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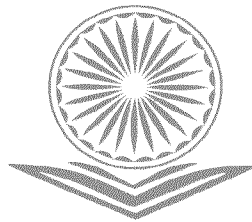
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1. Nutrition Awareness and its Impact of Food Choices of College Students of Mumbai Western Suburbs

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Abstract

College life is the stage of transition from childhood to adulthood. It is that phase of life when individuals start to take decisions on their own- major decisions regarding their career or interests or day to day decisions such as with whom to spend time or what to eat. Our food choices and physical activity largely determine our health status. This period of life is very crucial in developing our food intake patterns as most of our habits formed during this period stay with us for a large part of our lives. To make better food choices is possible only when one is aware of the nutrition provided by different foods. The study focuses on assessing the nutritional awareness of college students and understanding if being aware affects the food choices of the individuals.

Keywords: Nutrition, Nutritional awareness, College students, food decisions, food choices

Introduction

The age at which children shift from school to college is considered as the age of emerging adulthood. It is the time of creation of identity and is also the age at which the child or rather the adolescent establishes his own beliefs and habits which continue throughout his lifetime. The age of 18 to 25 when one goes to college is also the one which is characterized by optimal health. It is at this time only that the individual is the least concerned about his or her nutritional requirements. The individual becomes more independent in terms of spending and having his/her own food choices. He/She starts spending more time outside the house and not under the supervision of his parents/guardians. The choice of food that he/she takes also is influenced by the choices of peers and has little significance of nutrition that the food provides. Affordability and taste become major factors that determine one's choice of food during this time of life.

Obesity has not been a new epidemic in India. It has started to show its impact since the last two decades specially in urban settings. In one of the researches conducted on the female college students of Chennai city in Tamil Nadu state only about half of the female college students had normal weight and more than around 25% were either overweight or obese. (Ashok C K, Karunanidhi S, 2016). Studies have also been conducted to find out the increasing prevalence of lifestyle diseases such as Diabetes Mellitus and Hypertension among young adolescents. These medical conditions are hugely impacted by the nutritional ignorance and wrong food choices besides sedentary lifestyle.(Ramesh K, 2010).According to this study, lifestyle factors had a huge bearing on the prevalence of such diseases. In a similar study conducted in the city of Bengaluru it was found that female adolescents had higher incidents of overweight and obesity than males. The prevalence as well as the intensity of the problem of obesity among adolescents and young adults is so alarming that it cannot be overlooked (Chandrakala P, Soumya A,2016). In another research conducted on young adolescents in the Belgaum city relationship was found between prevalence of overweight and obesity and lack of physical activity. It was also seen that monthly family income and BMI (Body Mass Index) has a positive correlation up to a certain level and then the correlation ceases to exist showing that individuals belonging to middle class have the highest incidence of obesity (Fafanyo A et al,2016) . In another research study on the awareness of nutrition and Anemia among college students it was found that the young students lack awareness related to their nutritional requirements. It was concluded that interventions undertaken by schools or colleges may help improve the situation and bring about more awareness about the importance of consuming nutritional food (Harshad Patel et al,2013)

The present study attempts to understand the level of awareness related to nutrition among college going students and its impact on the choices that they make in their food. Mumbai city is known for the fast paced life thus leaving little scope to give a thought to the kind of our food intake and the amount of nutrients that the food provides to us. The food either is seen in Mumbai's hurried life as on one hand, an object required for sustenance and on the other a source of pleasure or gratification. It is hardly seen as something that is a significant factor leading to the condition of our bodies. It is often said, 'We are what we eat'. In the hasty living of the metropolitan city, people do emphasize on 'what we are' but forget to connect the 'what we eat' component to our existence. This is all the more common among the frivolous age of college days. The study tries to throw some light on the extent to which the youth considers food as an important aspect that deserves more attention.

Objectives of the study

The study has been conducted keeping the following objectives in mind:

- To assess the level of awareness among college students about nutrition
- To understand the food intake pattern of college going students
- To find out if the awareness about nutrition affects the food choices of college students

Research Design

The study is conducted on undergraduate college students of western suburbs of Mumbai. It is a descriptive study in which convenient sampling has been carried out. The data for the same has been collected through an online questionnaire and the responses of 104 respondents have been recorded. Of these 61 are females and 43 are males. All close ended questions have been framed to collect information regarding the food choices and awareness about nutrition.

Scope and Limitations

The study is conducted to understand the dietary pattern of college going students of western suburbs of Mumbai. The city is characterized by fast paced life and the impatience is more prominently seen amongst youngsters who have just entered the phase of life when they start setting their priorities on their own. Nutrition takes a backseat in the mind if at all it does. Most youngsters are full of energy and in the best of their health. So the thought of giving attention to consuming nutritious food does not arise. At the same time, this is the phase of their life when they are supposed to be the most productive and thus this stage requires the best nutrition. This study is an attempt to assess the awareness about nutrition among college going students and also to see if the awareness transforms to taking better decisions in terms of food choices.

A major limitation of the present study is the geographical extent covered by the sample. The responses may not be representative of all college going students, especially those residing in small cities or villages. The study is descriptive and only claims to restrict the findings on the sample. It lacks inferential application.

Analysis and Interpretation

The study is a descriptive one the data for which has been collected from 104 college students residing in the western suburbs of Mumbai. Of these 61 are female students and the remaining 43 are males. A number of questions were put up in the questionnaire so as understand the level of awareness about their nutrition and whether the awareness translates to taking informed decisions.

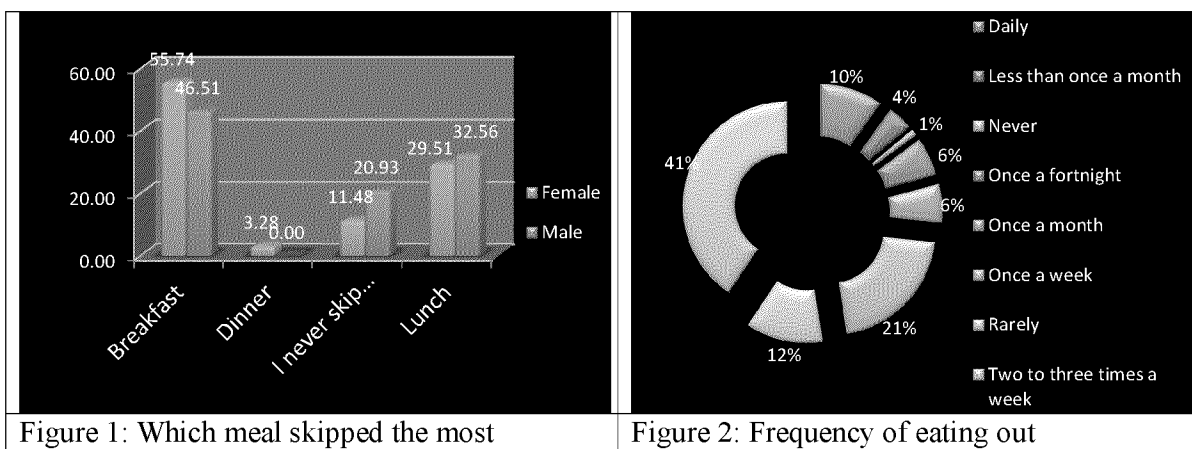
The population was studied for differences in responses in males and females and also in different weight categories according to the Body Mass Index(BMI), the categories being Underweight(BMI<18.5), Normal Weight(BMI between 18.5 and 24.9), Overweight(BMI between 25 and 29.9) and Obese(BMI >=30). BMI is a popular method of assessing the weight categories. It is calculated as weight in kilograms divided by the square of height in meters.

Weight Categories	% of Females	% of Males
UW	24.59	18.60
NW	57.38	41.86
OW	13.11	27.91
OB	4.92	11.63

Table 1: Genderwise Weight Categories

Almost 56% of females were found to be having normal weight as against around 42 % of males. More females were underweight than males whereas the percentage of males who were overweight or obese was higher as compared to the female students.

A few questions were asked to find out the eating pattern of the college students. About 63% of obese students agreed to having no fixed meal timings. In all the other weight categories there were almost equal number of students having fixed or varied meal timings. When asked about skipping meals majority of the students responded that they frequently missed their breakfast(Figure 1). 51% of the students eat out very frequently i.e. at least two to three times a week (Figure 2). When asked about the source of outside food 35% of males as against only 20% of females preferred street food. While getting food from outside majority (70%) look for taste and nutrition takes the back seat with only 28% claiming to consider it as a factor impacting food purchase. When asked whether they get healthy options in outside food almost 50% rarely find healthy options. 36% say they find healthy options but they are either costly or not tasty.



When asked about looking for nutritious or healthy food outside, 32% students rarely or never look for nutrition in outside food(Figure 3). 32% of students sometimes read nutrition information and 25% students claim to read the information on food packets mostly.43% rarely look for nutrition information on food packets(Figure 4).

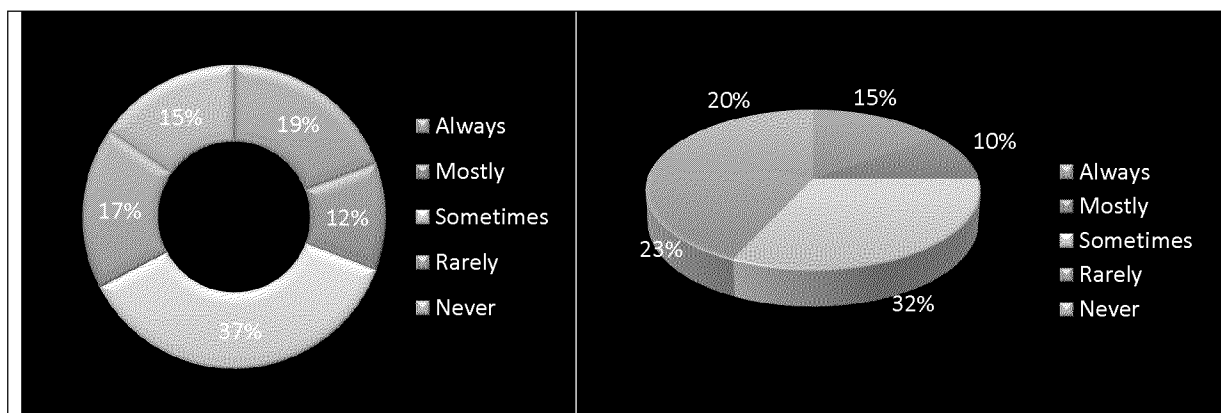


Figure 3: Look for healthy food outside

Figure 4: Read Nutrition information on food packets

69% students make it a point to keep themselves hydrated. 16% rarely eat fruits and vegetables and 70% students report of eating junk food more than 1-2 times a week. 65% take milk or dairy products daily.5% students take aerated drinks daily whereas 68% rarely or never consume them. 11% of the students have never had tea or coffee whereas 45% take either tea or coffee on a daily basis.

When asked about the level of awareness that the students have related to general nutrition and wellbeing, 73% students are not aware of the daily recommended values of calorie intake or of different nutrients. Only 5% students count their calorie intake. 70% do not make any attempt to take balanced diet. 19% of the respondents have been diagnosed with one or the other nutrition related health concerns. 63% students have got curious about getting to know about nutrition. About the source of getting information about nutrition,57% rely mostly on the Internet with the next major source being the family and friends.

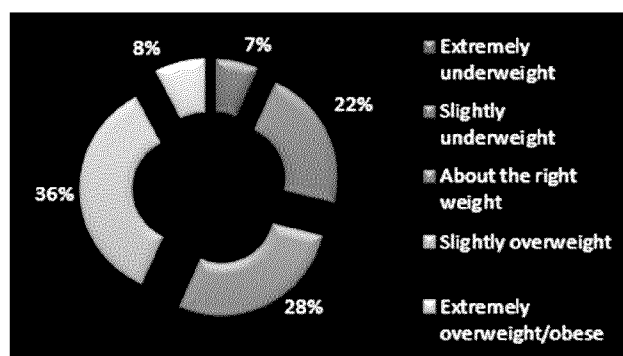


Figure 5: Self Perception about Body Weight

When asked about their perception about their own body weight, 28% feel their weight is most perfect, 8% find themselves extremely overweight and 36% find themselves slightly on the heavier side(Figure 5). When asked about their opinion on when one should start to make efforts for leading a healthy life and give importance to nutrition 72% felt that one should always look for good nutrition and must care about one's health whereas 22% felt that the consciousness about nutrition and health must come when there is a need as in case of lifestyle related health concerns.

Conclusion

The study has revealed that the college students who formed the part of the sample do not pay much attention to their nutrition and health status although more than half have normal body weight. Awareness about nutrition related facts is less and there is hardly any impact of the nutrition related awareness on the food pattern or food choices. A considerably high number of students do not make any effort to read nutrition information present on the food packets. The dependence on outside food is high and the search for nutritious or healthy food outside is not a priority. Majority of students rely on junk food in the dearth of time. Consumption of aerated drinks is less and that of milk and dairy products is good. A surprising fact revealed is that over 70% of the students are not even aware of their nutritional requirements and so the attempt to consume a balanced diet is also not there. They have shown interest in improving their knowledge about health and nutrition issues. Not much difference has been found in the awareness levels of male or female students as well as the students belonging to different weight categories.

Suggestions

With the advent of a sharp increase in the number of lifestyle and nutrition related health concerns starting at a young age in many cases there is a dire need to emphasize on the importance of the awareness about ways to take care of the well being and health by all. Health of a nation is determined by the health of its youth. There is an urgent need to make health related knowledge a part of the syllabus at the different levels of education of an individual. At the primary and secondary school level there is a need to include topics related to taking care of personal health and at the college level emphasis should be at the community health initiatives. Steps must be taken for not only including content in the curriculum but also by making hygienic and healthy food available at affordable prices in school and college canteens. A constant reminder of the number of calories and harmful fats, colours and additives by means of providing nutritional information of the items provided in canteens must be available.

