc. are used by the shoppers which are changing the old ways of shopping after the introduction of e-commerce. Now a days most of the persons in the city having the smart phones and they make use of it for online shopping. Thus with the growing pace mobile commerce is getting popularity. Mobile phones that is smart phone are now used by people to purchase online.

**Table-4 and graph- 4**
**Persons interested in visiting the sites for online for getting online different products of their use.**

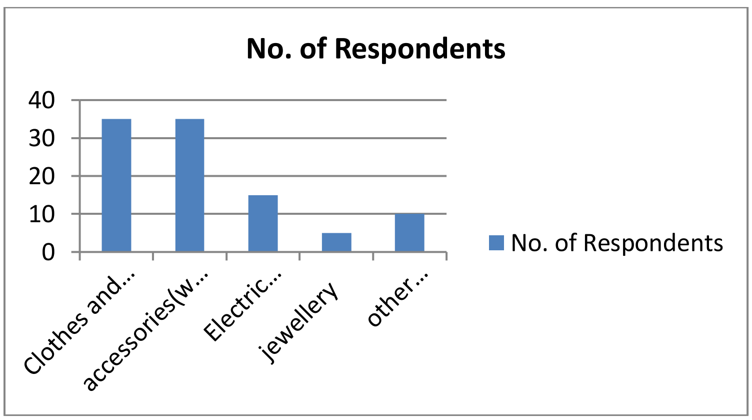
| **Various websites for online shopping** | **No.of Respondents** | **Percentage** |
|---|---|---|
| Flipkart | 23 | 23% |
| Zabong | 20 | 20% |
| Snap deal | 30 | 30% |
| Homeshop18 | 10 | 10% |
| Amazon | 10 | 10% |
| Myntra | 5 | 5% |
| Others like nykaa, naaptol,starcj,craftsvilla etc. | 2 | 2% |
| Total | 100 | 100% |



Different e-commerce sites have been visited by respondents as shown above. Preferred sites for purchase are snap deal, flip cart and amazon. Persons looks for branded products, pricing, product delivery charges, time taken in getting order and new styles with products pic mostly when they visit the site. Thus users adopting different criteria to visit a site and make purchases over there.

**Table-5 and Graph-5**

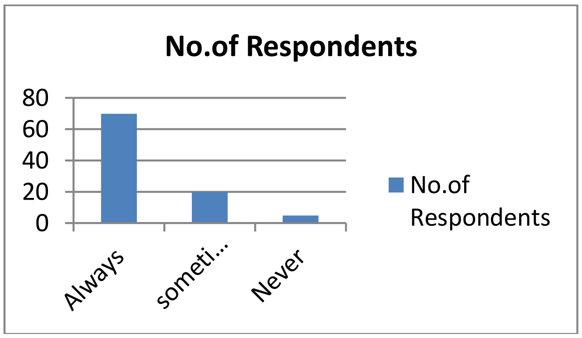
| Articles or Products | No. of Respondents | Percentage |
|---|---|---|
| Clothes and Kids wear | 35 | 35% |
| Accessories (Watch, Shoes etc). | 35 | 35% |
| Electric Gadgets (Camera, mobile etc.) | 15 | 15% |
| Jewelry | 5 | 5% |
| Other Households | 10 | 10% |
| Total | 100 | 100% |




People purchases different things like clothes, electric gadgets, accessories and other household things from these sites. As shown below accessories like shoes, watch, mobile phone etc. and clothes are mostly purchased then other items. So people are interested nowadays in visiting different sites for different things.

**Table-6 and Graph-6**
**Satisfaction through Online shopping**

| Satisfaction Level | No.of Respondents | Percentage |
|---|---|---|
| Always | 70 | 70% |
| Sometimes | 20 | 20% |
| Never | 5 | 5% |
| Total | 100 | 100% |

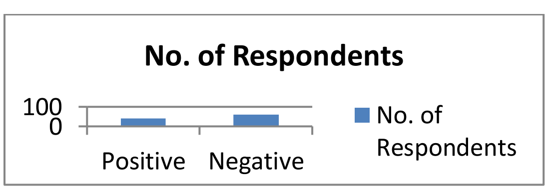



The graph-6 and table-6 reveals that 70 percent respondents are fully satisfied from online purchasing and this data clearly shows why there is a tremendous increase in online shopping with the emergence of e-commerce. But sometimes there is lack of satisfaction remain because people don't found the product with same quality as they considered it. Sometimes extra service charges bother users.

**Table-7 and Graph-7**
**Is Show Rooming a big factor**

This refers to the supposedly popular practice of visiting a retail store, looking at a product and then finding a cheaper version online. But we see here that this practice is followed sometimes but now slowly there is changes in the mind set of people and they directly visiting the sites without any show rooming. There is only 40 percent responses are positive which shows that changing the trends of show rooming.

| Show Rooming | No. of Respondents | Percentage |
|---|---|---|
| Positive | 40 | 40% |
| Negative | 60 | 60% |
| Total | 100 | 100% |



**Preferred to shop during festive season and special offers**
It is also known from the study that People preferred to buy during festive season and special offers. Also they make purchases during regular timings.

**Suggestions**

- To attract more customers e-store owners will have not only to increase the number of available services, but to pay more attention to such elements like attractive design, user-friendliness, appealing goods presentation, they will have to opportunely employ modern technologies for their businesses to become parts of e-commerce future.
- Customers need secure access all the time. In addition to it, protection to data is also essential. Unless the transaction can provide it, there will be fears in users mind regarding e-commerce.
- Understanding the need of the moment is also necessary.
- Mobile is driving the new trends. So e-commerce marketers should give every detail including transactional emails like shipping notifications, purchase confirmations, and status updates.
- E-commerce stores should focus on making their on-site experiences as easy to use as possible.
- E-commerce which we are witnessing today brings in so much adventure into our lives that it is enjoyed by the whole online community. It is made by us and meant for us. E-commerce today does have some drawbacks but people should trust the online world and then it will be a better place.

**Conclusion**
With the study about E-commerce it is come to know that educated people are more using internet who have some awareness about online dealings like students, working persons, educated house wives etc. so with the increase in education there will be more change in the online shopping trends, because more devices can be used by the educated persons effectively. People are interested in e-commerce because they found online purchasing is good, effective and time saving. It provides ease of order processing, special and seasonal offers ,discount etc. which makes the product availability at less prices. Thus people found new styles at reasonable prices. There is something new always which attracts people to go online. But it has some limitations also sometimes people don't found the product same as it is shown in the picture over the site. So satisfaction is a matter to be considered. Some persons are not always satisfied through online transaction. But dealings on internet are considered secure by most of the people. Branded products and well known products are mostly traded. When people visit a site they look at its display, product pictures, prices, ways and terms of order processing etc. Mostly visited sites by the persons in the city are Amazon, snapdeal, jabong, flipcart, nykaa, homeshop18 and myntra etc. Sometimes other sites are also visited by people here. Mostly they buy clothes, shoes, jewelry and gadgets like camera, watch etc.
Thus through the e-commerce there is tremendous increase in business and also the growth in economy. This is beneficial both for the buyer as well as seller, as buyers are getting a variety of things easily at their doorstep with security and satisfaction. E-commerce is getting popularity day by day and with it there is also growth in the concept of mobile commerce as the research shows mobile is the preferred device of online users and these are the changing the trends in online shopping.

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# A study on Role of Effective Leadership and Change Management Strategies on Organizational Culture

**Dr. Om Prakash Sharma***

**Abstract:**

*This paper describes how leadership and change management tactics affect an organization's culture. The concept of culture is introduced initially. This paper presents a number of different approaches to defining "organizational culture." When an organization's culture is analysed, it becomes possible to define the leader's function inside the company. It is believed that transformative strategic leadership is essential for an organization's success. The concept of transformation then becomes central. Cultural transformation requires extensive planning and the deployment of every instrument at one's disposal for influencing people's attitudes and behaviours. One must be able to describe and, hence, pinpoint exactly what one is aiming to modify or manage in order to affect a shift in corporate culture. This research demonstrates that CEOs have an impact on company culture through communicating their vision and, to a lesser extent, by establishing norms and standards. This study is theoretical and exploratory in character, with the goal of serving as a resource for researchers. The purpose of this work is to provide a critical bibliographical evaluation of key concepts in the discipline and to demonstrate how these concepts are interconnected. In conclusion, this study provides managers and academics with a framework for highlighting Management Strategy's significance.*

***Keywords:*** *Change, Leadership, Management Strategy, Organizational Culture*

## Introduction:

In today's world of instantaneous information and worldwide connectivity, adaptability and flexibility are often crucial to a company's success. Professionals and researchers alike have long been curious about leadership and company culture. Much of the interest is based on assumptions that both leadership and culture are connected to organisational success. However, “little critical study has been done to examine the linkages between the two concepts” (Ogbonna and Harris, 2000, p. 766).

There seems to be a dearth of information about Greek workplace cultures. Since this is research about leadership and corporate culture, the goal is to compile an annotated bibliography. To achieve this goal, we examined the impact of a number of variables as well as workers' impressions of company culture.

The major goal of this research is to model the relationship between organisational culture and change, illuminating how a manager's awareness of culture influences the transformational process. Organizational performance has been shown to be connected to both leadership and organisational culture, according to a review of the relevant research.

Leadership styles, as well as the culture of a business, have both been studied in relation to their effects on employees' productivity. In addition, many discussions of corporate culture touch on how leaders play a part in "forming" certain cultures (Schein, 1992). Similarly, the literature on leadership emphasises the importance of adapting one's style to the group's culture.

Despite the widespread linkage between culture and leadership in a variety of branches of organisation theory, there has been less critical investigation into the nature of these ties or their potential impact on management efficacy. Despite the widespread acknowledgement of the significance of these two ideas to the operation of organisations, there is a striking dearth of critical writing on the subject (Schein, 1992). Thus, the purpose of this research is to give empirical evidence of the relationships between different forms of organisational culture and management success.

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**Objectives of the Study**

- To determine why effective leadership is significant for organizational change.
- To identifying successful change leadership skills.
- To demonstrate why effective leadership is crucial for implementing change.

**Delimitations of the Study**

To ensure their continued existence, many organizations are using change management strategies. Our research was limited to the following concepts: change as a deliberate action, leadership as a catalyst for transformation, change management, and the need of strong change agents.

**Literature Review**

Organizations, workers, and supervisors must learn to adapt to the new normal of constant change (Leanna & Barry, 2000). It is becoming increasingly important for managers to be able to recognise, adapt to, and profit from organisational change as the velocity of change inside organisations increases (Wanberg & Banas, 2000).

For Ajay (2002), transformation is an inherently irrational and subjective procedure. As humans are the primary players in the realm of intellectual capital, a leader of change must place greater emphasis on the human dimensions of change. Introducing change into an organisation is a complex and time-consuming endeavour. An organization's ability to successfully transition from its present state to its planned future state depends on the details laid forth in its change management strategy. Planning organisational change is important because it provides a bridge between the many stages of the change process, including the establishment of goals and deadlines, the delineation of roles and responsibilities, and the establishment of mechanisms for review and modification. Planning is essential for a successful change management approach. Changes need to be properly thought out and discussed before they can be implemented effectively (Smith, 2006).

A well-thought-out strategy and adequate funding are essential for implementing any change management plan. In addition to these vital restraints, leadership is the mindset that allows a manager to re-engage disengaged employees and reap the most rewards from change. From this, we might draw the conclusion that leaders are more useful than managers throughout the transition to a new way of doing things (Bejestani, 2011).

**Leaders as Change Agent**

A leader is someone who has the respect of their peers and the ability to direct them toward a common objective. The leader has a long-term plan for the organization's growth and success. Leadership is the ability to steer one's group or team toward its goals (Bass, 1985). Self-assurance, ambition, drive and tenacity, realism, psychological openness, a hunger for learning, inventiveness, fairness, and commitment are only six of the core personality attributes that make for effective leaders. Leadership also entails getting other people in the team involved in making decisions.

For a leader to succeed in today's companies, Senge (1990) identifies three essential traits: the ability to build and maintain structures, the ability to educate others, and the ability to look out for the organization's long-term success. To put it another way, these three traits help employees develop their mental model continuously and think systematically, which in turn aids in clarifying mission, vision, and values; identifying strategies, structure, and policies; generating efficient learning processes; and facilitating subordinates. Steve Job, a leader with considerable maturity, bases his approach to management on two core tenets: I persistence is the key, and (ii) innovation delivers leadership. Steve Jobs thinks that the secret to a great leader's career is tenacity. Job's leadership style was described as "task-oriented" because of his focus on getting things done. However, his second conviction suggests that his approach to leadership is equally people-focused. Leadership via innovation implies include subordinates in key decision-making processes. As a result of the leaders' evolved attitude, team members have a feeling of belonging and are more motivated to complete their tasks, which boosts productivity.

In the twenty-first century, executives of businesses will need to be experts in managing change. Leaders will need to be more skilled and inspiring if they are to fulfil their roles as visionary change agents. A leader's talents are most negatively impacted by sudden shifts (Nadler, Shaw & Walton, 1995). When it comes to managing disagreements among employees and within departments, as well as implementing new ideas, the leadership style and level of confidence in upper management have a significant and beneficial impact on the behaviour of those involved (Michaelis, Stegmaier & Stonntag, 2009). According to Nadler and Tushman (1990), only a "Charismatic leader" possesses the unique capacity of mobilising and maintaining activity inside an organisation through a combination of deliberate personal action and the way that person is seen by others.

The research shows that both charismatic leadership and trust in top management are necessary for a successful transformation. They are favourably connected with change-related behaviours, anticipatory-behavior-monitoring, managerial rank, and interdepartmental collaboration (Michaelis, Stegmaier & Sonntag, 2009). Noer (1997) argues that a leader's personality is the single most effective factor in effecting change. Capabilities to lead people to accept change and redesign depend on several factors, including the leader's spirit, insight, knowledge, compassion, values, and learning skills. There is often a tendency for approximative thinking toward the leader who initiates change inside an organisation (Nadler & Nadler, 1998). The effectiveness of change circumstances is enhanced by the actions of the leadership (Higgs & Rowland, 2005).

Darling and Heller (2009) argue that the managerial leaders' attitudes, and the corresponding ideas and sentiments transmitted (vibrated) to the cosmos, both within and outside of their businesses, are the key to effective organisational growth in today's socioeconomic climate. Leaders of organisations, according to the findings of this research, need to be familiar with the factors that contribute to the often-predictable failure of change initiatives. If they want to be effective in bringing about change, they'll need to acquire the skills necessary to do so (Manikandan, 2010).

**Change Management:**

A company's ability to adapt to and manage change is crucial not just to its continued success in the modern economic environment, but to its very existence. People, individuality, and social habits have become central to the field of change management. In the twenty-first century, executives of businesses will need to be experts in managing change. As a result, leaders will need to exhibit greater competence and inspiration if they are to be effective as agents of transformation. A leader's talents are most negatively impacted by sudden shifts (Nadler, Shaw & Walton, 1995).

Leadership development (the ability of top management to gain the trust of internal customers), marketing and sales expertise (the capacity to raise consciousness about the effects of change), and interpersonal communication prowess (the capacity to garner buy-in for the decision to change) are all necessary components of an effective change management strategy (Kaminski, 2000). The efficiency of a company's change management process may suffer if any of these abilities are lacking.

As a leader, your responsibilities do not cease once you've successfully implemented a change. The only thing we can count on is change. The only way businesses can survive the inevitable and the unexpected is to have a change management strategy. Thus, they will be able to adapt to new circumstances without being thrown off course (Gans, 2011). According to Nickols (2010), the term "change management" may be broken down into four distinct categories. Here are the four meanings:

- **The task of managing change:** First, "the task of managing change" was cited as the definitional key phrase in the context of change management. Change management may be defined as the process of making deliberate, well-thought-out adjustments to an existing situation; second, it refers to the practice of coordinating an organization's reaction to external factors over which it has influence. Change management also involves minimising the emotional toll that transformation has on individuals.
- **An area of professional practice:** Professional change agents lay claim to the field of change management, which is where organisations manage the overall process of change.
- **A body of knowledge:** The concepts, methods, and strategies, tools, skills, and other types of knowledge that go into creating any change practice make up the body of knowledge known as "change management."
- **A control mechanism:** Effectively introducing new policies, practices, and procedures into an established system is the goal of change management.

**Leadership Style:**

There are many different ways to lead, including transformational (Khan et al., 2020), transactional (Sandstrom and Reynolds, 2020), laissez-faire (Khan et al., 2020), and servant leadership (Karatepe et al., 2020). Organizational performance (Al Khajeh, 2018); employee turnover (Nanjundeswaraswamy & Swamy, 2014); and employee devotion to the company are all affected differently by various leadership styles (Yahaya and Ebrahim, 2016). A similar recommendation for more study on leadership styles in the hotel industry was made by Rabiul and Yean (2021).

Despite the growing interest in leadership styles in the academy, a systematic examination of the literature on leadership in the hospitality sector is lacking. There is a lack of a comprehensive literature study on leadership styles in the hospitality industry. This includes the hotel, restaurant, resort, motel, casino, nightclub, and food service sectors. Previous systematic reviews have primarily focused on one leadership style, such as empowering leadership in hospitality and tourism management (Hoang et al., 2021) or servant leadership (Eva et al., 2019), especially in hospitality management. These reviews have been conducted in other fields, such as nursing (e.g., Cummings et al., 2008; Wong and Cummings, 2007). (Bavik, 2020; Chon and Zoltan, 2019).

The characteristics that give rise to each leadership style are discussed in our review, which was prompted by the recognition of gaps in the existing literature on leadership and the significance of leadership style in the field of hospitality management. Our systematic study was prompted by the dearth of literature reviews focusing on leadership styles in the hotel sector, and it served to identify academic publications that regularly publish studies of this topic (Arici et al., 2021).

When a person is committed to their position, they are enthusiastic about their work and willing to abide by all policies and procedures. At the outset of a new job, employees are expected to make a number of commitments, including adhering to the terms of a written employment contract outlining their duties, pay, and other perks. The employee's commitment to the firm and its leader might be gauged by his or her willingness to sign the employment contract. According to a group of researchers (Angelliza Chantica et al., 2022).

**Change as a Process:**

Lewin initially defined change as a process in 1947. He divided up the transition into three distinct stages: The first step, "unfreezing," entails coming to terms with the fact that change is inevitable and mentally preparing to forego present comfort in favour of future gain. The second step, "moving," refers to the actual process of making the transition to the new, improved system. This is the most difficult element of the change process because it requires people to go outside of their comfort zones; (3) refreezing – At this point, the new normal has been established in the company, and people have adjusted to it. Lewin further argued that, while logic may dictate that more force be applied in order to encourage a desired outcome, doing so may in fact provoke an equal and opposite reaction from those who are opposed to the proposed change, leading to the same result but with even more tension.

In order to make any kind of change, one must first become conscious of the fact that one needs to make that change. Before beginning to execute any form of change in a company, a thorough assessment of the present situation is required; yet, this kind of assessment may take more time than management has available (Armstrong, 2003). The strategic actions needed by leaders to make the most of the effective transformation process have been outlined by Galpin (1996). What followed was a series of the following steps:

- **Determining need to change**: The first stage is to evaluate the present state of affairs and determine if any changes are necessary.
- **Visioning outcomes of change**: An organization's ability to adapt to change depends on its leaders having a clear idea of what they hope to achieve as a result of the process.
- **Utilizing group efforts for the development, testing, and rollout of Change**: Empowering teams that can create, test, and implement ways to guarantee the efficacy of change is crucial for achieving the greatest potential outcome.
- **Addressing the cultural aspects in Change**: The culture of an organisation must be included into the change process in order for change to be successful in addressing upcoming difficulties.
- **Essential skills needed to lead the change effort**: Last but not least, it is believed that specific qualities and abilities must be honed in order to compete effectively in the transformation process.

Effective organisational transformation is impossible without the support of dedicated leaders. Managing change successfully calls for change leaders capable of steering a brave team through the necessary adjustments to an established system. Because transformation lies at the heart of change, it is incumbent upon the agents of change (leaders and management) to inspire a positive reaction to the process of change among the people who will be affected by it (Kotter, 2007). Barriers to success are often cited, such as a lack of knowledge regarding change achievement techniques and an inability to modify one's management style or organisational functions (Bossidy & Charan, 2002; Gilley, 2005).

According to the research, an organization's ability to accomplish its goals is directly related to the quality of its core competences and the leadership and management methods it employs (Goonan & Stoltz, 2004). Due to the nature of the change process, which necessitates the development of new systems and the subsequent institutionalisation of new, creative approaches, leadership is a crucial component of the change management process. At its core, transformational leadership is defined as a mode of management that may accelerate change inside an organisation (Eisenbach, Watson & Pillai, 1999).

In order to implement quality-led strategic transformation, visionary transformers are needed (Nwankwo & Richardson, 1996). Companies in today's period of rapid technological development are all fighting to get an advantage over their rivals, and to do so they need to be more flexible. Organizations need to transform into learning organisations as a first step toward becoming world-class in order to tackle the challenges of the twenty-first century. Leadership is the most crucial ingredient for a smooth transition from a static to a dynamic learning culture inside a company. That may make the organization's goals and objectives clearer, help workers meet those goals, and ease their transition into a new, creative, and educational work environment (Singh, 2011).

### Cultural Change:

A cultural shift of this magnitude requires the full deployment of all available organisational resources for influencing people's perspectives. One must be able to describe and hence pinpoint exactly what one is aiming to modify or control in order to effect a change in corporate culture. Researchers and managers in the field of organisational change management have mostly been concerned with three key questions: what changes, why changes, and when changes should be implemented (Pettigrew, 1987). And last, a shift in corporate culture is essential for every transition that substantially alters a company.

As was previously noted, cultural shifts centre on how people think and act within the context of an organisation. It is generally accepted that, as Michela and Burke (2000) assert, gaining an understanding of a culture is the first step in altering it. According to Goffee and Jones (2001), it is possible for cultural change to occur gradually over time through gradual modifications to the elements that make up a given culture.
It's crucial to view cultural shifts as requiring a shift in approach. According to Sathe and Davidson (2000), altering a culture entail altering not just people's actions but also their beliefs. The result and the repercussions for each individual are significantly influenced by the method used to provoke the culture shift. Thus far, it has been clear that cultural shift is, by definition, vague. Hatch's (2000) model of organisational culture transformation places equal emphasis on the contributions of leaders and employees. In general, these shifts represent a departure from conventional forms of control in which authorities impose strict mandates and inspire obedience by intimidation.

Everything is cultural, and that's exactly the problem with culture and cultural shifts. Weber (1978) also examined the topic of cultural transformation, attributing it to charismatic interventions of an individual and distinct kind. Weber also believes that the power and influence of top executives makes them the go-to people for news and information.

Last but not least, it's important for any management team attempting a cultural shift to have a firm grasp on what kind of shifts in thinking and conduct amongst both upper and lower-level employees are called for. According to Fishman and Kavanaugh (1989), a leader's actions have a significant impact on both the company's culture and employees' openness to change. Therefore, introducing new cultural norms is difficult since it necessitates reshaping people's habits and poses a significant change management issue.