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2. Corporate Frauds: Growth, Trends and Modes of Control in India

Arti Gadre

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Abstract

Corporations are major contributor to the economic growth of the country. But along with the economic progress, corporations are becoming major participants in criminal activities or Frauds. The hunger for power and money makes corporation to commit such corporate frauds. Corporate frauds are also known as White collar crimes. In this paper the researcher is gone analysis the different trends of committing corporate crimes. And will try to come up with solutions to control the white collar crime and criminals. Corporate governance is a concept because of which corporations are now answerable to government bodies for their activities. The researcher have suggested and recommended some changes in the current system to tackle the problem of Corporate Frauds.

Keywords: corporate fraud, corporate governance, lifting of corporate veil.

Introduction

Most of our daily activities require boost from corporate sector. If we start doing analysis from our morning routine till night our life relies on corporate sector. For example from toothpaste to soap, food we eat, clothes and other luxuries are provided by companies. The most important new era technologies mobile to laptop and basic necessity of millennial generation i.e. internet is provided by corporations. With growing privatisation, most of amenities are provided by corporation rather than state. Such companies provide employment for citizens as well as they create wealth for economy. So the power is concentrating in the hands of corporation and they are becoming major influencing factors in the politics. And this is gone grow in future.

There is a well-known saying, "power corrupts and absolute power corrupts absolutely". Corporate power game is no exemption to it. Corporate power has potency to corrupt people and in that process entire sector gets polluted with grid of power and money. Conventionally, the crimes are classified as general and while collar. The corporate crimes are white collar crimes but irony in it the corporate sector never stayed white because of involvement of corporate frauds

at such large scale. The researcher would suspect that Indian Legal System judiciary as well as legislative body are treating corporate frauds lightly. But with recent amendments in laws and precedents the researcher would hope there will be change in the system. All crimes are odious and so are all the criminals. Hatred shown to the rapist same treatment should be given to corporate criminals.

Research Problem

The problem of corporate frauds is very composite as well as unique because of form of corporate entity. The corporate institution is becoming dominant in nature in the present scenario. As company is an independent person in eyes of law primary liability gets established against company but real guilty mind gets protected because of it. It is the responsibility of state to pierce corporate veil to book offence against i.e. real culprit the brain behind the fraud. But the question is whether these modes are sufficient? Next problem is whether real culprit of these frauds is caught? Whether there is adequate means of imposition of corporate criminal liability? Is there a strict scrutiny of the frauds committed by the companies? Are auditors actually doing their work? What is more important for corporations, the investors' pocket or his confidence, to make big bucks?

Hypothesis

- I. Indian legal system is blind towards crimes in corporate sector.
- II. With growth of corporate powers there is increasing tendency of crimes.

Research Methodology

The research methodology adopted by the Researcher is doctrinal keeping in mind the conceptual, theoretical and evaluative aspects of the topic. Secondary sources of information inclusive of books, articles and web sources have been used.

Objective of Study

The main objective of study is to identify different kinds of corporate crimes in India and the reasons behind increasing rate in these crimes.

Limitation of Study

The research is limited to the crimes in India. There will not be comparative study between crimes and laws in India and other countries.

And researcher intended to do only doctrine research, so there will not be non-doctrinal research.

Review of Literature

Mr Kunal Mehta, then the 3rd year student of the National Law University, Jodhpur; published the research paper on the topic “Corporate Crimes in India” in the year 2012. He has focus only on the famous cases of the crimes in India and imposition of corporate criminal liability. In this research the researcher along with cases and corporate criminal liability has focused on the causes of rising criminal behaviour of the corporation.

Mr Akhil Mahesh, student of National University of Advanced Legal Studies at Kochi published the research paper on the topic “Corporate Criminal Liability” in the year 2015. He has focused on current situations of criminal liability on corporation over the globe. The researcher has covered the problem of imposition of criminal liability only in India.

Trends of Corporate Frauds

Every coin has two sides like that every problem has two sides. Like that growth of power of corporate sector has both impacts i.e. negative as well as positive. But we are learning the corporate crimes in India, so the researcher shall focus on only negative impact of growth of power over corporate sector. The study will not cover the positive side of growth of power such as rise in effectiveness of private sector also growth in number of production and profits etc.

Corruption

Corruption in corporate sector has risen enormously. People think they can buy anything with money. It is one of the drawbacks of power. 2G spectrum and coal allocation are both stand as example for corporate scams which involves bribery and corruption.

Fraud

The Satyam episode is a scar on corporate image to context to India. It indicates how fraud and malfeasance in one company can cause suffering on many and can also tarnish India's image more broadly.

So many scandals and scams are coming into light. Even private companies are committing crimes. The latest example is Maple group private limited company was luring the common people by showing the dream of home in just 5 lakhs. Now days it is easy to start company and advertised your product, but with that it is easy to defraud the customers and creditors.

Cheating

Next step of growth of power is rise in tendency of cheating. Ringing Bells Pvt. Ltd. is a company incorporated in the year 2015, and with the bang they introduced India's cheapest smart phone at just Rs.251/- in March 2016. But it is impossible to manufacture the phone just in Rs.251/- or less than that. A complaint is registered against company for cheating common people.

Degradation of Environment

Mother earth is degrading because of activities of Companies. Most of companies are reluctant to follow the basic Environmental rules and regulations of Country. From Ganga Pollution Case (*M.C. Mehta vs. Union of India & Others* 1988 AIR 1115, 1988 SCR (2) 530) judgment Supreme Court has control the powers of companies and it has become mandatory for companies to follow the environment norms. But now days go green policies are taken by companies under CSR (Corporate Social Responsibility).

Misuse of Authority

Power gives freedom to take decisions and act as per one's will. But one should not misuse the power or authority. We can conclude the misuse of the authority from controversial Radia Tapes. It gives the peak of misuse authority.

Conclusion

The researcher has carefully examined the various law reports, studies, provisions of laws, earlier research papers. After an analysis of available text and data, the researcher shall conclude the study as follow:

1. Is there a strict scrutiny conducted of the frauds committed by the companies? The answer for it is 'NO'. There is no strict scrutiny as executive bodies i.e. police department or CBI are not autonomous as they should be to inspect and inquire into these corporate crimes. So we need to change the status of the executive bodies thereby making them more autonomous and expanding the scope of their power to investigate into corporate crimes.
2. Are auditors actually doing their work? The researcher hopes that the new provisions will change the answer of the question to 'YES'. The new company law predicts the change of the role of statutory auditors from being watchdogs to being whistle-blowers. The company act has now also made provision for imposing punishment on the auditors

of the company if they don't disclose the true status of companies that are engaged in fraudulent activities. The Auditing and Assurance Standards Board of The Institute of Chartered Accountants of India, considering the priority and importance of Fraud and Fraud Reporting under the Companies Act, 2013 has already constituted an expert group to develop a guidance note on 'Fraud Reporting' at the earliest. These provisions can improve the governance and transparency in corporate sectors. Before these amendments, there was lack of transparency in the system. To cite an example, PwC was the auditor of Satyam Computers for 9 years and they were unable to detect on-going fraud, but now because of these new standards it will be easier to detect and report similar frauds in the future. So the researcher concludes that we require strong provisions for whistle-blowing.

3. What is more essential for companies, the investors' pocket or his confidence, to make big bucks? The answer is crystal clear: It's the investor's pocket.
4. Next conclusion of the researcher is that, corporate crimes are tremendously rising in India. The main reason behind it is concentration of huge power in hands of some corporate entities. Once company gets incorporation certificate members of that company are immune under corporate veil. Because of the same principle members liability is limited and all responsibility and burden get shifted on the name of company instead of its directors. While incorporation it is difficult for ROC to find true intentions of proposed company. Even though intention behind corporation is to defraud their investors they get incorporated. Here, take the example of "Ringing Bells Pvt. Ltd", the company incorporated in year 2015 and booked under the charges of cheating just in March 2016. Large number of public were cheated by luring that mobile phone in just Rs. 251/- and delivery after 6 months. Lakhs of people invested in it and got cheated and no refund was produced by the company.
5. In this era, Ethic word is found only in books, only some corporations are exemption for it. The rate of scams and scandals are raised to the extent that daily newspaper comes with new story of it. And political and corporate involvement in such scams are making headlines and breaking news for media. As the researcher mentioned in the hypothesis, the growth of power has assisted to raise the corporate crimes. It shows the importance of ethics in corporate sector. Corporate power makes person greedy for

money as well as fame and publicity. Members' ambition of Growth of company and profit thereto makes them to take unethical path of crime.

6. Indian judicial system is facing the problem of huge pendency of cases in front of them. It's because of two reasons, firstly there is less number of judges and secondly there is sudden rise in number of crimes and criminal activities in the country. So it's difficult to take immediate actions against such criminals. It is necessary to take immediate remedy in such cases to have deterrent effect on future offenders. There are other reasons to increase corporate frauds; they are lengthy court battles, lack of procurement of evidences by executive body and most important involvement of political intervention. This we can have witness in the 2G Allocation, Coal Allocation, and Saradha Ponzi Schemes cases. Case of Sahara chit fund scam was registered in the year 2009 and judgment was declared in the year 2017. It shows justice delayed is justice denied.
7. Further the researcher concludes that the Satyam scam, one of the India's biggest corporate scandals have threatened future foreign investment prospects in Indian Economy. It is one of the reasons that foreign investments are getting withdrawn from the India and lack of zest amongst foreign investors to capitalize their fund in Indian corporate sectors.
8. We can expect from new provisions of Companies Act, 2013 and latest amendments of 2015 and 2017 that it will help to bridge the gap between corporate scams and government entities. New laws and rules may have removed the loopholes which were part of 1956 Act. We can anticipate it will help in improving investor protection, corporate security and governance and will difficult to hide corporate scamming. After reading brief history of corporate frauds in India researcher would conclude that earlier Act was inadequate to fight against corporate frauds. The new Act will be remedy for current problem only if it gets implemented. And current scenario is showing positive signs. So it gives the ray of hope suggesting that we can tackle the problem of corporate crimes.
9. Next conclusion is whether or not norms, rules, regulations are being followed by corporations, Why isn't the government keeping a strict watch on this issue so that people don't fall prey to the unethical private investment agencies, corporation and

schemes? It is the moral duty of the government to create an awareness and alert people. Even the previous governments cannot avoid the responsibility. In fact, their responsibility is much greater because the people should have been made aware of these companies. Government doesn't take prompt action. The latest example is Maple Group's "Aapl Ghar Yojana". In this fraud scheme Maple Group was using the photos of Chief Minister and making the illusion that the scheme is authorised by Government. Lakhs of people invested in the scheme and after the period of 5 days government announce that they are not involved in the said scheme and the project is not authorised. Then the director of company escaped from Maharashtra with crores of rupees. It shows the lack of government responsibility as the Maple Group was advertising the scheme for 10 days before opening and the government kept the mum about it.

10. As corporations commit crimes they have been held liable and have been punished by courts by imposing fines or penalty. Apart from fines, punishments such as winding up of the company, temporary closure of the corporation, heavy compensation to the victims, etc. should be imposed for creating an impact. Such means of punishment would have a deterrent effect on the corporate. Even real culprit must be imprisoned if the offence requires so. Similar judgment was given by SC in Sahara Chit fund Scam Case. Subrato Roy Sahara was imprisoned till the dues towards investors were settled. Similar judgment has been given by SC under RCom Vs Eriksson, 4weeks have been given to the RCom to settle dues otherwise the directors of company will be held responsible for contempt and will be facing jail term of 3 months.
11. Laws concerning to the corporate criminal liability are in the process of development along with the judicial active approach towards such types of crimes. Some new and concrete laws are coming but the implementation of the same is required along with that speedy trial is required. With establishment of NCLT and NCLAT we can hope for fast and speedy trial of cases. To establish social order it very much necessary to punish all the criminals. In Sahara Case, Subrato Roy Sahara was imprisoned and have been denied bailed unless and until the it keeps 10000CR court guarantee. If SC takes similar stand as it has taken in case of Sahara case the directors will be frighten before doing any criminal act.

Suggestions and Recommendations

Now the researcher shall give some suggestions and recommendations on the basis of the study done by her.

1. Providing clear guidance on gifts, hospitality, political and charitable donations, and demands for facilitation payments of the corporations to avoid using corporate lobbying as tool of corporate crimes.
2. The researcher recommends there is a strong need for Whistle Blowing Act in India to save the interest of all stakeholders and no person faces a loss of any nature after they blow the whistle.
3. There is the need for alternative forms of punishment. In reality, many other options are there awaiting exploration, ranging from drastic measures like corporate dissolution through compulsory winding up to other actions like probation, adverse publicity, direct compensation orders etc. that are less severe, but effective nonetheless. Such means of punishment would have a deterrent effect on the corporate and the sole aim of punishment under criminal jurisprudence would be achieved.
4. The legislature needs to be active in this regard and form certain concrete laws which would ensure that the corporations do not go unpunished and a better social order needs to be established. Certain provisions relating to procedural law also need to be created and modified so that the corporations can be adequately dealt with. It is therefore recommended that amendments should be carried out by the legislature to avoid the judiciary from defining the law and make certain provisions relating to procedural laws so that the corporations can be adequately dealt with and the courts are also required to make the statutes fit for strict interpretation by providing for infliction of criminal liability on the corporations as also providing for various kinds of punishments apart from fines only.
5. Judiciary should also give the landmark judgments as they had given in oleum gas leak case. This had led to the creation of the strict liability rule.
6. In ordering the dissolution of a corporation a court should have the power to order that shareholders and directors cannot reincorporate under certain circumstances, including where the new corporation is intended to carry on the same activities as the dissolved corporation.