**Organizational Change:**
Leaders in the workplace must cope with the constant challenge of change in order to keep up with the demands of today's fast-paced commercial world. It is true that an organisational shift might affect one's sense of job security, as shown by Terry, Carey, and Callan (2001). Therefore, the first step for the adaptive leader in coping with change is to comprehend how it impacts individuals. According to Buono, Bowditch, and Lewis (1985), studies of organisational culture and of changes in businesses should centre on the subjective experiences of those engaged.

Because of how rapidly things might shift, it's important that the methods used to oversee such transformations are flexible as well. According to Cartwright and Cooper (1996), the degree to which people are restricted during a transition from one culture to another depends on the cultures involved. They connect this to Harrison's (1972) four sorts of cultures (power, role, task/achievement, and person/support) and argue that combining some types of cultures is more likely to facilitate a smooth transition than others. Finally, the degree to which people are restricted will depend on the nature of the cultural shift.

Transforming a company's culture is a daunting task for any CEO. That's because the objectives, procedures, communication techniques, and assumptions that make up an organization's culture all work together. According to Cartwright and Cooper (1996), in this area, when an organisation undergoes significant change, such as rapid growth or a merger, it typically moves to more stringent control by imposing a greater level of constraint and reducing the freedom with which individuals are endowed to make decisions. They also note the need of getting staff at all levels invested in the transition. They presented a continuum to illustrate the connection between cultural traditions and the resulting expectations for personal freedom.

**Conclusion**

As previously stated, this study's research reveals that leadership is related to organisational culture, largely through the processes of expressing a vision and, to a lesser extent, through the establishing of high-performance standards and offering workers individualised assistance. So, generally speaking, understanding how companies work is essential to choose the best strategy for cultural change. Organizations, which are social systems made up of people, work, formal processes, and unofficial systems, are resistant to change and built to mitigate the effects of change initiatives. Our perspective is that implementing the required structural changes may serve as the initial intervention for changing culture, even if culture change is essential in generating and supporting organisational transformation.

The study's findings are also in line with research showing that vision is a crucial aspect of leadership and is connected to organisational culture (Bass and Avolio, 1994). Leaders often play a crucial part in choosing and organising effective change management strategies. In conclusion, it is crucial that the organization's leaders foster a psychologically secure environment for everyone to adopt new habits and test the waters of the new culture. Employee participation is necessary so that they may assess the new beliefs' veracity for themselves, consider the implications for their own personal lives, and consider how they might support the change effort (Zammuto, Gifford and Goodman, 2000). Therefore, in order to get better results, it is essential to thoroughly research and comprehend the root reasons of employee resistance.

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# AGRO -TOURISM: AN ADDITIONL BUSINESS OPPORTUNITY FOR SMALL FARMERS

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**Abstract:**

Agro tourism is now a known word in the minds of common people who want to enjoy the beautiful and mesmerizing view of the village life and farms. Agro tourism is a concept where the small farmers provide their farms to domestic tourists and visitors for enjoying and relaxing with very nominal charges, making it an affordable destination for local as well as international tourists. Agro tourism is the concept in which farms are recreated for providing stays, educational activities, do it yourself activities etc are provided to the tourists or visitors in that particular farm with local people .in this paper an effort is made to study the various benefits and the concept of the agroturism and to analyze how agro tourism can become an additional business opportunities for the local small farmers. With the agro tourism the farmers can get additional income and the standard of living of the farmers can be improved.
Key words : Agro-tourism ,small farmers ,business opportunity, agriculture

## INTRODUCTION

In today's era every countries economy is now largely depends upon the level of tourism activities it offers. Every economy is trying to improve their tourist foot fall in their country ,so as to boost their economy .Tourism not only improves the income and foreign exchange reserve of the host county but also provides employment to its citizens in a large no. with the advent of time the various concepts of tourism have evolved ,amongst them Agro tourism is also a type. Agro tourism is a concept in which the small farmer or land owner provide the visitors or tourists to stay with the farmer and the local people of that area, and along with the various facilities of staying overnights, and these agro farms provide various fun activities to their guests to grow their own food, harvest their food , process their food ,milking of cows , and many more activities that can make a urban crowd feel excited and adventurous .

## SCOPE OF AGRO TOURISM IN INDIA

India with around more than half population depends upon the agriculture directly or indirectly has an tremendous scope for the agro tourism as due to following reasons

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- As agro tourism is an in expensive way for a small farmer to start his /her venture and can earn extra income to improve his or her standard of living
- Agro tourism provides with employment opportunities for the small and medium farmers and the family members of farmers to earn from the allied agricultural activities.
- Agro tourism has now become a marketing tool for promoting the local handicraft, language, culture traditions, dressing style and living style of that particular area.
- The scope of the agro tourism brings the primary and service sector tourism together and provides with the win win situation for both primary and service sector
- Agro tourism scope includes various recreational outdoor activities like bullock kart rides for the guests, kabaddi tournaments, kho-kho tournaments, bullock-kart ploughing of the land of the farmers by the tourists, horse riding facilities, fishing, camps, local rural games for the guests etc are the various activities the agro tourism company or the farmer may provide to the domestic or the international tourists.
- Agro tourism has also provided a scope for the marketing and sales of own grown food and stuffs to the guests. This provides a direct selling scope for the farmers which helps the farmers to increase the profit by selling the products grown by him to the customers.
- There is a scope for providing entertainment facilities to the guests in the agro tourism camps .like folk music and folk dance performance by the local folk artists which ultimately provide the employment to the folk artists and the small farmers.
- agro tourism has a scope for providing educational experience to various guests from different backgrounds , these educational activities may include schools tours , nursery tours , visit to the poultry farms , techniques and methods of the traditional agriculture , garden tours etc .

## REVIEW OF LITERATURE

Kumbhar, V. (2009). In this research paper the author has analyzed the various cash crops for the farmers in the Maharashtra for the assessment and analysis of the agro tourism activities in the Maharashtra state. this paper showcase the benefits and various opportunities that the farmers can get from the agro tourism and also agro tourism can become the cash crop for the farmers of the Maharashtra and its can also become an instrument of employment generation in the Maharashtra as well as whole county in India .

Chandrashekhara, Y. (2018). In this research paper the author is explaining the concept of Agro tourism, its allied employment opportunities and various potential capacity of the agro tourism. This paper also showcase that both central and state government are taking the various efforts for the promotion of the Agro tourism in the country.

Joshi, S., Sharma, M., & Singh, R. K. (2020). In this research paper the author has analyzed the key critical success factors that determine the performances of the agro tourism this paper also considers the various performance clusters in uttarakhand, and examines the various bottle necks in the adoption, key benefits of sustainable agro tourism activates. This paper also analyses the agro tourism supply chain practices in India.

Joseph, A., & Varghese, J. (2020). In this research paper the author has analyzed various challenges and various opportunities that the various stakeholders faces in the agro tourism faces. This paper has also provided with the suggestions for improvement to the various stake holders including, farm owners, government, farm visitors etc. So that the Agro tourism can become successful

Mili, N. (2012). In this research paper the author has analyzed the rural tourism I a particular village in Assam (India). This research paper shows various barriers in the agro tourism, various scopes for the agro tourism and also the social impact of the agro tourism is shown in this research paper. This paper concludes that the agro tourism has a great scope in the coming future and is one of the important employment generators.

## VARIOUS CHALLENGES IN THE AGRO TOURISM

- Problems related to marketing of their services and their reach to the customers is a major challenge that most farmers faces while practicing Agro tourism
- Problems related to infrastructure facilities that, farmers find it difficult to arrange their agro farms. Even after arranging the infrastructure facilities they get them on higher cost and interest rates, which Makes it difficult for the farmers to bear the cost in the Agro Tourism business.
- The Lack of communication is the main challenge that farmers, specially the small and the remote farmers faces.
- Maintaining proper hygiene and basic needs for the urban visitors and tourists is also a challenge that the small farmers face
- There exists a challenge to the small farmers about the awareness about the agro tourism business and its various benefits to them.
- Generally safety is the major concern amongst the visitors as they find it unsafe environment around the agro farms that also become a challenge in agro tourism business.
- Another challenge that the agro tourism farms face is the lack of innovation. the farm owners should update their facilities , equipments and ambience on a regular interval of time ,so as to attract new and large no of tourists

## SOCIAL IMPACT OF AGRO TOURISM

- Agro tourism provides with the large no of employment opportunities to the people of rural Background that ultimately solves the problem of unemployment in the rural areas of the country.
- With rise in the no. of agro tourism farms by the farmers the local handloom and craft industries has seen a great boost in the sale by which the women of that particular local area get empowered because mostly women are indulged in the handlooms n the rural areas.
- Another important social impact that has been made by the agro tourism is that it protects and promotes the natural resources of that particular area, by which it helps the ecology of that particular area to get protected and preserved.

- With the popularization of Agro tourism the foreign exchange reserves of the country are improving because the foreign tourists love to visit Agro tourism destinations.
- With Agro tourism the local people get to know and explore the various communities, languages and various delicates, by communicating with the farm visitors from the different backgrounds.

## OBJECTIVE OF THE STUDY

The objective of this particular research paper is to understand

- The current status of the Agro tourism in India
- problems faced by the farmers in Agro tourism
- benefits ,Scope and opportunities in Agro tourism in India

## RESEARCH METHODOLOGY

This research paper is prepared using the secondary data which is collected from different web sources, to understand the Agro tourism concept and the Scope of the Agro tourism, along with the status and growth of the Agro tourism in India.

## CONCLUSION

Almost half of the population of the county is related to the agriculture directly or indirectly, this makes it an important sector of the economy. But the Small farmers are not able to cope with the challenges and losses from the agriculture as they don't get the required prices from their crops. Agro tourism has come as an light of hope for the farmers, as it provides the farmers with the additional source of income with Existing setup with minimal cost. The analysis of various researches and studies we conclude that the Agro tourism is being popularized amongst the farmers and many new farmers, especially small farmers are getting attracted towards the agro tourism, because of the high earning and various allied business activities. Agro tourism as a business has a great scope in India this is going to change the living standards of the Indian farmers.

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# IMPACT OF RUSSIA-UKRAINE WAR ON MACROECONOMIC VARIABLES IN INDIA

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**Dr. Jyoti Kumari****

**Abstract:**

*Father of the Nation Mahatma Gandhi always said "Ahinsa Parmo Dharma" and violence never solves any problem because violence brings destruction and harms people and the nation therefore war should be avoided as far as possible. This has once again been proved by the attack of Russia on Ukraine on 24th February 2022. This war has a manifold effect and impacted many countries of the world. The present study focuses on the impact of the Russia-Ukraine war on a few macroeconomic variables in India. This is analytical research based on secondary data. The variables selected for the study are inflation, foreign trade, exchange rate, foreign exchange reserve, and GDP growth rate for the period from January 2022 to December 2022. The data is collected from various sources like the RBI bulletin, Ministry of Statistics and Programme, DGCI&S and Ministry of Commerce and Industry, National Statics Office. The study's objective is to find out the post-war impact of the Russia-Ukraine war on these macroeconomic variables in India. The data are analyzed with the help of percentages & averages and are interpreted with the help of the magnitude of change in percentages and averages. The study found that as India is the world's third-biggest importer of crude oil and crude oil accounts for 60% of India's total imports and this war escalate India's crude oil bill to the next level as a result current account deficit enlarged and foreign exchange reserves started depleting, resulting fluctuation in the exchange rate, falling the value Indian rupee.*

***Keywords:*** *Russia-Ukraine war, Inflation, Foreign Trade, Exchange Rate, Foreign Exchange Reserves, GDP Growth Rate.*

## Introduction

The war between Russia and Ukraine started on 24th February 2022 with a Russian attack on Ukraine. Wars have always been acts of destruction. No country in the world can remain untouched by the effects of war. This war took place between two countries but its effects are spiralling to the whole world. Due to this war, Ukraine's GDP growth rate has gone in a negative direction, thousands of civilian casualties during this war, and neighbouring countries of Ukraine are facing the problem of refugees, etc. Various sanctions are imposed on Russia by European and other countries along with this number of foreign companies completely withdrawing from Russia resulting in losses for Russian global companies and it badly affects the Russian stock market as well as its economy. Both countries are large producers of wheat, edible oil, crude oil, palladium, nickel, and other commodities and fulfil 30 % of global demand but this war discontinued the supply chain as a result prices of these commodities rises to the next level. This war affects the global economy very critically especially developing economies and the Indian economy is one of them. Prices of energy products are the central area of worry for the Indian economy because India mainly depends on imports for energy products and increasing prices of these are one of the main reasons for the devaluation of Indian currency, increasing inflation, budget deficit, and slower economic growth rate. This paper aims to analyze the impact of this war on macroeconomic variables such as inflation, foreign trade, foreign exchange reserve, exchange rate, and GDP growth rate in India.

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## Review of Literature

(Dole, 2022) studied on Russia-Ukraine war: Impact on Indian Economy. She concluded that this war severely affected world trade as both countries are important producers of palladium (37%), natural gas (17&), wheat (13%), oil (12%), and nickel (9%). This war placed restrictions on Russia therefore supply chain got interrupted as a result prices of these commodities rises to the next level. Prices of energy products are the main area of worry for the Indian economy because India mainly depends on imports for energy production and increasing prices of it is one of the main reasons for the devaluation of the Indian currency, increasing inflation, budget deficit, and slower growth rate of GDP.

(Bose and Garge, 2022) studied Russia -Ukraine Crisis: Impact on Indian Economy. According to their study, Russia and Ukraine war is a catastrophe for the world economy and creates an environment of insecurity in international trade. Both countries are large producers of wheat, edible oil, crude oil, and other commodities and fulfill the 30 % of global demand which has been stopped after the war began. Consequently, it hits the supply chain of these commodities badly, especially wheat and crude oil. As a result, the whole world is facing the problem of a rise in prices of oil, gas, and other commodities and declining in the GDP growth rate. Indian economy is also get affected negatively because India is the third largest buyer of oil in the world. To overcome this problem India should pay attention to the solution to decrease its oil dependence. The World's 30% demand for wheat had been fulfilled by Russia and Ukraine but this war very badly hit the wheat supply to the world. But it can be an opportunity for India as India is a big producer of wheat therefore able to fulfill the world's wheat demand to some extent and it may help India to improve its balance of trade situation.

(Goel, 2022) carried out a study on the Impact of Russia - Ukraine War on the Indian Economy. In her study, she found that this war has both positive as well as negative consequences on the Indian economy. China is dependent on Russia for crude oil and this war interrupted the supply of crude oil that negatively affect China's industrial sector and its export this turned into an opportunity for India because after china India is the next less expensive industrial base hence India can increase its exports and increasing exports is always good for nation's economic health. This war is caused for a speedy increase in prices of crude oil, and other commodities and India depends on imports for the fulfilment of its crude oil requirements as a result increase in inflation and inflation affects GDP growth negatively. It leads to a devaluation of the Indian currency and expand the budget deficit and Sensex and Nifty both lost 2.7 and 2.5 percent, respectively. All this will be injurious to corporate profitability and to the nation's economic health. But this depressing environment of war brought an opportunity for investors to invest in prime stocks at attractive rates and it will be beneficial for investors to stay with long-term investment plans mutual fund investors should continue their SIP plans without breaking them.

(Paul, 2022) researched on Russia-Ukraine war and its effects on the Indian Economy. According to her study, Russia is the world's third leading oil producer and coal exporter and second topmost natural gas producer and Ukraine is the third topmost maize exporter and fourth-largest wheat exporter. The war between Russia and Ukraine interrupted the supply chain of the above commodities very acutely as a result prices of energy products, wheat, maize, and edible oil shoots up to the next level and negatively affect the economy of those countries that are the importer of above commodities and India is one of them. This war rises India's import bills which expand the current account deficit and decrease the value of Indian currency at the national (inflation) and international level.

(Nazeeruddin, 2022) carried out a study on The Russia- Ukraine War crisis - Its Impact on the Indian Economy. He concluded that due to this war whole world is facing the problem of a slower growth rate, rapid increase in price level especially diesel, petrol and vegetable oils become inaccessible and people are forced to reduce their demand of fried food, vegetable oil, and fuel.

**The objective of Study**

i. To analyze the impact of the Russia-Ukraine war on inflation in India.
ii. To analyze the impact of the Russia-Ukraine war on foreign trade in India.
iii. To analyze the impact of the Russia-Ukraine war on the exchange rate in India.
iv. To analyze the impact of the Russia-Ukraine war on foreign exchange reserves in India.
v. To analyze the impact of the Russia-Ukraine war on the GDP growth rate in India.

**Collection of Data and Methodology**

This study is based on secondary data, collected from genuine websites of the Reserve Bank of India (RBI), the Central Statistical Organization (CSO), the Directorate General of Commercial Intelligence and Statistics (DGCI & S), the Ministry of Commerce & Industry and Ministry of Statistics & Programme Implementation. The monthly data are collected from January 2022 to Dec 2022 to analyze the post-war impact on macroeconomic variables in India. A total of five macro-economic variables are analyzed namely Inflation, Foreign Trade, Exchange Rate, Foreign Exchange Reserve, and GDP Growth Rate. The study is an analytical and literature-based investigation of the current problem. We utilized Microsoft Excel 2019 to analyze our data. The data are analyzed with the help of percentages & averages and are interpreted with the help of the magnitude of change in percentages and averages.

**Impact of Russia-Ukraine on Macro-Economic Variables**

**Inflation**

Inflation implies increases in prices. It mitigates the purchasing power of money and people are not able to continue their consumption level as they are used to consuming before increasing the price level hence inflation reduces not only their real income but also their satisfaction level. Both countries are large producers of wheat, edible oil, crude oil, and other commodities and fulfil the 30 % of global demand which has been stopped after the war began. Consequently, it hits the supply chain of these commodities badly especially wheat and crude oil as a result speedy increase in prices of crude oil and other commodities. India depends on imports for the fulfilment of its crude oil requirements as a result inflation increases. Table 1 and figure 1 show that there is only a 0.1% increase in inflation from January 22 to Feb. 22. But due to this war inflation is increasing unexpectedly from Feb 22 onwards.

**TABLE 1**

**RATE OF INFLATION Base 2012=100**

| Months | Inflation % |
|---|---|
| Jan'22 | 6 |
| Feb'22 | 6.1 |
| Mar'22 | 7 |
| Apr'22 | 7.8 |
| May'22 | 7 |
| Jun'22 | 7 |
| Jul'22 | 6.7 |
| Aug'22 | 7 |
| Sep'22 | 7.4 |
| Oct'22 | 6.8 |
| Nov'22 | 5.9 |
| Dec'22 | 5.7 |

**Source: RBI Bulletin & Ministry of Statistics & Programme Implementation**

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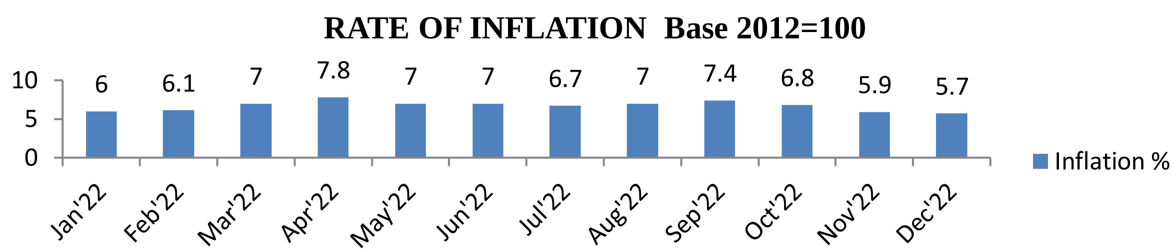
**Figure 1**




**Foreign Trade**

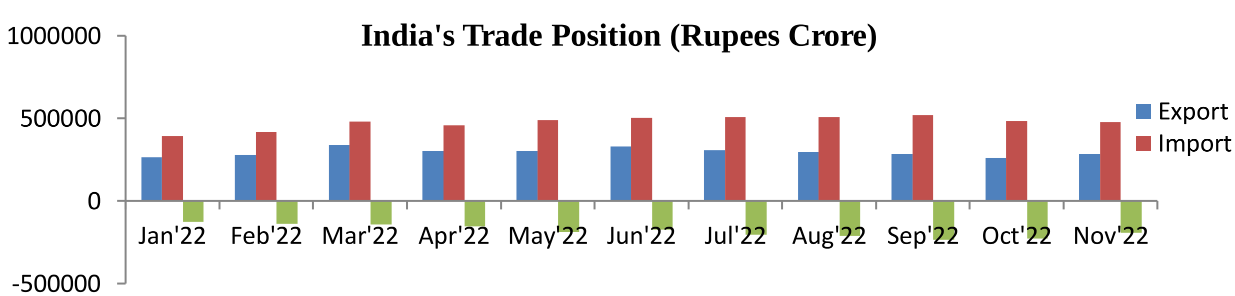
It is the process of buying (importing) and selling (exporting) goods outside the territorial boundary. It includes export and import. Table 2 and figure 2 show that the balance of trade was always negative means imports always exceed exports. As 30% of India's import bill consists of oil and energy products hence this war suddenly increases India's import bill from 418745 Crore Rupee (Feb.22) to 51883010 Crore Rupee (Sep. 22), as a result, rapid increase in the negative trade balance.

**Table 2 : India's Trade Position (Rupees Crore)**

| Months | Export | Import | BOT |
|---|---|---|---|
| **Jan'22** | 262178 | 390724 | -128546 |
| **Feb'22** | 278585 | 418745 | -140160 |
| **Mar'22** | 339207 | 480163 | -140956 |
| **Apr'22** | 302975 | 458435 | -155460 |
| **May'22** | 301058 | 488833 | -187775 |
| **Jun'22** | 330205 | 504325 | -174120 |
| **Jul'22** | 305486 | 509323 | -203837 |
| **Aug'22** | 294599 | 508184 | -213585 |
| **Sep'22** | 284262 | 518830 | -234568 |
| **Oct'22** | 260168 | 485910 | -225742 |
| **Nov'22** | 285099 | 476305 | -191206 |

**Source: DGCI&S and Ministry of Commerce & Industry**

**Figure 2**



**Exchange Rate (Value of Rupee)**

The rate at which currencies of two countries are exchanged is called the exchange rate. When the exchange rate is expressed in terms of national currency then a higher rate of exchange is unfavourable to that country e.g. 1$ = 72 rupee and if the exchange rate increases to 1$ = 78 rupee. This new rate is unfavourable to India as the value of the Indian currency is diminishing. Table 3 and figure 3 show that the value of the Indian currency (rupee) continues weakening from Feb.22 onwards because this war raises India's import bills which expand the current account deficit and decreases the value of the Indian currency.