7. Companies will need to build an effective and robust anti-bribery and anti-corruption mechanism. That includes establishing a strong vigilance mechanism, proactively conducting risk assessments and communicating the organisation's commitment towards such regulations.
8. Corporate crime is a global problem. Therefore, international cooperation, in terms of international agreements as well as of cooperation and coordination through formal and informal channels, is important and should be strengthened. This will be helpful in the cases such as the one with Kingfisher Airlines wherein the promoter i.e. Vijay Mallya, has fled the nation and taken shelter in another nation.
9. Laws and regulations should be made on this aspect. It is necessary to incorporate different forms of punishment which shall induce voluntary self-compliance of legal processes and deter corporations generally from indulging in criminal conduct. Only such kind of transparency can lead our country on to paths of development.
10. The government is concentrating only on the financial aspect of development. So it is high time the government attends to the wakeup call that has been ringing for years now and forms a stricter view towards the corporate sector.

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3. An Effect of Experience and Qualification of Auditor on Perception about Statutory Audit of Senior College with Special Reference to Jalgaon District

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Abstract

Acquiring the position of a chartered accountant is extreme. One needs to finish a troublesome examination design comprehensive of entry level positions, composed tests and PC aptitudes. Every chartered accountant secures the capability of contemplating, and checking a wide range of bookkeeping books and reviewing them against the set directions. The work elements of a Chartered Accountant comprise of review accounts, examination, assessment, report production and give reliable data about money related records. This includes auditing, forensic accounting, financial reporting, taxation, corporate finance, business recovery and insolvency, or accounting systems and processes. Chartered Accountant must examine volumes of reports and assess them for accuracy, completeness and lawfulness.

The real work of a Chartered Accountant is Auditing. Inspecting is an autonomous survey of the Financial Statements and different issues relying upon kind of Audit. A personal computing system framework even with Artificial intelligence can't robotize the whole reviewing process. Evaluating requires right adjust of judiciousness and wariness in the meantime. While Auditing, an examiner faces such a large number of various types of circumstance - a significant number of them are new and we continue confronting new difficulties every day since Businesses and their technique for working continues developing thus does the Chartered Accountant. Personal computers can't develop at such fast pace. We as a whole know how individuals abuse frameworks which are robotized. In the event that a specialist knows the criteria based on which Personal computers would direct Audit, it is anything but difficult to outperform the framework and execute fakes Thus the Researcher seeks to study An Effect of

Experience and Qualification of Auditor on Perception about Statutory Audit of Senior College with special reference to Jalgaon District
Keywords: Statutory Audit, Auditor, Qualification

Introduction: It is an established rule that the auditors play a cautious and objective role in guaranteeing that the shareholders' interests are well protected and that the management of the company have acted within reason. The investors essentially rely upon the great confidence and proficiency of the organization's auditor to guarantee that organization's activities in the everyday tasks are verified. The independent auditor is secured to render an appraisal on whether an association's financial statements are shown sensibly, as per budgetary announcing structure. The review audit offers certainty to clients, for instance, banks and speculators with an improved level of trust in the financial clarifications. To outline the evaluation, the auditor aggregates appropriate and satisfactory affirmation and watches tests, looks at and affirms until increasing sensible confirmation. The reviewer by that point forms an opinion of whether the financial statements are free of material misstatement, whether due to fraud or error.

Statutory duties of Chartered Accountant – A vital marvel of late circumstances are the fast development of the accountancy. The huge changes happening in the economy of the nation have been setting incredible duties on the Chartered Accountants. To bring and bear their knowledge and skill in their specialised fields of activity itself constitutes a challenge to the profession. The types of functions generally performed by the Chartered Accountant are varied. The more critical ones among them are examined underneath.

Accountancy Auditing

Taxation

Cost Accountancy

Special Company Work Investigation

Executors and Trustees Directorship

Companies Secretarial Work Management Accounting

Share Valuation Work

Management Consultancy Other Activities

Objectives of the Study

1. To study the Experience and Qualification of Auditor working on Statutory Audit of Senior College
2. To find out Perception of Auditor about Statutory Audit of Senior College

3. To study an effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College

Hypotheses of the Study

Ho- There is no significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College.

H1- There is significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College.

Scope of the Study

Aim of the research is to study about Perception of Auditor and Auditee about Statutory Audit of Senior College with special reference to Jalgaon District.

The accuracy of the study depends on authenticity of the information supplied from the respondents.

As the study requires huge data from selected area, cost and time constraints may have affected the effectiveness of the study through every attempt made to keep of the objectives and research methodology.

The study is limited to only sample size of Auditor from Jalgaon district, which are given in sample design.

Research Methodology of the Study

The study is based on vital analysis of basically Primary Data. The primary sources include Auditor only. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, averages, testing of hypothesis etc. Questionnaire is used mainly to analyze the opinion of the students

Basically here the term auditor is used in the sense; An auditor is a person or a firm appointed by a company to execute an audit. To act as an auditor, a person should be certified by the regulatory authority of accounting and auditing or possess certain specified qualifications. Generally, to act as an external auditor of the company, a person should have a certificate of practice from the regulatory authority.

Also in case of experience, here it is considered as time period spent by auditor in the statutory auditing of senior college and qualification refers to the additional qualification they hold with the certification about auditing from the regulatory authority. Moreover statutory audit refers A statutory audit is a legally required review of the accuracy of a company's (or government's) financial statements and records. The purpose of a statutory audit is the same as the purpose of any other type of audit: to determine whether an organization is providing a fair and accurate representation of its financial position by examining information such as bank balances, bookkeeping records and financial transactions.

Research Area

Researchers selected auditors from Jalgaon district. Sample sizes of 80 respondents have been taken. Researcher collects data through Primary and Secondary sources. Researcher distributed 80 questionnaires among the respondents.

Review of Literature

1) Name of Journal: VIKALPA The Journal for Decision Makers

Publication: SAGE Publication Ahmedabad

Title of the Paper: Statutory Auditors' Independence in India: An Empirical Analysis from the Stakeholders'

Interest Perspective

Name of the author: Mitrendu Narayan Roy, Siddhartha Sankar Saha

Volume: 41 issue: 1, page(s): 28-50

Issue published: March 1, 2016

Analysis of research paper: This article distinguishes factors impacting emphatically or adversely statutory auditors' freedom in their expert commitment. Feelings of statutory auditors and select different gatherings of respondents were gathered. The majority of the respondent gatherings trust that statutory inspectors neglect to recognize abnormalities in money related books because of their absence of autonomy and expert distrust as was seen in this examination. A long relationship between a statutory auditors and a client is one of the real purposes for statutory auditors' absence of autonomy. Conclusions of respondents upheld by relevant legitimate case decisions also proved that lax disciplinary measures and inadequate inspection framework caused audit failures in many recent cases.

Keywords: Statutory Auditor, Independence, Stakeholders, Interest, One-way INOVA, Tukey's HSD

2) Name of Journal: Journal of Government Audit and Accounts

Title of the Paper: Role of Indian Audit and Accounts Department

Name of the author: L. V. Sudhir Kumar

Volume: Issue 2

Issue published: January 2015

Analysis of research paper: In the release of his obligations, the CAG of India conducts Financial, Compliance and Performance review all things considered and developments of the Union and State Governments, Government Companies, Autonomous Bodies and such different associations that are generously financed by the Union and State Government. The Committees worried of the Parliament and State Legislatures inspect the consequences of review, which are brought out in the Audit Reports of the CAG of India, and prescribe restorative activity. The conclusion can be drawn out that the activity necessities incorporate investigation of complicated contracts, comprehension of duty and income laws, surveying the monetary strength of business organizations, for example the complexities of oil investigation or the working of a nuclear power plant and thoroughly inspecting the adequacy of usage of nation astute plans for country improvement, wellbeing administrations, instruction and so forth. IA&AS officers additionally travel to another country to lead review of Embassies and High Commissions of India arranged everywhere throughout the world.

Limitations of the Study

1. The study is based on limited geographical area.
2. Further variables could be added for the purposes of detail study.

Data Analysis

Researcher prepared the questionnaire for respondents and distributed it among them. After receiving the questionnaire researcher analyse the questionnaire.

Table No1

Information of questionnaire

	Questionnaire distributed	Questionnaire received	Questionnaire rejected (due to incomplete, wrongly filled etc)	Net Sample size for study
Auditor	80	77	5	72

Testing of Hypothesis

H₀: There is no significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College

H₁: There is significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College

Mathematically

OBSERVED FREQUENCIES	Qualification					TOTAL
	Graduate	Post Graduate	PG Diploma	Doctorate	Other	
Upto 5	3	9	1	2	0	15
6-10	21	2	2	1	1	27
11 - 15	11	1	0	2	0	14
16-20	4	2	1	3	0	10
TOTAL	40	15	6	8	3	72

EXPECTED FREQUENCIES	Profession					TOTAL
	Graduate	Post Graduate	PG Diploma	Doctorate	Other	
Upto 5	8.33	3.13	1.25	1.67	0.63	15.00
6-10	15.00	5.63	2.25	3.00	1.13	27.00
11 - 15	7.78	2.92	1.17	1.56	0.58	14.00
16-20	5.56	2.08	0.83	1.11	0.42	10.00
Above 20	3.33	1.25	0.50	0.67	0.25	6.00
TOTAL	40.00	15.00	6.00	8.00	3.00	72.00

TEST STATISTICS	Profession					TOTAL
	Graduate	Post Graduate	PG Diploma	Doctorate	Other	
Upto 5	3.41	11.05	0.05	0.07	0.63	15.20
6-10	2.40	2.34	0.03	1.33	0.01	6.11
11 - 15	1.33	1.26	1.17	0.13	0.58	4.47
16-20	0.44	0.00	0.03	3.21	0.42	4.10
TOTAL	9.22	14.69	5.78	5.40	13.89	48.98

H ₀	H ₁	χ^2_{cal}	χ^2_{table}	p_value	Decision
There is no significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College	There is significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College	48.98	26.30	1.67E-07	Reject H ₀ (i.e. There is significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College)

Thus, our null hypothesis There is no significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College is rejected. Alternatively we

accept our alternative hypothesis. There is significant effect of Experience and Qualification of auditor on perception about Statutory Audit of Senior College.

Findings

1. The most vital factor among the respondents' perception is that, "Provides actual scenario of financial status".
2. The one more important issue is come out from this analysis is that; it prepares mindset to proper and careful utilization of funds with its usage keeping in mind.

Conclusion

From the above analysis, we can conclude that, there is willingness of working in every circumstance of personnel having much experience, even though they are facing many issues.

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4. A Study on Awareness of Tax Planning Among Salaried Women in Mumbai

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Abstract

Participation and contribution of women has increased in each and every field. Today's women are more educated, dedicated to their vision and are committed to society hence researcher has tried to understand and assess the level of awareness about tax planning by salaried women in Mumbai. Salaried individuals are major tax payer, who cannot escape from net of tax deduction at source as per Section 192 of Income Tax Act 1961, if their income exceeds basic tax slab limit of that particular financial year. Therefore it is inevitable for salaried individuals to know each and every components of their salary so that they can take measure to invest in right products according to their need which will also give tax benefit.

Key words : Awareness – tax planning – salaried women – tax management – tax evasion – salary income - other source income - investment – rebate – tax deducted at source – tax consultant.

Introduction

Share of Direct Tax in GDP of Financial Year 2017-18

GDP Growth rate of financial year 2017-18 was 9.96 % wherein ratio of direct tax to GDP was 5.98 % and growth rate of direct tax collection was 18.03 %. Direct tax revenue for financial year 2017-18 was Rs 10,02,741 Crores which was 52.29 % of total tax revenue. Returns filed by salaried individual for assessment year 2017-18 are 4,66,75,114 out of 4,98,68,380

Maharashtra is highest tax payer among all states and union territories with tax collection of Rs 3,84,277.53 Crores. Therefore it makes inevitable to the researcher to study awareness of tax planning and also understand the factors affecting tax planning among salaried women in Mumbai.

Tax Planning

Tax planning refers to minimizing burden of tax by complying tax laws. It is the right of tax payers and it is within the ambit of income tax act. Tax avoidance is taking advantages of loopholes of tax laws for mitigating tax burden whereas tax evasion concealing income, not disclosing complete information to tax authorities to pay low taxes.

Women of 21st Century

Gone are the days where perception about women and their world was kitchen, cooking children and other household work. Women empowerment and many other movements has shown that whenever women are given an opportunity they have proved that today's women is not weak, helpless, lagging behind or dependent in-fact they are more independent and dedicated strongly to the society.

City like Mumbai where cost of living is very high where sole earner in any family will find it difficult to manage needs of family member apart today's women particularly who are educated, broad minded would not like to waste their knowledge and time for household activities instead they chose to work hard and do manage personal and professional life very well

In this research efforts are made to understand awareness about tax planning by salaried women in Mumbai. Salaried person are major tax payer, who cannot escape from net of tax deduction at source as per Section 192 of Income Tax Act 1961, if their income exceeds basic tax slab limit of that particular financial year. Therefore it is inevitable for salaried individuals to know each and every components of their salary so that they can take measure to invest in right products according to their need which will also give tax benefit.

Review of Literature

Research has carried out review of related existing literature. **(2018) Preeti Kalgutkar** has written a research paper on impact of awareness and tax planning on creation of wealth of individual wherein researcher has found that awareness about tax and tax planning leads to more saving and aids in creation of wealth to individual.

(2016) Ms. Mehak Gulati has conducted research on different factors affecting decisions of saving and investment done by salaried persons.