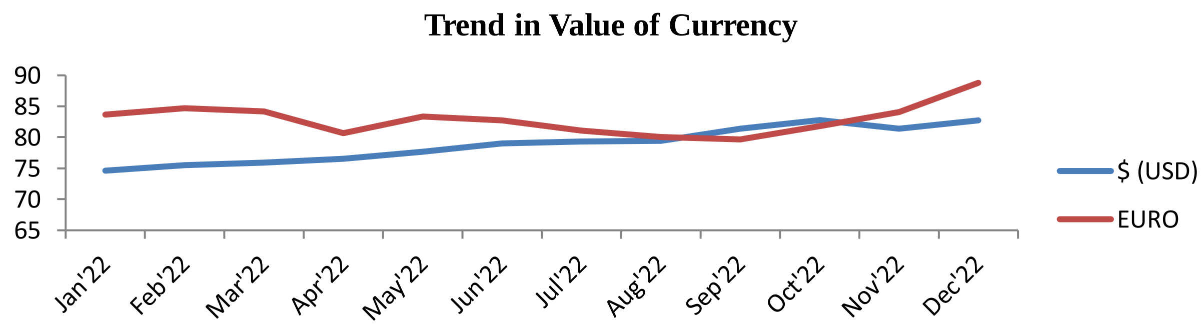
**Table 3: Trend in Value of Currency**

| Months | $ (USD) | EURO |
|---|---|---|
| **Jan'22** | 74.62 | 83.63 |
| **Feb'22** | 75.48 | 84.71 |
| **Mar'22** | 75.9 | 84.22 |
| **Apr'22** | 76.53 | 80.69 |
| **May'22** | 77.63 | 83.31 |
| **Jun'22** | 79.03 | 82.71 |
| **Jul'22** | 79.34 | 81.12 |
| **Aug'22** | 79.47 | 80 |
| **Sep'22** | 81.38 | 79.66 |
| **Oct'22** | 82.78 | 81.8 |
| **Nov'22** | 81.43 | 84.04 |
| **Dec'22** | 82.73 | 88.79 |

**Source: Xe.com**

**https://www.xe.com/currency/vnd-vietnamese-dong/**

**Figure 3**



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**Foreign Exchange Reserve**

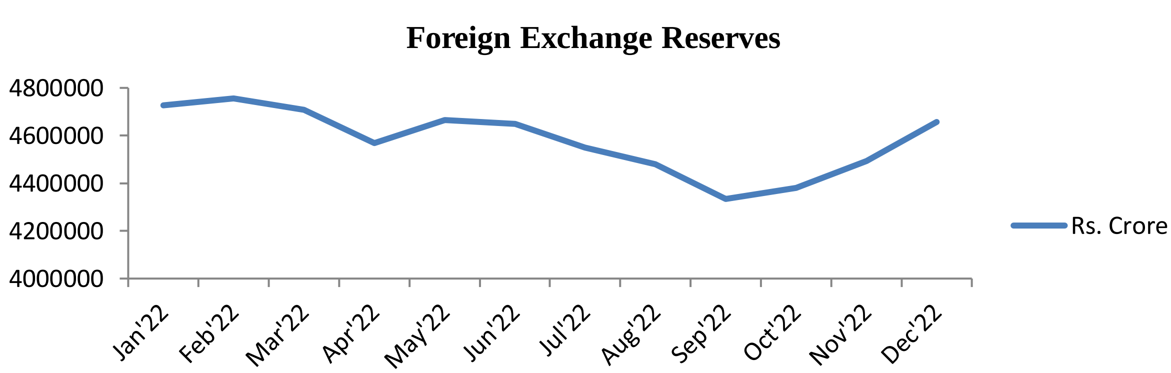
Foreign Exchange Reserve implies the reserve held by the central banks of countries in the form of foreign assets. The central bank of India (RBI) holds Foreign Exchange reserves in the form of foreign currency assets (FCA), gold, special drawing rights (SDRs), and reserve trench position (RTP). Maintaining an adequate amount of foreign exchange reserve is essential for every country to avoid fluctuation in the exchange rate. A country having sufficient foreign exchange reserves are able to encounter any economic and non-economic crisis and are also capable to meets their foreign obligation and liabilities. Insufficient foreign exchange reserves may cause fluctuation in the exchange rate and weaken the domestic currency which indicates poor health of the nation's economy. Table 4 & figure 4 shows that from Jan.22 to Feb.22 there is an increasing trend in foreign exchange reserve but from Feb. 22 onwards Foreign Exchange Reserve was depleted very abruptly because this war increased our import bills and to settle these bills Foreign Exchange Reserve consumed excessively.

**Table 4 : Foreign Exchange Reserves**

| Months | Rs. Crore |
|---|---|
| Jan'22 | 4727298 |
| Feb'22 | 4755726 |
| Mar'22 | 4707396 |
| Apr'22 | 4568295 |
| May'22 | 4665848 |
| Jun'22 | 4647773 |
| Jul'22 | 4549652 |
| Aug'22 | 4480681 |
| Sep'22 | 4333987 |
| Oct'22 | 4379715 |
| Nov'22 | 4494373 |
| Dec'22 | 4656002 |

**Source: RBI Bulletin**

**Figure 4**



## GDP Growth Rate

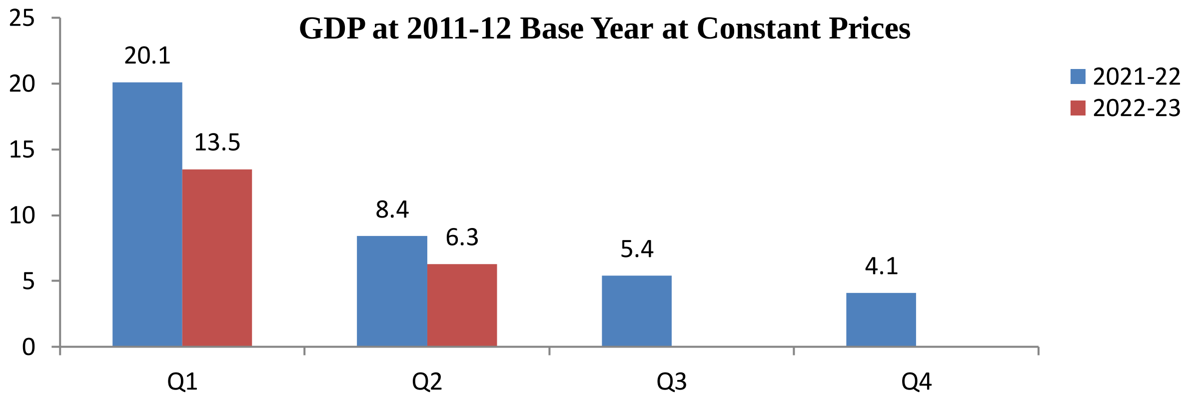
A nation's economic health can be estimated with the help of its GDP. It is the outcome of all economic activities of a nation. Decreasing GDP rate indicates that per capita income and the nation's economy are contracting resulting weaken the fiscal position of the country. Due to this war growth rate of the first quarter (2022-23) declined from 20.1% to 13.5% and this decreasing trend continues to the second quarter (2022-23) also.

**Table 5 : GDP Growth Rate 2011-12 Base Year at Constant Prices ( %)**

| Quarters/ Years | Q1 | Q2 | Q3 | Q4 |
|---|---|---|---|---|
| **2021-22** | 20.1 | 8.4 | 5.4 | 4.1 |
| **2022-23** | 13.5 | 6.3 | | |

**Source: National Statistics Office (NSO)**

**Figure 5**




## Suggestions and Conclusion

Father of Nation Mahatma Gandhi always say "Ahinsa Parmo Dharma" and violence never solves any problem because violence brings destruction and harms people and the nation, therefore, war should be avoided as far as possible. Today the whole world is facing the devastating effects of this war. The impact of this war on the macroeconomic variable in India indicates that the Indian economy is affected severely. As India is the world's third-biggest importer of crude oil and crude oil accounts for 60% of India's total imports, this war escalates India's crude oil bill to the next level as a result current account deficit enlarged and the foreign exchange reserves started depleting, resulting in fluctuation in the exchange rate, and falling the value Indian rupee. To bring the Indian economy back on the growth track India should pay attention to the solution to decrease its oil dependence. This war affects the supply of wheat very badly but India should exploit this opportunity by increasing its wheat export because India is also one of the large producers of wheat and can improve its balance of payment situation. This war negatively affects China's industrial sector and its export but this turned into an opportunity for India because after china India is the next less expensive industrial base hence India can increase its exports.

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# Capital Market Reforms & their Impact on Indian Capital Market; A Study of FMCG Sector Companies

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**Abstract:**

*The impact of capital price rises from 2017-18 and 2021-22 has shown significant effects on the share prices as well as volatility of the FMCG sector company. It has its own contribution and relevance in promoting growth and development of the Indian economy. Further, it has provided us the basis to distinguish the Indian market growth with the stock market growth. With the altering of the national economic environment. SEBI and its regulations have provided investors with guidance and reason to invest in FMCG stock futures.*
***Keywords:-*** *Capital Markets- NSE & BSE, Volatility of Returns, SEBI and its Regulatory Reforms.*

## Introduction

The market where long-term financial claims are purchased and sold is known as the capital market. This market participates in mutual funds, agents, different economic institutions, brokers, dealers, and individual investors. Investors usually participate in the exchange of financial assets like shares, bonds, debentures etc on the recognized stock exchange. These markets are used in two key activities such as while raising new capital from the capital market and buying and selling of those financial securities that were previously issued by the companies.

The stock market yields significant impacts towards fostering an economic growth of the companies with the help of mobilizing long-term deposits with much ease and then investing such money within the economy for ensuring long-term productive use of such scarce resources. Indian financial market is characterized as an integrated market which includes organizations like stock exchange, bank investments, insurance companies, provident fund and trusts. Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) are the prominent stock exchanges of India. Bombay Stock Exchange is the first stock exchange of Asia which was established in the year 1875. Seven stock exchanges have obtained acknowledgment under the Securities Contracts Act-1956 which include Mumbai, Ahmadabad, Kolkata, Chennai, Delhi, Hyderabad, and Indore. During post liberalization period 1991 and abolition of capital issues regulation in May 1992, the stock exchange had spread its presence by 16 percent by the end of 2004.

The Indian stock market was incorporated in the year 1875. Earlier Bombay Stock Exchange was established as a Non profit Unit during its inception. It is recognized as a place where financial securities are traded and exchanged. Through a system of bid and offer, the stock market established the everyday share price. Investors submit bids to purchase and sell shares. The stock at a price charge buyer competes with each other for the excellent bid.

The East India Company accepted the stock exchange in the 18th century. In 1850, 22 stock traders founded a stock exchange outside the Bombay in India.

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**National Stock Exchange**

Being a prominent and largest stock exchange of India, its head quarter is situated in Mumbai, Maharashtra. National Stock Exchange (NSE) was established in the year1992. It was India's first dematerialized stock exchange. It is the first stock exchange which had introduced fully automated screen based trading system in India. It provides simplest way of trading to investors across the nation. The managing director and chairman of NSE are Vikram Limaye and Ashok Chawla, respectively. It was ranked at $10^{th}$ place in the world stock markets during 2022. In 1996, NSE introduced the nifty 50 indexes. India's investors rely heavily on 50-stock exchange as an indicator of the country's financial market.

**Bombay Stock Market**

It is an oldest stock exchange of India and Asia which was established in the year 1875. It has its headquarter located in Mumbai. Ashish Kumar Chauhan serves as managing director and chief executive officer of the NSE, while Vikramajit Sen serves as chairman.

**Capital Market Reforms**

The capital market reforms were initiated in the year 1991. It includes Liberalization, deregulation, Privatization, Globalization. These economic reforms were initiated with the implementation of liberalization policy under domestic financial laws and foreign exchange regulations.

Since 1991, The Indian capital market has noticed significant fundamental adjustments. It was recognized as the beginning phase of major developments in the prominent sectors of Indian Economy. Being a statutory body, SEBI has undertaken many initiatives for enhancing the functioning and potential of Indian stock markets for ensuring their growth potential in the long run.

**Review of Literature**

1) **Wanninayake & Randiwela, (2008)** The given study suggests various environment friendly strategies which help the business organizations in fetching business incentives and growth opportunities. It helps the companies to be economical in the long run. Therefore it is necessary for the marketers to identify environmental opportunities for developing eco-friendly products. It is also necessary on the part of the marketers to produce more environmental products. Marketers can also fetch pricing advantages with the help of producing eco-friendly products.

2) **Oraman et al., (2011)** The given study describes the importance of adopting international strategies which has potential to lead the marketers towards the path of success. The study also acknowledges the importance of assessing globalization potential for the industries. A successful move towards it can make it possible for the marketers in addressing local needs at global market place. This strategy is usally referred as “think global, act local”.

3) **Haicha, (2014)** The given study emphasizes the impacts of the retailing as a link between consumers and marketers. It helps in bridging the gap between the marketers and consumers. Further it also helps the marketers in undertaking first mover advantages.Indian market is emerging as a most attractive place for the retailers. A wide diversity of culture and climate gives ultimate advantages to the Indian marketers. Hence larger number of retailers get attract towards Indian markets for the purpose of making investment.

4) **Singh & Acharya, (2014)** The present paper undertake the importance of supply chain flexibility in dealing with the uncertain business environment. It is obligatory on the part of the business organizations to manage their scarce resources more judiciously so that they can be utilized in the best possible way. It also acknowledges the role of the flexibility in the market as an essence of developing new products with highest appropriate degree.

5) **Sen & Chaudhuri, (2017)** The given study exhibits the seasonal components in the FMCG companies. It is observed that September month exhibits higher seasonality in the FMCG sector as compared to the February when seasonality seems to be lowest. The time series shows moderate seasonality with the random component mean value. It also helps the researchers and analysts to understand the various trends, seasonality and randomness of the series of different sectors.

**Objective of the Study**

1. To Evaluate the Indian government's reforms for then Indian Stock Market.
2. To study of volatility of Nifty index, of selected FMCG Sector companies.

**Research Methodology**

**Research Design**

The given research provides a blueprint of the numerous study-related and information- and data-collection-related specifics. The study was both descriptive and analytical in order to achieve its intended purpose. A research design is a plan for performing a study with the greatest possible control over the variables that may affect the validity of the finding. It provides a blueprint of the numerous study-related and information- and data-collection-related specifics. A Descriptive and Analytical study has been adopted for the intended purpose.

**Duration of the Study**

Time period of past 5 financial years starting from 2017-18 to 2021-22 has been undertaken for conducting the analyses in the existing research work.

**Sample size**

Top two FMCG sector companies (ITC and Nestle) have been taken into consideration for conducting the research work. The selection of these two companies is purely based on the Market capitalization rate as on $31^{st}$ March, 2017. The two selected companies are given below:-

| **S.no.** | **Companies** |
|---|---|
| 1 | ITC |
| 2 | Nestle |

**Data collection**

In thee given study, secondary data were collected from the stock market indices such as Nifty Index, BSE Sensex and some other prominent sources like reserve bank of India, annual reports of selected companies from their websites. The prominent sources like edited books, scrutinized and tabulated form have been used for the collection of the relevant data.

**Statistical Tools**

In the given study standard deviation has been used for examining the volatility of the returns. Further, some prominent statistical tests like regression and coefficient of regression have been run for the verification of the validity of the given hypothesis.

**Need of the Study**

Since the stock market has its own significance in developing trade and commerce activities in Indian country. It will help the Indian economic sector in improving the existing potential and growth. It is due to this reason is considered as a core element of Indian economy.

Various studies have been undertaken on the capital and stock markets. Some researchers used to investigate the financial sector when analyzing the stock market, but this is no longer the case. In addition, research was undertaken on the stock market's responsiveness to capital market changes. This study aims to examine the capital market reforms of chosen FMCG industry businesses. This study investigated volatility of Nifty index of top two selected FMCG Sector companies.

## ANALYSIS

## CAPITAL MARKET REFORMS

**Objective 1:** To Evaluate the Indian government's reforms for then Indian Stock Market.

**1. Establishment of SEBI**

SEBI is the regulatory body of Indian Capital Market which was established in the year 1988. It was assigned statutory power in the year 1992. It was primarily established to perform the merchant bank's activities, to regulate the mutual funds operations, to work like a promoter of stock exchange activities, and serve as a regulatory body over the firms' new offerings. SEBI is the statutory body which is empowered by SEBI Act 1992. It enables the SEBI to implement number of capital market reforms for promoting faith of the investors community.

For the regulation of the capital market's healthy and efficient operation, SEBI provides a number of rules and procedures. SEBI has implemented new reforms. It features enhanced disclosure standards and simplified norms issuance procedures.

**2. Promotion of mutual funds**

Nationalized and Non nationalized banks had given the strength to the mutual funds for undertaking developmental activities to promote growth of the Indian Capital market.These funds have proven beneficial to the public through a tax-savings program. Mutual funds are governed by SEBI and must publish their weekly net asset value in a popular newspaper. Since the worth of the mutual fund investments had fallen below the par value of their existing securities which is quite surprising and worrying situation. We can take an example of the Unit Trust of India (UTI). Its current position is quite worrying which is due to the aforesaid facts.

**4. Economic deregulation of Indian capital market**

Many public sector companies in India are exposed to liberalization, privatization, and deregulation due to liberal economic policies. Before privatization, the government did not allow private individuals investment in critical areas. However, during privatization, a limited number of private sectors can participate in public sectors. Few businesses have been privatized at now. ONGC, BHEL, Oil India Ltd., gas authority, etc., are examples of major corporations with shares TATA has acquired through VSNL and Navaratnam.

**5. Promoting more private sectors banks**

The establishment of private sector banks has resulted in a substantial profit. The Indian government has proposed a share equivalent to the 74% of the value of equity participation in the public sector. It was proposed to encourage banking system and open the two existing integrating banks as an example. We can infer the example of ICICI bank which has been amalgamated with Madura bank.

**6. Regulations regarding Foreign Institutional Investor's investment**

It is widely acknowledged that Foreign Institutional Investors were given offer to start making investment in any Indian Company from existing paid up capital of 5% to 24%. This decision was taken up by the Indian government in the year 1991 when Indian Government was unable to meet the appropriate balance of the foreign exchange as a reserve. It is also observed that participation rate of the foreign institutional investors has positive impact on the inflow of the foreign exchange in the Indian economy.

Further it was also decided by Indian Companies to reduce the lock timing from 3 year to 1 year.

**Table 1.1: FII and movement of Indian stock market of ITC**

| Year | FII's | CNX nifty | BSE Sensex |
|---|---|---|---|
| 2017-18 | 54254.6 | 244.9786 | 209.86 |
| 2018-19 | 55247.4 | 282.9986 | 237.65 |
| 2019-20 | -108275 | 249.6919 | 209 |
| 2020-21 | 55666.59 | 193.8155 | 218 |
| 2021-22 | -116662 | 219.7337 | 308.4 |

**Table 1.2: FII's and movement of Indian stock market of NESTLE**

| Year | FII's | CNX nifty | BSE Sensex |
|---|---|---|---|
| 2017-18 | 54254.6 | 10551.11 | 13567.55 |
| 2018-19 | 55247.4 | 10227.12 | 14789.95 |
| 2019-20 | -108275 | 13316.19 | 18392.35 |
| 2020-21 | 55666.59 | 16901.92 | 19708.55 |
| 2021-22 | -116662 | 18407.55 | 19526.7 |

**7. Level of Foreign Direct Investment (FDI)**

Since 1991, Indian Economy had witnessed significant growth in the reserve of Foreign Direct Investment. It usually plays an essential role in promoting and developing economic growth of a country. It had also helped the Indian government to curb the unemployment problems. The prominent sectors of Indian Economy like industries, finance, power sector and foreign affairs have witnessed massive growth of Foreign Direct Investment.

**8. FERA Companies**

Under FERA (foreign exchange regulatory act), foreigners' equity participation is enhanced from 40% to 51% to attract more foreign money to India's capital market. In certain circumstances, companies invest fresh equity without dis-investing their money.

**9. National Stock Exchange**

Being a prominent and largest stock exchange of India, its head quarter is situated in Mumbai, Maharashtra. National Stock Exchange (NSE) was established in the year1992. It was India's first dematerialized stock exchange. It is the first stock exchange which had introduced fully automated screen based trading system in India. It provides simplest way of trading to investors across the nation.

**10. Sensitive Index in Capital Market**

To evaluate market conditions, a 30 company sensitivity index was created. Government implemented free float approach for index calculation in 2003. Sensex measures 30 listed firms' performance.

**Hypothesis of the Study:**

**$H_{01}$**: Foreign Institutional Investors (FII's) has no significance impact on share price of ITC, CNX Nifty.

**Table 1.1: Flow of FII's and movement of Indian stock market of ITC**

| | |
|---|---|
| Multiple R | 0.064964 |
| R Square | 0.00422 |
| Adjusted R Square | -0.49367 |
| Standard Error | 47.01315 |
| Observations | 4 |

**Table 1.2: Coefficient of CNX nifty**

| | Coefficients | Standard Error | t-statistic | P-value | Lower 95% | Upper 95% |
|---|---|---|---|---|---|---|
| Intercept | 237.2942 | 24.82276 | 9.559542 | 0.0107 | 130.4905 | 344.0979 |
| CNX nifty | 2.58E-05 | 0.00028 | 0.092067 | 0.9350 | -0.00118 | 0.00123 |

**Interpretation:**

In the given table 1.1, regression analysis has been performed which depicts that the dependent variables and existing model are highly associated. Dependent Variable Value is usually represented with the help of R-Value which shows the linear correlation between the observations and the model. The greater the value of R, higher will be the existing relationship between the given variables. In the given table Value of R is relatively high. It depicts strong association among the selected variables. R-Square is the square value of coefficient of correlation which is equal to 0.00422. It shows that the existing model describes 0.422% variation.

Further table 1.2 depicts the null hypothesis based on CNX Nifty and Foreign Institutional Investors (FIIs) which is showing that both of them are dependent with each other.
Further the p-value = 0.935 > the significant level 0.5. This states that Null Hypothesis is failed to be rejected at 5% significant level. It is concluded that the share price of the ITC CNX nifty is significantly affected with the participation rate of the Foreign Institutional Investors.

**H**$_{02}$: Foreign Institutional Investors (FII's) has no significance impact on share price of ITC, BSE Sensex

**Table 1.3: Regression Statistics of ITC BSE Sensex**

| | |
|---|---|
| Multiple R | 0.427616 |
| R Square | 0.182856 |
| Adjusted R Square | -0.22572 |
| Standard Error | 49.8676 |
| Observations | 4 |

**Table 1.4: coefficient of BSE Sensex**

| | Coefficients | Standard Error | t-statistic | P-value | Lower 95% | Upper 95% |
|---|---|---|---|---|---|---|
| Intercept | 237.6029 | 26.3299 | 9.024073 | 0.012058 | 124.3145 | 350.8914 |
| BSE Sensex | -0.0002 | 0.000297 | -0.66899 | 0.572384 | -0.00148 | 0.001078 |

**Interpretation:**

In the given table 1.3, regression analysis has been performed which depicts the stability between the existing model and dependent variables. The degree of the liner correlation between the existing model and dependent variable is defined by the Correlation.
The coefficient of determination is usually defined with the squared value of the coefficient of correlation which is equal to 0.182856. It shows 18.2856% variation is defined under the existing model. Its higher value indicates that the given variables are highly associated with each other.