(2015) Sathiyamoorthy C., Krishnamuthy K. have done research on awareness and investment pattern of salaried class in Tamil Nadu where researchers concluded that

conventional investment i.e bank fix deposits is most popular and main objective of behind investment are children's education, marriage and retirement.

(2015) **Sood D., Kaur N.** have carried out research on saving and investment pattern among salaried in Chandigarh where researchers observed that LIC and bank fix deposits are still most popular investment than other novel products.

(2011) **CA. Geetha** has conducted a research on tax planning measures adopted by salaried in Kerla wherein researcher has noticed that low income salaried individual preferably invest in fix deposit, provident fund, life insurance and pension whereas middle and high income salaried individuals preferred to invest in gold and real estate.

Objectives of the research

- To know the awareness of tax planning among salaried women in Mumbai
- To study factors affecting awareness of tax planning by salaried women in Mumbai
- To study how awareness affects objectives of investment by salaried women in Mumbai

Hypothesis

1. **H₀** : There is no association between awareness of tax planning and age of salaried women
H₁ There is an association between awareness of tax planning and age of salaried women
2. **H₀** : There is no association between awareness of tax planning and education of salaried women
H₁ : There is an association between awareness of tax planning and education of salaried women
3. **H₀** : There is no association between awareness of tax planning and income of salaried women
H₁ : There is an association between awareness of tax planning and income of salaried Women

Research Methodology

Method of data collection

For the study researcher has collected primary data through questionnaire from 100 respondents from Mumbai.

Sampling Technique

For the purpose of sampling, Non-Probability Method in which Snow-ball technique was followed for data collection and accordingly Mumbai city was segmented into four parts i.e East Mumbai, West Mumbai, South Mumbai and North Mumbai. 25 respondents were selected from each segment.

Techniques of data analyses

One Way ANOVA technique was performed to know relation between education and awareness of tax planning among salaried women in Mumbai

H₀ : There is no significant association between awareness of tax planning and age of salaried women

H₁ There is an significant association between awareness of tax planning and age of salaried women

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
20-25	9	103	11.44444	70.27778		
26 - 35	14	188	13.42857	42.57143		
36 - 45	11	111	10.09091	42.09091		
46 -55	6	81	13.5	56.7		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	84.71512	3	28.23837	0.558543	0.645818	2.866266
Within Groups	1820.06	36	50.55722			
Total	1904.775	39				

Level of Significance = 5 %

F Computed value = 0.56

F Critical value = 2.87

From the above table it is observed that F Computed value (0.56) is less than F Critical value (2.87) at 5 % Level of Significance. Hence we do not have sufficient evidence to reject null hypothesis that there is no significant association between awareness of tax planning and age of salaried women.

H₀ : There is no association between awareness of tax planning and education of salaried women

H₁ : There is an association between awareness of tax planning and education of salaried women

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
12th / Diploma	6	37	6.166667	30.16667		
Graduation	16	189	11.8125	63.7625		
PG	12	172	14.33333	24.9697		
professional	6	85	14.16667	44.96667		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	298.0041667	3	99.33472	2.225613	0.101925	2.866266
Within Groups	1606.770833	36	44.63252			
Total	1904.775	39				

Level of Significance = 5 %

F Computed value = 2.23

F Critical value = 2.87

From the above table it is observed that F Computed value (2.23) is less than F Critical value (2.87) at 5 % Level of Significance. Hence we do not have sufficient evidence to reject null hypothesis that there is no significant association between awareness of tax planning and education of salaried women.

H₀ : There is no association between awareness of tax planning and income of salaried women

H₁ : There is an association between awareness of tax planning and income of salaried Women

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
250000	20	214	10.7	53.69474		
250000-300000	6	61	10.16666667	56.96667		

300000-500000	7	93	13.28571429	45.57143		
500000-1000000	7	115	16.42857143	20.61905		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	202.5988095	3	67.53293651	1.428281	0.250504	2.866266
Within Groups	1702.17619	36	47.28267196			
Total	1904.775	39				

Level of Significance = 5 %

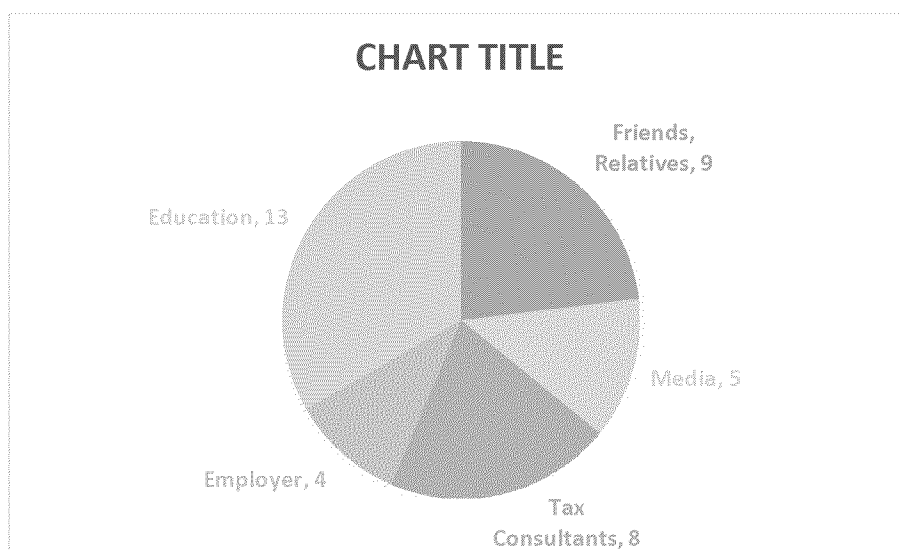
F Computed value = 1.43

F Critical value = 2.87

From the above table it is observed that F Computed value (1.43) is less than F Critical value (2.87) at 5 % Level of Significance. Hence we do not have sufficient evidence to reject null hypothesis that there is no significant association between awareness of tax planning and income of salaried women.

Finding of the research

Source of Awareness of tax planning among salaried women



During analysis of data as per above pie chart it is found that after education (Approx. 30%), relatives and friends (Approx. 21%) plays major role in spreading awareness of tax

planning. Followed by tax consultant who advises (Approx. 18%). Role of employers is least as far as awareness of tax planning among women employees.

Out of all 39 valid responses 68% of respondents are not aware of rebate under section 87A and in contrast to this awareness of TDS is 80% just because it gets deducted at source of income.

Conclusion

Tax planning and level of awareness among salaried women in Mumbai varies depending up-on factors age, education and income of respondents. Still in 21st century Life Insurance, Bank Fixed deposits and Post Office Deposits are most preferred investments. Whereas Unit Linked Insurance Plan, Atal Pension Yojana, National Saving Certificates and New Pension Scheme are much popular investments. Awareness of novel investments such as Sukanya Samridhi Scheme, Pradhan Mantri Bima Yojana, etc is enough but it does not attract higher class salaried due to lower rate of return and other restrictions.

As far as objectives of investments are concern children's education comes first followed by safety of principal with average return and tax benefits. Retirement is least on the list of objective of investment.

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5. To Investigate the Awareness of Big Data among Students

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Abstract

Big Data term describes extremely large data sets that are not only big, but also high in variety and velocity, which makes them difficult to handle using traditional tools and techniques. Big data contains enormous amounts of structured or unstructured or semi structured data that organizations can potentially analyze for business gains. This big data is collected from a variety of sources, including social networks, videos, digital images, sensors, and sales transaction records. Big data analytics allows data scientists and various other users to evaluate large volumes of transaction data and other data sources that traditional business systems would be unable to tackle.

The present paper describes the understanding the concept of big data, its applications, advantages and disadvantages and also its various aspects among the students and make them aware of the various job opportunities available in Big Data analytics.

Keywords - Big data, structured or unstructured data.

Introduction

Big Data is a new, and inclusive, natural phenomenon, as big and messy as nature itself. It requires a new kind of consciousness to fathom its scale and scope, and its many opportunities and challenges. To understand 'Big Data', we first need to know what data is. Data is the quantities, symbols or characters on which operations are performed by a computer, which may be stored and transmitted in the form of electrical signals and recorded on magnetic, optical, or mechanical recording media. Nowadays in an era of digital world, data are generated from various sources such as social media data, stock exchange data, transport data, search engine data, databases, black box data etc. and the fast transition of such data from digital technologies has led to growth of big data. In general, it is gathering and storing of huge amount of data for

further analysis. Big data is an evolving phrase that describes a large volume of structured, semi-structured and unstructured data that is too large and difficult to process using traditional database and software techniques. In most of the companies the volume of data is so big or it moves too fast or it exceeds current processing capacity. Big Data has the potential to help companies to expand operations and make them faster, and to make more intelligent decisions. The data is collected from a number of sources including emails, mobile devices, applications, databases, servers and other means. Big data, when captured, formatted, manipulated, stored and then analyzed, can help a company to make better and faster decisions using data that was previously inaccessible or unusable.

Big data includes all kinds of data, which helps to deliver the right information, to the right person, in the right quantity, at the right time, to help make the right decision.

Characteristics of Big data

1. **Variety:** Big data refers to structured, unstructured, and semistructured data that is gathered from multiple sources.
2. **Velocity:** It deals with the speed at which data flows in from sources like business processes, machines, networks and human interaction with things like social media sites, mobile devices, etc. The flow of such data is massive and continuous.
3. **Volume:** The huge quantity of data generated in the world on daily basis from different sources are stored in data warehouse.

Objective

1. Systematic study on student consciousness about big data.
2. To know the awareness of applications of big data among the students.
3. Create awareness and changes need to be made in academic prospectus.

Research Methodology

The study is based on primary data. The primary data is collected with the help of questionnaire. The questionnaire is prepared with the help of google form. The google form consists of total 13 questions. The first section of google form contains the general questions related students like their name, class, course etc. In the first section first we have asked the students whether they heard the term big data or not. The students who have heard this term has asked the questions of the next section otherwise the form was submitted. In the next section we asked the students if they actually know the term big data or not. If they know then the further

questions related to big data like applications, advantages, disadvantages, categories and characteristics of big data has been asked.

Hypothesis

- H1: Students are aware about the term big data.
- H2: Need of updated technology to be part of academics in practical way.

Data Analysis

I] General Information of the respondents:

From the collected data, it is observed that out of 185 respondents,

- 61% are boys and 38% are girls and 1% students preferred not to say (See Figure-1).
- 18% are FY students, 43% are SY students and 39% are TY students (See Figure-2).
- 76% are B.Sc. IT students, 8% are BAF students, 12% are BFM students and 4% students are from other streams.
- Students who have heard the term Big Data (See Figure-3):
 - Out of 18% of FY students, 12% students have not heard the term big data and only 6% students have heard the term big data.
 - Out of 43% of SY students, 28% students have not heard the term big data and only 15% students have heard the term big data.
 - Out of 39% of TY students, 14% students have not heard the term big data and only 26% students have heard the term big data.

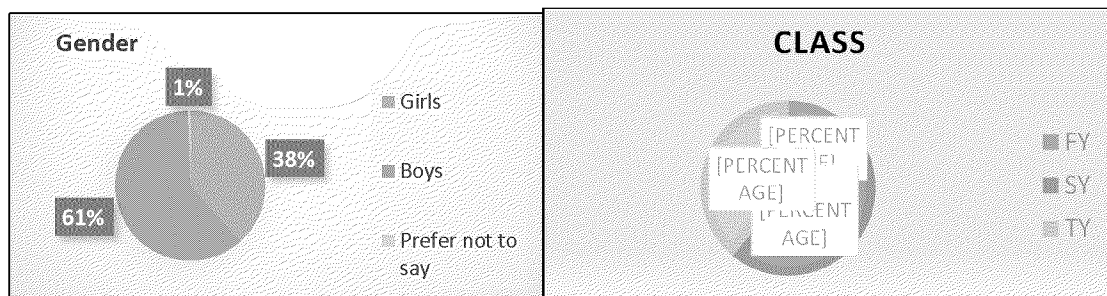
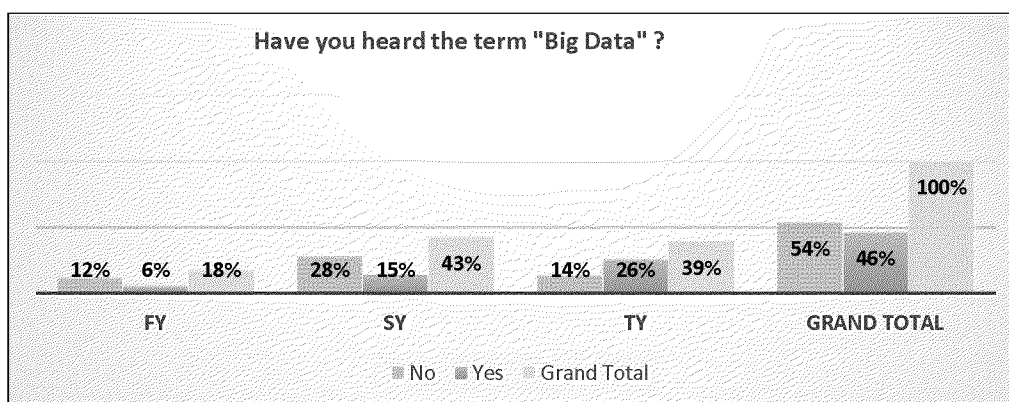


Figure-1

Figure-2

**Figure-3****II] Specific information about the term Big Data:**

- Students who knows the term Big data (see Figure-4),
 - Out of 13% of FY students, 5% students does not know anything about Big data and only 8% students know the term Big data.
 - Out of 31% of SY students, 17% students does not know about Big data and only 14% students know the term Big data.
 - Out of 56% of TY students, 15% students does not know anything about Big data and 41% students know the term Big data.
- Different applications of big data known by students (See Figure-5),
 - 71% students said Banking & securities, 41% students said healthcare, 55% students said education, 57% said communication, entertainment and media, 50% students said government sector, 29% students said insurance, 14% students said manufacturing and natural resources, 16% said transportation and 23% students said retailer & wholesale traders.
- Advantages of Big data known by students,
 - 71% students think better decision making, 38% students said fraud detection, 48% said to improve the customer service, 46% said to increase the productivity and 30% students said for greater innovations.
- Disadvantages of Big data known by students,
 - 27% students said the quality of the data, 25% students said that there is a need for talent for using big data, 55% said there is cyber security risks related to the

data, 32% students said that rapid change in data and 54% students said the cost is a big disadvantage of big data.

- Characteristics of Big data known by students,
 - 23% students said Velocity, 57% said Volume, 55% said Value, 41% said Variety and 14% said Veracity.

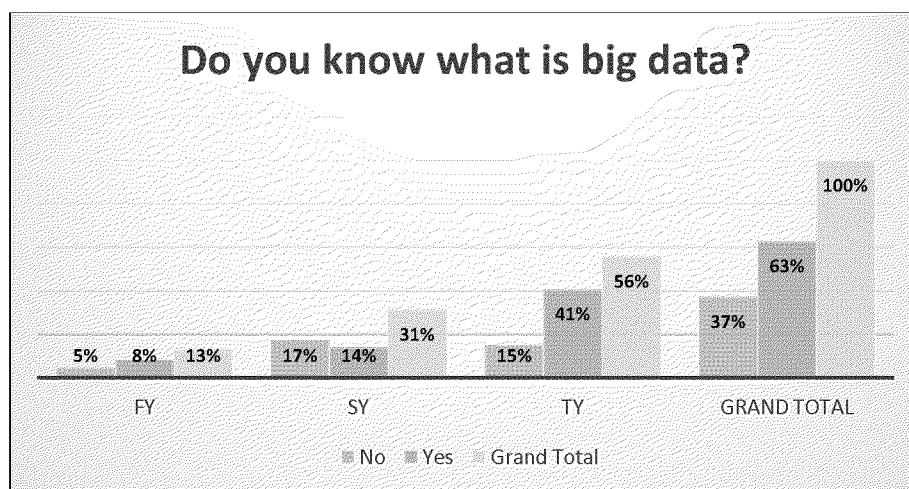


Figure-4

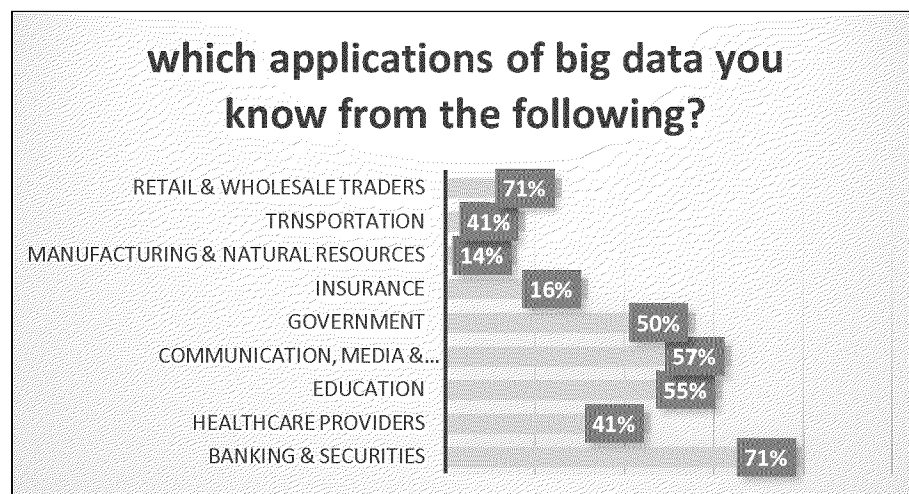


Figure-5

Discussion

The present paper gives the different aspects of the term big data including awareness of the term big data among the students as well as the applications of big data in various sectors, advantages and disadvantages of big data for business improvements, healthcare providers, government, etc. and also the characteristics of big data.

On the basis of above findings and information, it is observed that in a given sample all students are not aware of the term big data and some students know very less information about big data. Unawareness and negligence may be possibly due to the lack of educational system. There is a need to update the curriculum and we must provide some seminar or workshop kind of tool to provide essential information or knowledge to the students about such leading technologies in a rapidly changing digital world of information as this is a need of this digital world.

Hence, earlier hypothesis that students are aware of the term big data fails in the light of above findings and therefore it is not acceptable. The second hypothesis that there is a need of updated technology as a part of academics in practical way is accepted.

Conclusions

The following conclusions are drawn from the present study:

- More than 50% of students have not heard (54%) the term big data and only few students have heard the term big data.
- All the students are not aware of the term big data as well as pros and cons of big data.
- There is a need to update the curriculum of academics and provide some hands on practical practice to students on such leading technologies like big data.

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6. Sustainable Development and Challenges in Green Marketing

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Abstract

The major task in recent era of globalization is to keep the natural environment safe and secure for future generation. With the cumulative environmental problems all over the world there is need to protect the natural environment. of the earth. Today, consumers are more concerned about such issues and problem and are trying to participate actively in reducing the impact of global warming. One of such participant is in the form of green marketing. It is the most word buzz and the most emerging branch in today's world. Green marketing has developed very important concept in modern market. The present paper focuses on the such scenario and explain major challenges and opportunities that are paving the way for green marketing describes the current Scenario of Indian market and explores the major challenges and opportunities businesses that have to face with green marketing.

Keywords: Green Marketing, Sustainable Development, challenges faced.

Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive

in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. academically examine environmental or green marketing. While some literature does exist, it comes from divergent perspectives. This paper attempts to throw light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance for empirical research. It is also descriptive where the focus is on fact finding investigation with adequate interpretation. For this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

What Is Green Marketing?

Green Marketing is the marketing or promotion of a product which are safe for environment. It can be said that it a holistic approach and process of management that plays a responsible role in identifying and anticipating the requirement of the consumer and gain profit. Business organizations are making strong efforts to adapt the needs of the consumers and at the same time trying to increase their profit

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Green Debate

The popularity of such marketing approach and its effectiveness is hotly debated. Supporters claim that environmental appeals are actually growing in number—the Energy Star label, for example, now appears on 11,000 different companies models in 38 product categories, from washing machines and light bulbs to skyscrapers and homes. However, despite the growth in the number of green products, green marketing is on the decline as the primary sales pitch for products . Shel Horowitz, a green marketer for over 30 years and primary author of Guerrilla marketing Goes Green ^{states} that to market effectively, green businesses need to market to three different audiences, "deep green," "lazy green," and "non-green", and that each must be approached differently. Each will have different trigger points that will move them to buy, and for the non-green audience, marketing effectively usually requires emphasizing product

superiority rather than care for the planet. On the other hand, Roper's Green Gauge shows that a high percentage of consumers (42%) feel that environmental products don't work as well as conventional ones. This is an unfortunate legacy from the 1970s when shower heads sputtered and natural detergents left clothes dingy. Given the choice, all but the greenest of customers will reach for synthetic detergents over the premium-priced, proverbial "Happy Planet" any day, including Earth Day. New reports however show a growing trend towards green products

The demand for green-oriented products has been a boom to the firms that supply them. New markets emerge for recycled building products, packaging, paper goods, and even sweaters and sneakers, as well as, more efficient appliances lighting, heating, and cooling systems in homes and offices. Some green options are more expensive than traditional products and initiatives. This could learn to exploitation which is common enough that it even had produced the term green washing. Consumers need to question whether a firm is spending significantly more money and time advertising being green and operating with consideration for the environment than actually spending these resources on environmentally sound practices

Five Possible Reasons for the Firms Inclination towards Green Marketing

1. The growth and expansion of the organization largely depends on the good will of the business. Most of the firm in the guise of growth and expansion have adopted green marketing which had helped them to gain goodwill
2. Societal marketing is one of the new approaches to the business. This is one of the reason for going green
3. The pivot role of the government has further forced the business for such marketing
4. The role and pressure of voluntary organization and NGO has also prompted business to go green.
5. Awareness about ecological balance among the consumers has also added to business transformation.

Challenges in Green Marketing

Though green marketing is the growing topic in India among consumer and business there are area where it had to face challenges

1. **False claim:** Most of the business claims their product to be eco-friendly. However the authenticity of the same. Major businesses publish false advertisement and try to cheat consumer about the product.
2. **Confidence among consumers:** It is difficult to gain confidence among the consumers for green products. Being the concept new to the consumers, it is important to educate them which require lot of efforts.
3. **Long Gestation Period:** The gestation period is very long in case of green products. It takes long time to gain profit and the investors are reluctant to take long –term investment. It is because of the projects related to ‘Green Marketing’ have a long-gestation period. It requires a lot of patience to get the desired results.
4. **Avoiding Green Myopia:** Excessive focus on green products and ignoring the requirements of the consumers is called Myopia. Such a strategy will definitely not help the business to achieve its objective in the long run

Sustainable Development

Sustainable development has become an chief topic with regard to green marketing. It simply means to meet the requirements of the consumer without harming the environment. The requirement of the consumer is unlimited, where the resources are scares. Keeping this point in view the business unit is trying to strike balance between the profits and consume needs by exploring the resources. Sustainable development has continued to evolve as that of protecting the world's resources while its true agenda is to control the world's resources. The shape of green marketing has evolved through sustainable development. Green marketing is an attempt to characterize a product as being environmental friendly. It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the companies.

Conclusion

Green marketing is one of the important tools that a business can use for its potential growth. Though the initial stages of green marketing may be difficult for the business the future will be definite be successful. However such a changes should be adopted by all countries of the world. There are certain problems related to green marketing, which need to be addressed. The

most important thing is that consumer should be made aware of the green marketing and companies must take enormous efforts to be authentic to practice green marketing

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7. Winning Corporate Wars with Learnings from Ramayana

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Abstract

Valmiki Ramayana is considered as an awe-inspiring classic being the foremost conceptualized piece of literature in the Indian context. Even though Valmiki Ramayana has been studied and interpreted from various dimensions like politics, philosophy, literature, spirituality, sociology, etc., however, very little in depth analysis has been made to bring out the management lessons forborne by the Valmiki Ramayana. Pregnant with many managerial lessons, Valmiki Ramayana can help today's managers sail through difficult corporate situations ethically. This paper studies and presents eight distinct episodes and within that the eight distinct techniques learnt in the Valmiki Ramayana & their relevance in today's corporate scenario. The ancient Indians had developed their own management systems with the help of which they successfully carried out their business affairs which are invariably linked to manuscripts and scriptures passed from generation to generation. The premise of the study lays down the practices and the concepts envisaged in the Valmiki Ramayana, which have not only evolved throughout the Indian sub-continent, but go beyond the boundaries of time and space, applicable to the organizations globally. This study focuses on enriching the 21st century management philosophies conjoined to the principles laid down in the Valmiki Ramayana.

1. Introduction

Often debated, the Asian civilization started around 3200 BC. While many great civilizations flourished within this great civilization, the most prominent one was the trilateral peninsula formed below the great Himalayan Mountains at the North West, surrounded by the vast water bodies on the other three sides and the Hind Kush Mountains at the northern eastern frontier having the mighty Indus River flowing in its veins.

Over the passage of time, great works of science, philosophy, arithmetic and literature took place in this great civilization. A place where knowledge was given prime importance, a lot was passed from generation to generation through various texts, manuscripts and scriptures. This

knowledge was as vast as the water flowing in the Indus River and could be applied to every walk of life, every stage of life and by person of any creed, caste, gender or age. It spoke of success, wealth, society, team, etc. in a very comprehensive manner concocted within words as Dharma, Moksha, Karma, etc.

While this civilisation grew from strength to strength for the longest of time, the past few centuries have seen a void in transference of these learnings from generation to generation. The knowledge assimilated and embraced by our ancestors, now finds no mention in its own land. Centuries of slavery, war, infighting and repression have taken us far away from our roots. At the same time the intense proliferation of western concepts and western influencers have only brought us to a stage where in the land of Upanishads and Vedas, its own people are accepting theories developed in the past two three centuries and not the ones practiced from thousands of years.

Its 2019 now and the world is again looking at India to lead it forward with the youngest population on the planet. At the same time the last two centuries of modern practices of management has brought about a trade paralysis, two world wars, ultra-capitalism and recurring depressions combined with high inflations in many parts of the world. Hence there is a need for us to reach our roots and bring to the fore the true business practices and correct corporate rituals.

One such great resource which has been passed from ages by our ancestors is the Valmiki Ramayana which replicates not only an ethical human upbringing but also its continual practice in all forms of life, especially the corporate life. It is bemusing to consider Ramayana as an Indian text and not a global text, as mention of it have found place in stories and folklore of entire South Asia like Malaysia, Singapore, Thailand, etc.

2. Literature Review

□ Muniapan B. and Satpathy, B. (2010) ‘Ancient Indian wisdom for managers: the relevance of Valmiki Ramayana in developing managerial effectiveness - The author is making an attempt to satisfy and bridge the gap in the literature by reconnoitring the applicability and significance of Valmiki Ramayana for growth & advancement of present-day managers.

□ Nidhi Kaushal and Dr Sanjit Mishra (2017) ‘Management Practices in Ancient Vedas’ - Highlights how the early Indians had established their own managing & controlling system under the light of which they positively and confidently carried out their trade. It emphasizes on

enriching & elevating the contemporary organization by the implication of the Vedic Management System.

3. Research Methodology

Observation is the Research Methodology used. Secondary data has been gathered from various sources.