Further the table 1.4 depicts the null hypothesis based on BSE Sensex and Foreign Institutional Investors (FIIs). Since the value of p = 0.572 > significance level of 5%. Therefore it states that the null hypothesis is failed to be rejected at 5% significance level which describes that Foreign Institutional Investors (FIIs) and BSE Sensex are not dependent with each other.

**H**$_{03}$: Foreign Institutional Investors (FII's) has no significance impact on share price of Nestle CNX nifty.

**Table 1.4: Regression Statistics of NESTLE CNX nifty**

| | |
|---|---|
| Multiple R | 0.379355 |
| R Square | 0.14391 |
| Adjusted R Square | -0.28414 |
| Standard Error | 4164.416 |
| Observations | 4 |

**Coefficient of CNX nifty**

| | Coefficients | Standard Error | t-statistic | P-value | Lower 95% | Upper 95% |
|---|---|---|---|---|---|---|
| Intercept | 14303.56 | 2198.795 | 6.505179 | 0.022825 | 4842.905 | 23764.21 |
| CNX nifty | -0.01437 | 0.024784 | -0.57983 | 0.620645 | -0.12101 | 0.092265 |

**Interpretation:**

In the given table 1.1, The relationship between dependent variables and the existing model is usually determined with the coefficient of regression. Further, linear relationship between the predicted value and the observed value of the model is usually determined with the degree of correlation. In the given result the degree of correlation is eventually high which depicts the strong association among the variables. R-value is equal to 0.14 which defines the 14% variation in the model.

Table 1.5 shows the null hypothesis based on NCX nifty and Foreign Institutional Investors (FIIs).

The p-value = 0.62 > significance level 5%. Therefore it can be concluded that Foreign Institutional Investors (FIIs) have significant influence on the share price of Nestle CNX nifty.

**H**$_{04}$: Foreign Institutional Investors (FII's) has no significance impact on share price of Nestle BSE Sensex.

**Table 1.6: Regression Statistics of NESTLE BSE Sensex**

| | |
|---|---|
| Multiple R | 0.437453 |
| R Square | 0.191365 |
| Adjusted R Square | -0.21295 |
| Standard Error | 2516.649 |
| Observations | 4 |

**Table 1.7: Coefficient of BSE Sensex**

| | Coefficients | Standard Error | t-statistic | P-value | Lower 95% | Upper 95% |
|---|---|---|---|---|---|---|
| Intercept | 17810.66 | 1328.781 | 13.40376 | 0.00552 | 12093.38 | 23527.95 |
| BSE Sensex | -0.0103 | 0.014977 | -0.68797 | 0.562547 | -0.07475 | 0.054138 |

**Interpretation:**

In the given table 1.6, regression analysis has been performed which depicts the stability of the relationship between the existing model and dependent variables. Further, linear relationship between the predicted value and the observed value of the model is usually determined with the degree of correlation. The value of R-square is equal to 0.19 which defines 19% variation in the existing model.

Table 1.7 defines the Null hypothesis based on BSE Sensex and Foreign Institutional Investors which states that Foreign Institutional Investors (FIIs) and BSE Sensex are independent to each other. As the p-value = 0.562 . significance level of 5%.

Hence null hypothesis is failed to be rejected. It states that there is no significant influence of Foreign Institutional Investors (FIIs) on the share price if the Nestle BSE Sensex.

**Objective 2:** To study of volatility of Nifty index, of selected FMCG Sector companies.

**Volatility:** The capital market uses volatility as a statistical measurement tool. Volatility is used to calculate the security risk. It suggests pricing strategies for securities and helps in measuring short-term changes. In other words, volatility is the price variance of financial assets over a specific period, similar to how the price of a company's share may have changed throughout that time. That makes it clear that standard deviation and dispersion are measures of volatility.

Volatility shows a range of market risk tendencies. It is unaware of unique market risk patterns for certain assets. Daily fluctuations influence volatility growth and decline in security prices. If the value of the security is dispersed over a large number of deals, this suggests that the market has fluctuated dramatically over a short period; on the other hand, if the value of the security is dispersed over a smaller number of deals, this suggests that the market has fluctuated moderately.

**Table: 2.1 Volatility of ITC & Nestle**

| Year | ITC | Nestle |
|---|---|---|
| 2017-18 | 2.41 | 1.75 |
| 2018-19 | 1.42 | 1.86 |
| 2019-20 | 1.22 | 1.80 |
| 2020-21 | 1.30 | 1.62 |
| 2021-22 | 1.50 | 1.52 |

**Interpretation:**

The given table depicts the average volatility of ITC Company which is equal to 1.57. The volatility during the period of 2021-22 is 1.50. This volatility is existing due to the restrictions imposed on the mutual funds and issues pertaining to the Balance of Payment. As far as average volatility is concerned, it is equal to 1.71 of Nestle. The volatility at the beginning of the year is 1.75. Hence it can be concluded that there is substantial volatility is existing due to the implementation of the Liberalisation policy which was implemented during the Economic Reforms 1991.

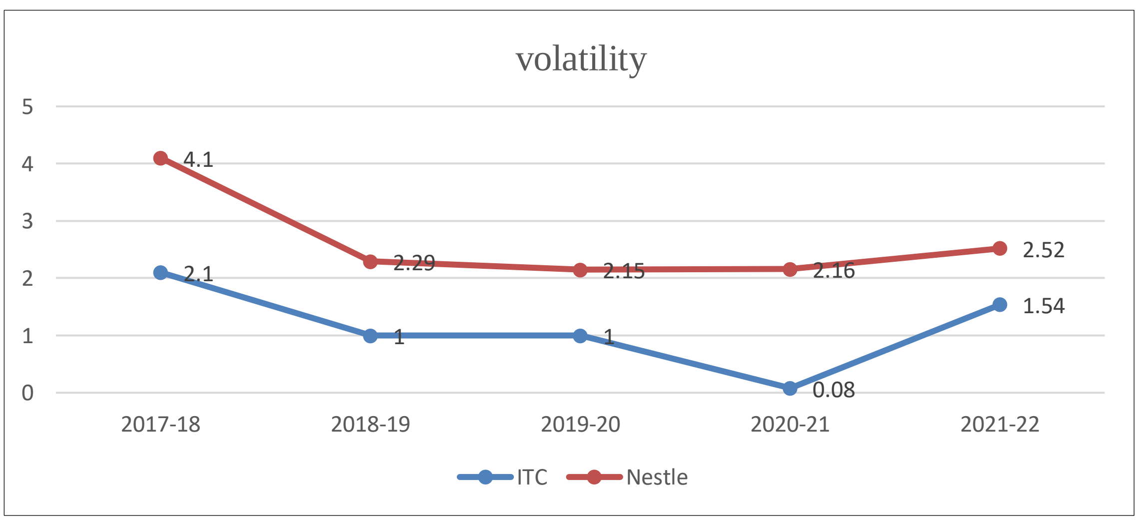


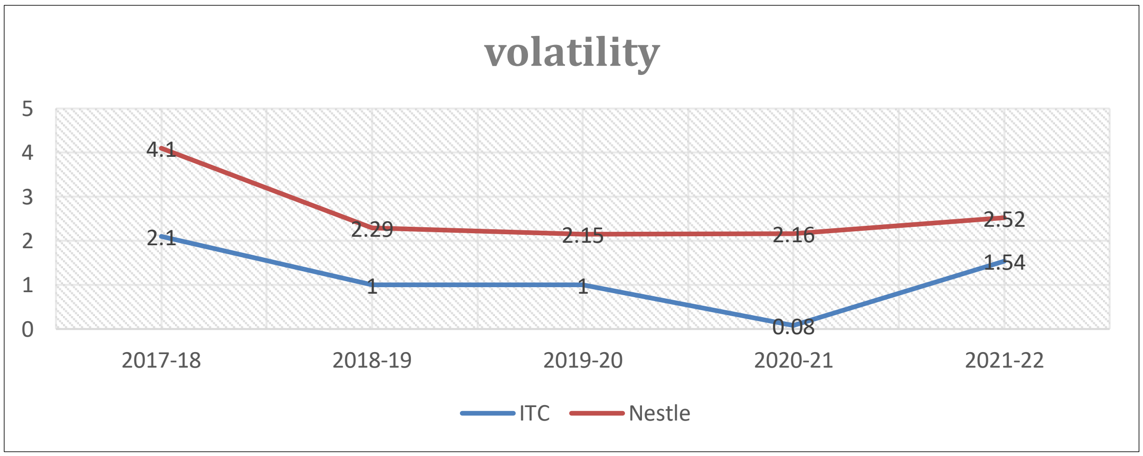
**Table: 2.2 Volatility of ITC & Nestle**

| Year | ITC | Nestle |
|---|---|---|
| 2017-18 | 2.1 | 4.10 |
| 2018-19 | 1.00 | 2.29 |
| 2019-20 | 1.00 | 2.15 |
| 2020-21 | 0.08 | 2.16 |
| 2021-22 | 1.54 | 2.52 |

**Source:** CNX Nifty

**Interpretation:**

The given table depicts the average volatility of ITC Company which is equal to 1.144. The volatility during the period of 2017-18 is 2.1. This volatility is existing due to the restrictions imposed on the mutual funds and issues pertaining to the Balance of Payment. As far as average volatility is concerned, it is equal to 2.644 of Nestle. The volatility at the beginning of the year is 4.1. Hence it can be concluded the implementation of the Liberalisation policy has changed the trend of high volatility.




## CONCLUSION

Despite the fact that capital market provides the companies to raise the required funds from the domestic and international markets, still there are some factors which have influence on the success of the companies. In the given study we have seen that Security of Exchange Board of India (SEBI) had initiated various reforms for liberalizing the commercial trade to overcome the trade barriers. In addition to this reforms like privatization and globalization have been undertaken with liberal financial and foreign exchange rules to uplift the transparency existing in the Indian Capital Market.

The given study also reveals the fact that ITC Company usually comply the IFRS-9. For the aforesaid purpose an appropriate hedging instrument has been designated for recognizing future cash flows directly in the shareholders' funds which proves to be beneficial in hedging the risk. Further it is also observed that though volatility in the returns doesn't exhibit any specific trend still it is highest in the CNX nifty which is equal to 2.6.

It indicates the quantum of restrictions associated with the mutual funds whereas Nestle CNX nifty is showing highest trend which is equal to 2.34 during the beginning of the period which is mainly attributed due to the Liberalization. The level of volatility of returns had also represented intermediate trend of Nifty Sensex during the beginning of the year. It is due to the improper contribution given by the government and increasing trend of the Infosys exhibited low performance.

## LIMITATIONS OF THE STUDY

- The first limitation of the study is arising due to the duration (2017-2022) of the study which is limited up-to five financial years.
- Another limitation of the study is based on the sample size which is restricted of only 2 MNCs.
- 

## SCOPE FOR THE FUTURE RESEARCHERS

- If the sample size is increased then the results may be different from the given study.
- If the duration of the study is enhanced then the outcomes of the study may be different.