4. Valmiki Ramayana & Managerial Effectiveness

Valmiki Ramayana is identified as Adikavya or the first poem. Valmiki Ramayana describes the journey of goodness in wiping out the wrongdoing and wickedness. Its verses are distributed into six parts known as Kaands (books) namely Bala Kaand, Ayodhya Kaand, Aranya Kaand, Kishikandhaa Kaand, Sundara Kaand and Yuddha Kaand. Valmiki Ramayana being one of the most supreme of all Indian epics deserves much enhanced study and understanding in management context. A literature like Ramayana shows the liaison of men with its creator. Ramayana has always impressed its readers and interpreters remarkably with the wide range of subjects and philosophical expressions contained in it. An epic like Valmiki Ramayana has beautifully advocated the principle of work life and effective management applicable today. The Isopanishad (Verse 2), a Vedic Literature, has stated - "One may aspire to live for hundreds of years if he continuously goes on doing work in that way, because that sort of work will not bind him to the law of karma. And there is no alternative to this way for man." (kurvann eveha karmaei jivevina chataa samau evaa tvayi nanyatheto 'sti na karma lipyate nare) (Muniapan B et. al., 2010)

The Valmiki Ramayana has been written primarily as a biography of Shri Rama, a very just and equitable ruler who always ensured safety and affluence of his subjects. Shri Rama's reign has benchmarked the concept of 'Rama Rajiya' for all the subsequent rulers in India till date. Valmiki Ramayana is a gigantic ocean encompassing vivid range of subjects. Not just management, but it also talks about religion, warfares, statesmanship, pooling of revenues, forestry, taxation norms and international relations. Shri Valmiki Muni has left no stone unturned in analysing the depths of human endeavour in his Ramayana. Valmiki's Ramayana comprehends much insights and lessons in all aspects of human life. There are experiences in dharma (righteousness and uprightness), artha (economic development), kama (fulfilment of desires and longings) and moksha (liberation and salvation). Valmiki Ramayana's vision and understanding of human nature and the thought process offers countless benefits and ethical

direction to the present-day managers. This paper throws lights on some highlighted topics of management such as vigilance and regulation, decision making, work motivation, strategic alliances, ethical competition, stakeholder's management and equanimity.

4.1. Stakeholders Management

Why is decision making important? Decision-making happens best when one takes the decision and others help in execution of the same. Hence, one should always avoid having too many controlling stakeholders in the business. King Dashratha had three wives, Kaushalya, Sumitraa and Kaikeyi. Kaushalya gave birth to Rama, Kaikeyi to Bharath and Sumitraa to Laxmana and Shatrugunha which resulted in division of power and multiple controlling stakeholders in a single venture. Dilution of power takes place when many stakeholders take the charge of the business. (Siddhartha S., 2017)

4.2. Learn from the experts

Ram, the son of King Dashrat took his trainings and learnings on warfare from sage Vishwamitra who at that time was the best teacher one could learn from. When someone is open to learning, learning from the experts can bring a lot of difference. Imagine a corporate world, foundation should be built from a young age, the learnings should happen from an expert. Teachers only prepare you for the curriculum, experts prepare you for life. So such learnings can go a long way in building the correct values, principles and ethics into the learners mind. (Siddhartha S., 2017)

4.3. You cannot escape Competition

In the Ramayana, a Swayamwar Spardha was organised by King Janak, father of Sita, inviting the best of the best of that era to compete amongst themselves and marry Sita. (Siddhartha S., 2017)

In business, one cannot escape competition. In order to win the coveted prize, the most important contracts, to hire the best people, to increase business an organization has to compete with every operator in that business. In the words of M. Cobonli "Competitors keeps you active and dynamic". Also, competition ensures that organisations are always on their feet striving for more, looking for improvements and inculcate best practices.

4.4. Always stay ethical

If one studies the entire storyline of Ramayana, one will realise that greed had taken over the minds of the people. On one hand, Kaikeyi strongly aspired her son to be the next king

while Ravana's sister, Surpanakha wished to marry Laxman, who had strongly opposed this desire of hers and ended up cutting her nose. We also have read about King Bali abducting the wife of his own brother Sugreeva. The Ravana venturing out to possess Sita, wife of Ram. Blinded by his desires, Ravana abducted Sita resulting in the Battle of Lanka. This battle was fought for the sole purpose of freeing Sita from the clasps of Ravana. (Siddhartha S., 2017) One should learn to play ethically in this corporate battlefield. No Corporate should do anything illegitimate or try to oversee or escape the laws of the land to secure an easy and quick win.

4.5. SWOT Analysis

In the biblical books of Management, Albert Humphrey, an American businessman and a management consultant developed the SWOT Analysis during one of his researches (Mike Morrison, 2016). However, if we refer to one of the greatest epics of Hindu Mythology – Ramayana, we see some classic plots of SWOT analysis. To cite one such plot, when Hanuman mentally prepared for the task, travelled to Lanka to do a complete scrutiny of the state of affairs there. (Richa Sharma, 2013) He did a thorough study of the Lanka inhabitants and occupants; evaluated, weighed and considered their strengths and weaknesses; the various threats and opportunities which he had in the enemy's camp. In modern day management, SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is of prime importance. A manager after ascertaining the job to be done or task to be accomplished, mentally prepares himself and crafts a right plan. After this step, a manager has to assess his and his competitor's strengths and weaknesses and also scan the environment for the threats and opportunities he will encounter after embarking on his journey towards the task.

4.6. Work on Strategic Alliances

Businesses run on relations. This is one statement which is beautifully learnt from the sagas of Ramayana. To win the battle of Lanka, Rama needed a powerful ally. Sughriva, who was in the same phase of exile as Rama, has shown some of the best management characteristics in Ramayana. Bali, who was Sughriva's brother had kicked Sughriva out of the Kishikindha kingdom and had also abducted his wife, was already known to defeat Ravana once. Yet, while choosing his alliance, Rama chose Sughriva over Bali as Bali's actions were immoral. Rama worked accordingly with Sughriva and helped him in getting his kingdom back from Bali. Rama's this decision has shown us that if we partner with a wrong and unethical people, we may triumph in the short run, but will lose reputation in the long run. (Siddhartha S., 2017)

Sughriva also used his managerial expertise to have Angad – son of Bali, work for him. Had Sughriva been a bad manager, Angad would have been one of his arch rivals. We also confer that a manager who can cultivate respectable and noble relations with his employees, clients, etc. can do wonders for his organization. Lord Rama, as seen in Ramayana, was an expert in fostering his relations with his associations. His competence was so great that while Ravana was lying crest fallen and aggrieved in the battlefield breathing his last breath, he shared some important teachings which he had learnt in his life with Laxmana.

4.7. Work motivation

Motivation has been defined as: the psychological process that gives behaviour purpose and direction; a predisposition to behave in a purposive manner to achieve specific, unmet needs; an internal drive to satisfy an unsatisfied need and the will to achieve (Muniapan B et. al., 2010). For this paper, motivation is defined as the inner feel that initiates people to achieve personal goals and organisational objectives. It signifies the result of many interactive iterations such as learning, attitude and perception coupled with the important notion receiving due thoughtfulness from managers, teachers and researchers. For attaining high level of productivity and eminence in any organisation, it is imperative to gauge the motivational factors accountable to progress the ethical traits of an individuals and to that of his group. McGregor (1960) in his book Human Side of Enterprise provided for two pair of very opposite assumption regarding human beings making an implied assumption - every individual is fundamentally decent and has a willingness to do his best. This is the ‘Y’ assumption of his theory. The people who unfalteringly believe in theory ‘X’ assumption view that individual look for pleasure and want to avoid pain, and thus they intend to be lazy and avoid work. Supervision, strict discipline, punishment and rewards are hence necessary. (Muniapan B et. al., 2010) This approach never goes beyond assuming that a man is a pleasure-loving animal. Ramayana on the other hand, treat the human intelligence feature and divides men in an overall diverse manner into an Mahat (intellectual elite), Madhayam (mediocre) and Jaghanya (ordinary). According to Shri Rama, the intellectual elites are to be appointed in the prime posts, which require decision making and planning. The mediocre are to be appointed in regular jobs which requires implementation of the plans and the ordinary people are to be appointed for serving the organisation and in the jobs which requires more of manual work and less of intelligence. According to Shri Ram in order to attain peace all have to be given with an effort according to their capability or else it may roll onto chaos in the establishment.

“I hope that superior servants are assigned superior works only, mediocre servants in mediocre works and inferior servants in inferior works.” Ayodhya Kanda, Chapter 100, Verse 25 states that ‘kaccin mukhyaa mahatsu eva madhyameShu ca madhyamaaH; jaghanyaaH ca jaghanyeShu bhR^ityaaH karmasu yojitaaH’ (Muniapan B et. al., 2010)

“Of all servants, the best is he who accomplishes more than the duty entrusted by his master. A mediocre servant is he who never attempts to do more than what his master orders, even though he may be capable of doing more. Finally, the worst servant is he who does not carry out the order of the master, even though qualified.” Yuddha Kanda, Chapter 1, Verses 7–9 – ‘yo hi bhRityo niyuktaH san bhartraa karmaNi dushhkare, kuryaattadunuraageNa tamahuH puiushhottamam. yo niyuktaH param kaaryam na kuryaannaRipateH priyam, bhRityo yuktaH samarthashcha tamaahurmadhyam naram. niyukto nRipateH kaaryam na kuryaadyaH samaahitaH, bhRityo yuktaH samarthashcha tamaahuH purushhdhamam’ (Muniapan B et. al., 2010)

4.8. Negotiate and do not fight disruption

Rama tried to discuss with King Ravana for a win-win solution before the declaration of full-scale war. Rama had sent Angada as his representative to speak with Ravana. Afterwards, Hanuman also suggested and extended peace to Ravana. But, Ravana was too deprived of the vision in his obliviousness to see a more potent force. He mistook this offer of peace for their weakness. What one should learn from this is that one should pick out innovation over ignorance. A lot of ventures fail to survive because leaders could not negotiate and adapt well to a powerful force of disruption. One should transform their strategic approach regularly. The businesses that do not transform and reinvent themselves with time, sooner or later are demolished. (Siddharth S, 2017)

5. Conclusion

The Valmiki Ramayana includes many learnings and lessons for the development of managerial efficacy. In this paper, specific stories from the Ramayana have been explored to correlate them to managerial effectiveness. It is not within the premise of this study to layout learnings from the seven books of Valmiki Ramayana, this being one of the limitations of this paper. However, the author hopes that further studies can be conducted to explore the secrets of the Valmiki Ramayana. The author hopes that managers can deep dive into the vast ocean of Valmiki Ramayana, to gain valuable and prized management learnings to improve their

managerial decision making. The author also supports a proposition that Valmiki Ramayana to be inducted in the regular management curriculum of schools apart from teachings of western management. The fundamental importance of the Valmiki Ramayana is to showcase how to move with ethical living without crossing any rule of the nature. Lord Rama is an epitome of virtues (Dharma). It has been rightly said in Sanskrit 'Ramo Vighrahan Dharmah' roughly translating Shri Ram: the personification of Dharma. (Muniapan B et. al., 2010) The Valmiki Ramayana is an admission of 'Dharmik' way of living. Mahatma Gandhi was moved by the life and actions of Shri Rama and he always enjoyed the 'Ram Dhunn' 'Raghupati raghav raja ram, patit pavan sita ram' the most. By this he sends message to the managers that ethical authority moves towards the upliftment of the poor, the people thus believing in the idea of 'Ram Rajya'. The model life of Shri Rama is in itself a reminder for managers to inculcate the highest ethical values of life. If they do not they might perish, even when they are powerful like Ravana.

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8. Exploring the Gender Based Perceptive Differences on Advertisements on Social Networking Sites

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Internet has grown tremendously in the current scenario; it has changed the way we live and work. Internet is the lifeline of every person in this world. It makes all information accessible to us at all times at every place. Internet promotes Social Networking Sites (SNS) which helps us to keep in contact with all on real time basis. Its reach has been growing at a soaring pace to every corner of the world. Half of the entire population of the world uses Internet. Social Media is accessed by almost majority of the population; hence it is a marketer's paradise to reach out to large audiences. The potential of this social media marketing has been harnessed in various innovative methods by marketers to build awareness and create demand.

The Consumer is wiser in terms of choosing his set of preference products and wants free access to it from the varied market. This encouraged these consumers to bring a shift to social media websites where they have access to all the products and have ease of making decision. It is indeed one of the most successful way to reach to target audiences is to advertise over social media sites at low cost and large reach facility.

This study focuses on how Advertisements on social media sites are perceived by both the genders with respect to their online purchases. The sample size of 100 gives information about various social media sites referred by them along with differences in their perceptions regarding their online buying behaviour.

Key words : Internet, Social Media, Social Networking Sites, Social Media Marketing

Internet is a large virtual platform where people communicate, businesses develop and information is exchanged on real time basis to large audiences at the most lowest cost. It is a global medium where marketers find it a fruitful bargain to advertise their products and services. Internet has evolved as a communication medium of the global world accessible 24*7, every corner of the world. Businesses across countries take place through the internet, facilitating the real exchange of goods and services. Internet is widely used by individuals for :

1. Search products, their features, reviews etc.

2. Search potential customers for their products and services
3. Search Suppliers, Distributors and manufacturers
4. Compare prices of various products
5. Make payments

With nearly more than 50% of the population relying on the Internet for the above features, it has indeed become a lifeline for every marketer to access to. With the growing prevalence of Social Networking Sites, marketers are finding emulative methods to use these sites as an advertising medium.

Electronic word of mouth (eWOM) is a contemporary marketing strategy that drives a deep influence on internet user behaviours. Deterrent to traditional advertisements, users prefer feedbacks from trustworthy friends, or information in form of reviews coming from strangers online. Social media sites like Facebook (like, comment, sharing) or Youtube (like, dislike) enable the expression of opinions and emotions (De Vriesa, Gensler, & Leeang, 2012; Yang, 2012)

Advertising over the Internet with the help of Social Networking Sites has been widely recognized for its attraction and interactivity. It is known to record pinned behavioural responses of the users. Consumers tend to perceive and respond to useful information from advertisements and are likely to react accordingly. Hence it is said to be the most important marketing strategy of the current times to exhibit ads on social networking sites and build a positive response towards it.

Literature Review

Geetanjali Naidu and Sunil Agrawal (2013) in their paper, "A Study on Impact of Social Media in Buying Behaviour of Consumer/Customer with Special Reference to Raipur" says that social media has become a very useful tool in buying behaviour decision making in the current scenario. It has a dynamic influence on the consumers with regards to their buying behaviour. Consumer accesses and searches for information reviews on social media before purchasing any product. Social media like face book, twitter, Skype, play a very important role in their buying behaviour decision making. In recent marketing innovations, social media has become a powerful and cost free approach to promote the product to the consumer. As per the survey result, India's 75% youth are using social media for sharing their thought and views and comment in different areas of country.

Ahmad, A., & Khan, M. N. (2017) in their paper, “Factors Influencing Consumers’ Attitudes toward Social Media Marketing” says that Consumer behaviour differs over the Internet in comparison to offline stores, where one can touch and feel the product. Internet users browse the web to get information, compare prices and evaluate product performance in the pre-purchase stage. He concludes that parsimonious and functional motivations play significant role in affecting online buyers buying intention.

Michael Cohn, the founder and Chief Technology Officer of Compukol Communications LLC says Social Media Marketing is not about the hard sell, but about building relationships with others who will eventually become customers. The more strong relationship a marketer builds through interactivity, the more customers tend to trust credibility. This eventually leads to loyal customers profile building. He says that a large and important part of building these relationships is the generation of discussions. The business owner has a indefinite obligation to his business and be a part of social media revolution to interact with customers.

Ahmad & Khan, 2015; Cole, 2011; Arnaudovska, Bankston, Simurkova & Budden, 2010; in their papers have evaluated the gender based perceptive differences in shopping behaviour. It was found that the young generation have been found to have a positive attitude towards online shopping. The e-buyer behaviour was analysed with respect to socioeconomic characteristics i.e. age, gender, income and psychographic characteristics like differences in the attitude of men and women towards online shopping. Men seem to have favourable attitudes towards Internet based Shopping They believe that men seem to be more content with overall social media message themes than the women who need detailed explanation of each.

Research Methodology

Objectives of the Study

1. To analyse the various social networking sites used by both the genders for online shopping
2. To explore the differences in perceptions of the two genders with respect to attitude towards advertisements appearing on Social Networking Sites.
3. To study the impact of advertisements on Social Networking Sites on the purchase decision with respect to both genders.

Hypothesis

H01: Significant differences do not exist between the two genders with respect to attitude towards advertisements appearing on Social Networking Sites.

H02: Significant differences do not exist between the two genders in terms of impact of advertisements on the online purchase decision

Research Instrument

A structured questionnaire was prepared using the 5 point Likert scale. Attitude and perceptions are analysed with respect to variables used in the study. The responses were generated from Internet users who had accounts on Social Networking Sites for last six months.

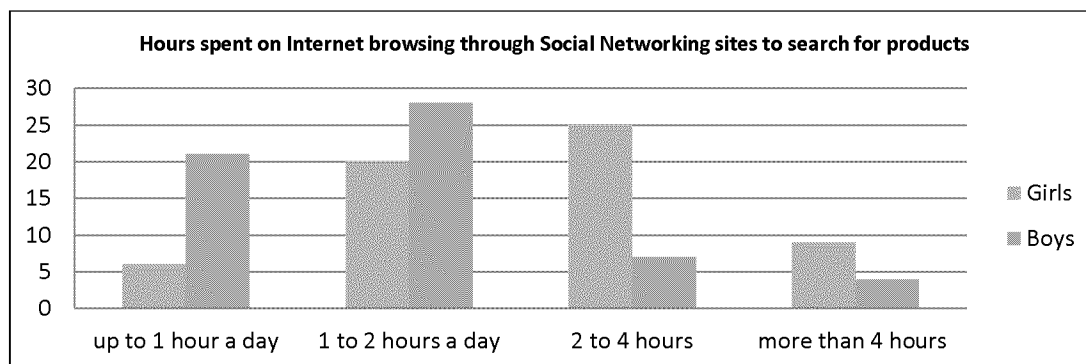
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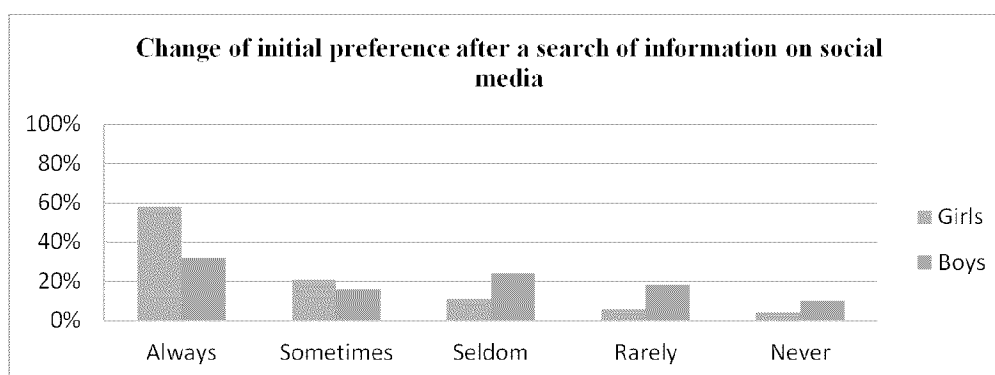
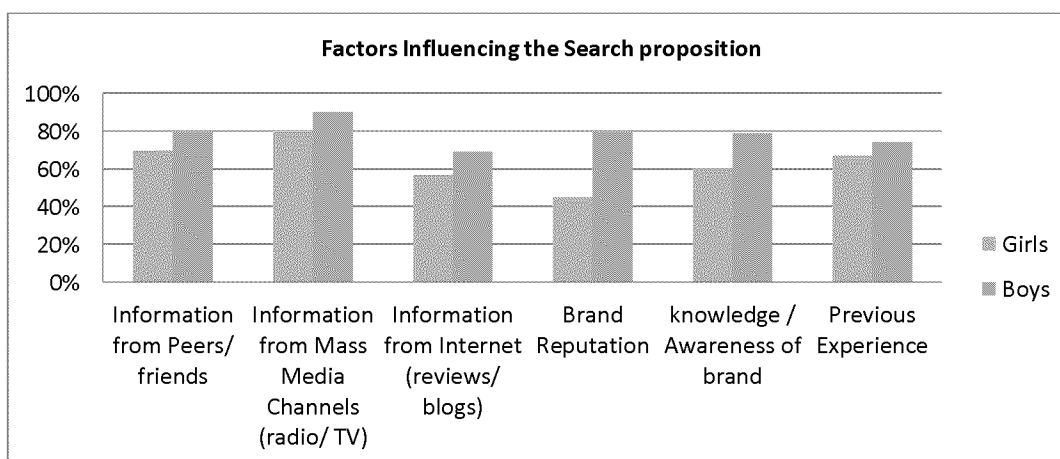
The sample for the study comprised of 120 University students enrolled in under graduate courses at Mumbai. Convenience and Judgemental Sampling design was used. It was a composite of 60 girls and 60 boys.

Data Analysis and Findings

Demographic Profile	Frequency
Qualification	
Graduate	80
Post Graduate	40
Age	
Less than 22 Years	76
Above than 22 Years	44
Gender	
Male	60
Female	60

Table 1: Demographic Profile of Respondents





It has been noted that girls spend more time on Social Networking sites and are always deliberate to change their preference after initial search. They are prone to be influenced to change their mindsets about their purchase decision post diverse information. The male gender shows less change to their initial selection and are more conscious of their brand selection. They are less influenced by diverse advertisements on various Social Networking Sites.

		Table 2: t-Test			
Construct	Gender	N	Mean	t	Sig.(2-tailed)
Attitude	M	86	3.96	-0.815	0.416
	F	54	3.87		
Advertisement Impact on Purchase Decision	M	86	3.93	2.614	0.01
	F	54	3.35		

Table 2: t-Test

Significant differences with respect to advertisement impact were found between male and female respondents. Hence, H02 could not be rejected. Women do seem to be greatly influenced with advertisements shown on social media sites either as pop-ups or ad pages.

To investigate the hypothesis (H01, H02), Independent samples t-Test was employed to determine the variation in the factors and inferences were drawn. The results of the t-test showed that for the factor “Attitude” significant difference were not observed between the two genders at $p=0.05$

Social networks have become extremely crowd-pleasing podiums for the world to interact with varied backgrounds. Social media is thus a platform where users get connected with others, they share their personal information, stories and disclose other information with their contacts. It is used as medium by the marketers to communicate their advertising messages to these large crowds.

The findings suggest that majority (93%) of the respondents did notice online advertisements on SNS. This implies that the marketers have realized the growing potential SNSs and to effectively target their users, advertisements are being placed in SNSs. It has also been found that that advertising through SNS influences the people in a positive way.

The SNSs are being used as a platform where the marketers easily establish their brand identity and make their presence felt, building a strong brand equity. This has saved their advertising costs on other mass media channels. Facebook has been found to be the most popular social networking application and has been found to be one of the most influential medium of advertisement too. The results of the independent samples t-Test showed that there was no significant difference between males and females with respect to attitude towards the advertisements over the social media whereas significant differences were found between the two genders with respect to the utilitarian value and trust of social networking sites

Conclusions

The Internet has captured every mind and its shopping feature has grown tremendously all over the world in recent years. Social Networking Sites play a very dominant role in influencing the choice, purchase decision of every individual. Thus all innovative marketing strategies are devised and put in practice to create a strong impact of retention in the minds of consumers. Thus, Social Media Advertising and Marketing as a strategy is playing an pivotal role in attention-seeking and crowd pulling by the companies. These marketing strategies create

a brand through SNSs. It has been observed that the social media users are experimental, lively and are opportune to taking positive marketing action and indulge in purchase. This proves to be advantageous for the Social media marketing companies. It has also been observed that the Female gender is highly influenced with Online marketing strategies as compared to the Male gender. Strong attitudinal perceptible differences do exist between the two genders with reference to their online advertisements and their impact on online purchase behaviour.

Limitations of the Study

- The sampling chosen by the researcher follows a controlled judgemental and convenience sampling design which causes a limitation of generalizability.
- The study is also limited with respect to geographic extent which again might limit the generalizability of the results of the study

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9. Role of Fintech in Financial Inclusion & Integration

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Abstract

The unification of finance and technology by non financial institutions to provide financial services, commonly referred as Fintech is emerging as a potential game changer in the financial world. In India the JAM (Jan Dhan–Aadhar –Mobile) trinity can be a great enabler for fintech companies to reach en masse to the unbanked populace. Fintech are the drivers of digital India. They have the potential to bridge the digital divide and reduce the costs of financial transactions. It has a transmogrifying effect on small businesses which are very crucial for inclusive growth. Thus Fintech has transformational power to change the lives of people living at the bottom of developmental pyramid.

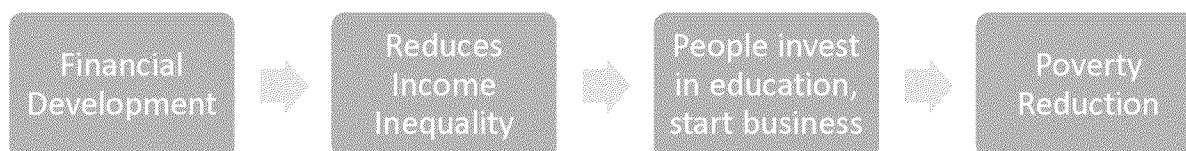
The interests of financial stability & inclusion can be served by broadening the customer base, and fintech services can act as a facilitator for the same. Fintech firms are earning a reputation for customer-centricity by bridging the gap between what financial service firms currently offer versus what the customers want. Personalization, quick response, and hassle free delivery are driving the fintech growth. Financial inclusion has a spiralling effect on the economy. A holistic financial inclusion system leads to financial integration. Together they lay the foundation for a strong nation.

As per OXFAM (annual report released at World Economic Forum, Jan 2019) India's 9 richest people hold more than half of its national wealth. There could be disagreement on the methodologies being used by OXFAM, but inequalities are a reality for all to see. Inclusiveness cannot be treated as a cosmetic add on, it has the potential of a silent revolution having far reaching positive implications. Accomplishing financial inclusion and financial integration is not an end in itself, but a means to an end. It is about growth, development and happiness index of a nation.