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# Exploring Aspects of Violence: Revisiting Gandhian Thoughts

**Dr. Priya Bhalla***

**Abstract:**

*In the current geo-political system, violence in the form of war, crime, terrorism, hatred, discrimination, prejudice and environmental destruction all impede development and are raging unabatedly. One of the most ardent advocates of peace, harmony, non-violence and brotherhood is Mahatma Gandhi. In contemporary times, Gandhi and his beliefs have once more gained attention. Even if it would be challenging to return to the way of life he recommended, awareness and awakening to this path is crucial to developing a holistic and sustainable perspective on the intractable challenges facing us today. The present study, therefore, is an attempt to make a systematic exploration of the aspects of exploitation exercised through violent means, specifically categorising them into the four most common kinds: Social, Economic, Environment and Physical (SEEP). It is crucial to take immediate and effective steps to reverse the moral deficit, safeguard India's credibility in the world and improve its position in the Global Reputation Index.*

*Keywords: Gandhian Ideas, Non-violence, Exploitation, Inequality, Environment*

## Introduction

Violence is most simply described by the World Health Organization as "*the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation*"(WHO, 2020). It is obvious that acts of violence in society violate basic human rights, and that they waste time, lives, and property as well as pose a threat to the attainment of sustainable development. The rise in domestic violence against women during the pandemic, which has been widely reported (Piquero et al. 2021), has a detrimental effect on the growth and development of children in a household. All of these taken together have a devastating impact on the growth and development of the nation (Buvinic and Morrison, 1999).

Thus, these problems continue to be a significant development challenge that expose the moral bankruptcy of society. Gandhian principles are in direct opposition to violence and exploitation of any kind. Mahatma Gandhi's beliefs sometimes elicit derision or are disregarded because they are extremely idealistic and simplistic. The fact that these ideals continue to exist and are the sole way to bring about non-violence and world peace, however, shows that they are indisputable in reality. The most ardent advocate of peace and nonviolence—whose crusade is summed up in the phrase Sarvodaya—was also a victim of hatred and wrath. He received five nominations for the Noble Peace Prize in 1937, 1938, 1939, 1947, and 1948 (Kapoor, 2017). His passing in 1948, when no one was honoured by the committee, may have prevented him from receiving the peace prize.

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The present study, therefore, is an attempt to make a systematic critical review of aspects of exploitation exercised by violent means, specifically classifying it into the four most common kind, summed in the acronym SEEP: Social, Economic, Environment and Physical. The discrimination by society based on caste, gender, age, etc. is the first form of exploitation. The second encompasses economic exploitation where the poor and marginalized are exploited by the rich and powerful. The subject of the first two is man's exploitation by man. The third form of violence is against the nature, one in which the rich and poor and the developed and developing world together exploit the environment, inhibiting the goal of sustainability. The last one is based on its literal definition, which is the use of non-violent tactics in speech or action. These are explored, as well as the supporting literature and arguments.

**A Glimpse into Past**

A glance back at the nation's turbulent past reveals how Britishers denigrated Indians in the early 19$^{th}$ century. A description of the anti-Indian sentiments can be found in *The History of British India* (1817), published by the Scottish historian, economist and philosopher, James Mill, father of John Stuart Mill (who propounded the philosophy of Utilitarianism). Surprisingly, this perception was formed without having ever visited India or possessing any knowledge of native Indian languages. But, he wasn't the first one to belittle Indians. Thomas Babington Macaulay also didn't think much of the academic output from India. Charles Wood's educational dispatch, known as the Woods Despatch since he issued it in 1854, likewise made the case that exposure to European culture would strengthen moral character of Indians. Therefore, the question of whether Indians lack morality automatically emerges. Are Westerners more moral? It is difficult to attempt to provide a response to this issue, and further research is required to compare people from other places. The scant research on Eastern and Western ethical systems indicates that there is little evidence to claim that Westerners are more moral or ethical (Hwang, 2001). Further, India is not ranked very favourably in several indicators such as the Corruption Index. The corruption index for India according to Transparency International in 2013 was 41, somewhat higher than in 2015 (38), but still below the (43) average for the world. The *BhagwadGita, the Ramayana*, and other ancient books, however, embody the divine and noble ideas upon which Indian morals and ethics are firmly based.

Mahatma Gandhi has been considered as one of the biggest votaries of morality, peace, non-violence and brotherhood. He is known to have defeated the Britishers during India's independence struggle solely using the weapon of non-violence, "*Non-violent work is then the only means for winning freedom*" (CWMG, 82:88). Ironically, he was a victim of violence, "*On 30 January 1948, he - as Ramachandra Gandhi has so evocatively described - stopped three bullets in their path of hate. It was iccha mrityu - a death that he had hoped for and willed in the last years of his life. It stunned the new nation into silence*." Suhrud (2010: 17).

**Exploring Aspects of Violence: SEEP**

According to Gandhi, "*The principle of non-violence necessitates complete abstention from exploitation in any form*" (CWMG 54:131). While there are other forms of exploitation as well, violence is perhaps the most horrifying. Allen (2019:6) praises Gandhi's concept of non-violence, emphasising "*the multidimensionality of violence*" and extolling that, "*he broadens and deepens our understanding of violence and nonviolence*". The study focuses on exploitation exercised through violent means and explores its several facets, specifically classifying them into four: Social, Economic, Environment and Physical (SEEP).

## Social

The first and foremost is social exploitation, which might be based on caste, gender or age (such as child labour or child marriage). Needless to say, women are more impacted by violent acts. According to data from the World Bank, 22% of Indian women (aged 15 to 49) reported experiencing physical or sexual assault (2016). Comparable statistics in the nearby nations reached as high as 28.8% for Bangladesh (2015) and 11.2% for Nepal (2016). Comparable statistics were unavailable for Pakistan, Sri Lanka, and Bhutan[1].

## Economic

Gandhi has described poverty as the deadliest form of aggression in his writings. In words of Allen, "*Gandhi sometimes writes about poverty as the worst form of violence. In most of his uses, economic violence is synonymous with exploitation*." (Allen, 2019:155). Economic exploitation, in which the rich take advantage of the poor and marginalized, is included in the economic violence. Long recognized as an exploitational system whereby capitalists take advantage of the labor force, it is also widely known that this system is unequal because the market process distributes without taking social welfare into account.

More concerning is the public disquietude on the inequality in incomes translating into inequality in wealth and hence power. The process of "*oligarchic inequality*", or the "*fusion of economic and political power*" (Streeck, 2017:28) has been described as "*the rich countries would come to be owned by their own billionaires or, more generally, in which all countries, including China and the petroleum exporters, would come to be owned more and more by the planet's billionaires and multimillionaires*." (Piketty, 2017:588). All this will lead to erosion of democracy.

Gandhian methods offer a remedy for these problems. Gandhi reaffirmed the *use* or *need* principle. He encouraged self-control and lived an austere lifestyle[2]. Contrarily, capitalism thrives on materialism, excessive spending, self-indulgence, and advertising. "*The idea that less could be more is not a principle capitalist society could honour; it must be imposed upon it, or else there will be no end to its progress, self-consuming as it may be ultimately be*" (Streeck, 2017:65). Additionally, widespread corruption in the system has made it vital to find ways to elevate the standard of ethics in society because official policies are highly unlikely to be able to do so.

[1] https://data.worldbank.org/indicator/SG.VAW.1549.ZS,

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**Environment**

Thirdly, the environment is being exploited by both the wealthy and the poor, which makes it difficult to achieve sustainability. According to Nixon, "*Climate change, ... and a host of other slowly unfolding environmental catastrophes present formidable representational obstacles that can hinder our efforts to mobilize and act decisively*."(Nixon, 2011:2). In contrast to what violence means in general parlance, Nixon (2011) describes this kind of violence as *slow violence in his book Slow violence and Environmentalism of the Poor*, which he defines as "*a violence that occurs gradually and out of sight, a violence of delayed destruction that is dispersed across time and space, an attritional violence that is typically not viewed as violence at all*". Fundamentally, slow violence is an assault on nature. The recent Joshimath tragedy in India's Uttarakhand state is a prime illustration of how nature may be abused with ruthlessness and carelessness.

In 1973, Schumacher echoed Gandhi's assertion that the future lies in nonviolence, minimalism, and peaceful interactions, *"... the direction of research ... should be towards non-violence rather than violence; towards a harmonious co-operation with nature rather than a warfare against nature; towards the noiseless, low energy, elegant and economical solutions normally applied in nature rather than the noisy, high-energy, brutal, wasteful and clumsy solutions of your present day services*." (Schumacher, 2011:117).

**Physical**

Last but not least, using the word literally, violence is the act of using physical or verbal force against another person. Violence is mostly defined as acts like murder, injury, torture, sexual assault, bullying, or other such bodily harm. It has been on the rise over time. There are several ways to verbally incite violence, such as through causing emotional harm or upholding a hostile environment. One example is hate speech, which is a growing global concern. Other acts such as terrorism (like the attacks of 9/11 in the United States or the Taj Hotel attack in Mumbai on 26/11 ) cause violence on a considerably greater geographic scale and has a profoundly long-lasting impact on many people's lives. In more recent times, the conflict between Russia and Ukraine has served as a large-scale and protracted example of violence.

**Seeking Gandhian Solution**

Gandhian methods provide sustainable solutions to the present-day problems. Here, it is important to note two essential ideas from Gandhian literature: *Bread Labor* and *Trusteeship*. The idea of Bread labour, that Gandhi found appealing in Tolstoy's writing, suggests that in order to lead a happy life, each man must make a sacrifice by performing labour (such as spinning or agricultural work). Additionally, this will promote inclusivity and equality; "*Such labour will be the highest form of sacrifice ... There will then be no rich and no poor, none high and none low, no touchable and no untouchable*." (CWMG 61:212).

[2] Gandhi was minimalist in his attire too and for this reason Winston Churchill addressed Gandhi in 1931; as a 'half naked fakir'.

The second is the Trusteeship principle. "*Trusteeship does not recognize any right of private ownership of property except so far as it may be permitted by society for its own welfare*.". (Allen, 2019:192). It is essentially a philosophy that presupposes a harmonious relationship between two persons, a strong (often the exploiter) and a weak (the exploited). The basic notion is that for the relationship to function, non-possessiveness, altruism, morality, honesty, and complete confidence of the weaker party towards the stronger party must all be adhered to. It is fundamentally a voluntary, non-violent relation with the added advantage of attaining a just, equitable, harmonious and efficient social order. "*Unless the capitalists of India help to avert this tragedy by becoming trustees of the welfare of the masses and by devoting their talents not to amassing wealth for themselves but to the service of the masses in an altruistic spirit, they will end either by destroying the masses or being destroyed by them*" (CWMG 38:243-4).

Regrettably, the idea did not materialize and succeed since it did not see the light of day. However, not everything is lost, as it has sparked an increase in charitable activities and improved corporate social responsibility (CSR), particularly in light of India's CSR mandate from 2014 onward.

## Conclusion

Understandably, acts of violence in society simply squander limited economic resources and is an obverse advance on many goals related to sustainable development, namely, '*Peace, Justice and Strong Institutions', 'Reduced Inequalities'*, '*No Poverty'*, '*Zero Hunger',* '*Adoption of Affordable and Clean Energy'*, and '*Climate Action'*. Real development cannot take place in the presence of violence. There is evidence that violence, particularly domestic, has increased since COVID-19. Additionally, there is a serious risk that artificial intelligence will be used maliciously in the near future.

There is an almost ubiquitous invocation of Gandhi particularly in these periods. Gandhi firmly believed, *"... physical force is nothing compared to the moral force, and that moral force never fails.*" (CWMG 15:142). Raising society's moral standards must therefore be a consideration in efforts to reduce violence. Additionally, it is essential to act quickly and decisively to reverse the moral deficit, protect the international perception of India's credibility, and raise the nation's standing in the Reputation Index.

The Machiavellian behaviour and corruption in the private corporate sector, mismanagement (like the recent Adani Stock manipulation), and the misuse of public expenditure need to be curbed if India is to be able to position itself as the *Vishwa Guru* and have wider recognition in the world. This will benefit the nation's economic growth in a number of ways, including greater exports of goods and services and foreign investment. A stronger economy guarantees better living conditions and reduced exploitation, creating a virtuous cycle.

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