Keywords: Fintech, Financial Inclusion, Financial Intermediation, Innovation, Growth

Introduction

The ILO declaration of Philadelphia, 1944 stated poverty anywhere is a threat to prosperity everywhere. There is an imperative need to find solutions to the multiple dimensions of poverty and henceforth expand the base of prosperity. A nation is not a separate identity from its citizens. The fruits of development are sweetest when they reach to the people who are at bottom of pyramid. Financial development is an important intervention to break the vicious cycle of poverty which can be seen in the diagram below:



Development of a nation has various facets and inclusiveness needs to be mandatory parameter. Financial inclusion forms the basic building block of nation's prosperity and progress. Increase in financial inclusiveness is a global trend which can be corroborated with Global Findex 2017 database which states that 1.2 billion people have opened account since 2011. As per its findings, in between the period 2014 to 2017, the percentage of adults who had an account with a financial institution or through a mobile money service rose globally from 62 percent to 69 percent. For the developing economies, this share rose from 54 percent to 63 percent ⁽¹⁾

As regards the data pertaining to India as per CRISIL Inclusix index, which measures progress in financial inclusion across 666 districts of India (based on Branch penetration, Deposit penetration, Credit penetration & Insurance penetration), rose to 58.0 in 2016, up from 50.1 in the year 2013. ⁽²⁾ The parameters of scoring as per index is as follows

CRISIL Inclusix Score	Level of Financial Inclusion
>65	High
Between 50 and 65	Above Average
Between 35 and 50	Below Average
<35	Low

Although there is an increased focus on inclusive growth as is evident from the data given above, but much needs to be done. GDP figures are a positive indication of our growth story, but its benefits need to reach the last mile for its effective implementation. The level of financial inclusion needs to be raised and the efficiency bar set high.

Financial integration is vital for wealth creation. Inclusiveness leads to integration and it further helps in building a strong financial system. Every country wants to reduce the risks related to financial systems and hence inclusive financial system is the priority for all. However there are challenges on the demand side, for example poverty, illiteracy, language barrier, socio cultural factors etc. Similarly there are challenges on the supply side like, distance from branches, complicated process, lack of collaterals etc. This leads to exclusion and propels the growth of informal financial sector which is not a regulated entity thereby posing risk to the people.

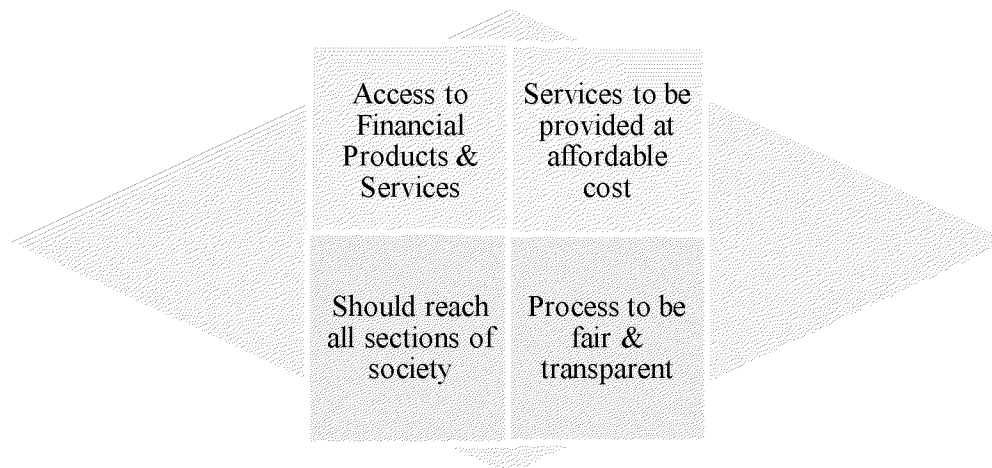
Financial Institutions are facing the constraints of poor connectivity, non-existence of credit history, diverse profile of consumers and the challenge of scaling up their operations in unbanked sectors. The genesis of the problem lies in the limited supply side innovation as traditional banks often provide one size fits all financial solutions that do not take into consideration the diversity of financial needs. Traditional lending decisions require a strong credit history. Hence those customers which don't have proper documentation, KYC and forecasted repayment capability have lesser access to formal credit.

Financial Inclusion & Integration

Franklin D Roosevelt once said, the test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little. This brings us to the definition of financial inclusion. As per United Nations, financial inclusion is the sustainable provision of affordable financial services that bring the poor into the formal economy. The term Financial Inclusion was first time introduced in RBI's policy statement 2005-06. Dr. Raghuram Rajan's committee on financial sector reforms has also defined financial inclusion as expanding access to financial services such as payment services, savings products, insurance products and inflation-protected pensions to all strata of population.

Financial inclusion is an indicator of society's well being. It helps in broadening the base of the pyramid of development and also acts as an adhesive of growth. It is a social responsibility of the nation to provide freedom from fleecing money lenders and protect its citizens from economic exploitations.

Some of the important components of Financial Inclusion are as follows:



The first step in financial inclusion is opening of bank account. There after it moves to plethora of financial services and products which help in upliftment of weaker sections of society. Its basic aim is to bring financially excluded people into the financial system and thereby contribute to national growth. The importance of Financial Inclusion has also been stressed by World Bank which considers FI as an enabler in seven out of seventeen sustainable development goals. Universal Financial Access (UFA) 2020 is a global goal of World Bank. It is an ambitious project and needs unequivocal support from all countries to become a reality soon.

Development needs to be sustainable and financial growth needs to be Inclusive.

Objectives of the paper

The objectives of the research paper are as follows:

- To study the role of fintech in Financial Inclusion & Integration.
- To review the measures taken by fintech companies and financial institutions for financial integration
- Understanding impact on ground through conducting a survey.

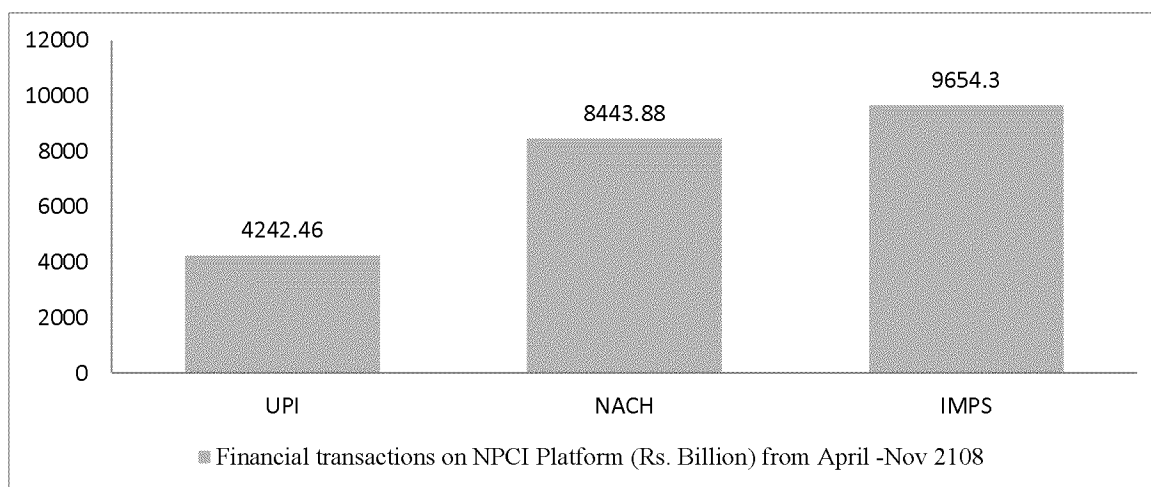
Research Methodology

The study is descriptive and analytical in nature, based on secondary data. Secondary data has been sourced from internet, journals, articles and media reports. RBI reports have been accessed from RBI website. Primary data has been collected through survey and its findings have been presented.

How Fintech contributes to Financial Inclusion and Integration

Emergence of innovative technology in finance led to Fintech (financial technology). FinTech is an umbrella term coined in the recent past to denote technological innovation in financial services and make them available on digital platform. It is competing with traditional financial methods in the delivery of financial services and has led to new business models, processes and products. Fintech has enabled alternative lenders and other players in the financial ecosystem to expand credit accessibility and availability by reducing the time and costs. There are various factors which are fueling the fintech growth in India.

According to Financial Stability Board (FSB), of the BIS, “FinTech is technologically enabled financial innovation that could result in new business models, applications, processes, or products with an associated material effect on financial markets and institutions and the provision of financial services”.⁽³⁾ A meteoric rise in smart phone usage coupled with humungous access to the internet along with strong support from the government through various initiatives like **Jan Dhan Yojna** and **Aadhar** has led to a change in the banking relationships in India. As per UIDAI website 878 million bank accounts have been linked with Aadhar till March18. Total financial transactions on NPCI platform stood at whopping Rs.88031.67 billion (April 18 –Nov 18). Looking at various retail payment statistics available on NPCI platform, the stupendous growth of Unified Payment Interface, National Automated Clearing House, Immediate Payment Interface can be seen in the graph below:



Source: NPCI website

This emanation of technology-enabled innovation in financial sector is the outcome of convergence of certain factors like convenience and speed, which are the key requirement of

current customers .It is not only about the payment model, there is also a tremendous potential for fintech companies to provide business loans to SMEs and personal Loans to consumers who many a times are considered non-creditworthy due to lack of data availability by various financial institutions. Fintech Companies have developed risk scorecards for these segments of unbanked customers and use algorithmic credit decision-making to assess credit worthiness and accordingly take credit decisions. Fintech companies combine the benefits of data analytics with customer profiling and offer consumers to manage their finances and make informed choices.

Blockchain technology, Augmented Reality, Artificial Intelligence, Business Intelligence, DAPPS (Decentralized Apps), Machine Learning etc are disruptive technologies that are challenging the traditional banking models. These are being extensively used by the fintech companies. Further by using APIs, (Application Programming Interface) these small but dynamic Fintechs are able to innovate with agility and swiftness wherein larger established financial institutions are finding it difficult to duplicate. Again DLT (Distributed ledger technologies) provides complete and secure transaction records, updated and verified by users, thereby removing the need for a central authority. These technologies allow for direct peer-to-peer transactions.

A simple categorization of some of the most prominent Fintech innovations in financial market are enumerated as under:



It can be seen that fintech helps to fill the gaps that exist in the financial sector both on the demand side as well as supply side in the following manner:

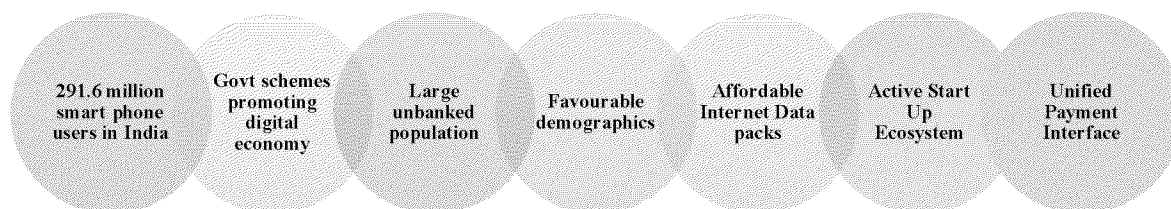
1. Decentralisation and diversification: Diversity in financial market tends to reduce risks and enhances financial stability and thereby builds inclusivity for the marginalised sections of the society. The established financial organisations have national products which are generally not customized as per local needs. Here fintech has an edge and can easily fill in the gaps.

2. Efficiency: Innovative technologies are lowering entry barriers and adding more competitors, which is forcing large traditional financial institutions to increase efficiency through process automation. It is a win - win situation for customers as they get improved services at a lower cost.

3. Providing easy access to financial services: For supporting sustainable growth it is imperative that the financial services are made available to all sections of society. Denial of financial services to its citizens not only hampers the individual growth but also adversely affects the growth of nation. FI is not a charity towards unbanked populace. It is a national commitment for well being of all citizens.

4. Technological advancements: An increase in affordable data packs has led to greater accessibility options to end use consumers, thereby implying virtual financial transactions are more likely to happen. The financial service providers are also using social media data, shopping payment patterns, travel records and psychometric testing to establish credit profiles and target previously invisible consumers.

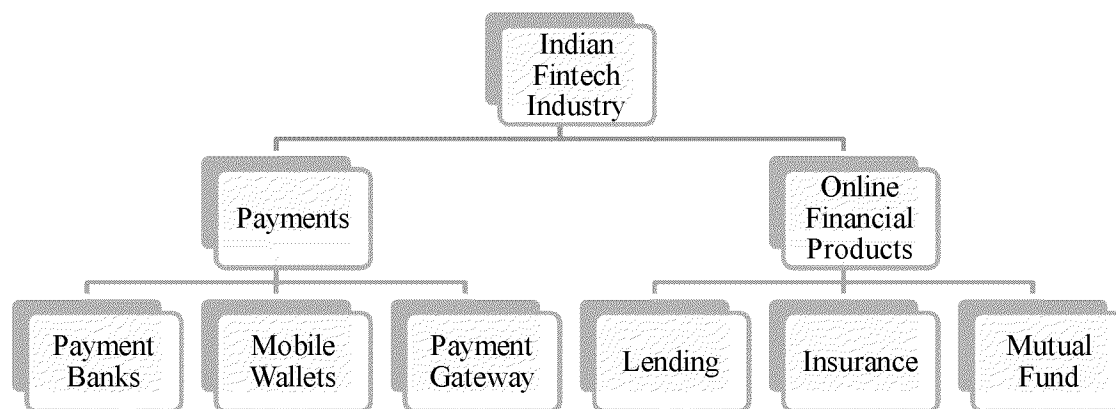
Now let's take a look at the Indian Fintech Industry



There have been various Fintech Start ups, Incubators & Accelerators in India in the last few years. As per ET Bureau report there are 1500 Fintechs in India and 82% of them are situated in three metros (Mumbai, Delhi, Bengaluru). As per the study supported by JP Morgan the lower and middle income segment which comprise 47% of population in India is a huge potential market which can be easily tapped by Fintech Companies.⁴

Hence there is a huge scope for fintech companies in India particularly in rural and semi urban areas. As far as metro /urban areas are considered there are a variety of options already available to them. There is an imperative need to design solutions that acknowledges everyone as an equal partner. Each society is at a different stage of financial inclusion and hence the solutions needed to bring it at par with other sections of the society must be appropriate to their social, cultural and economic scenarios. Digital finance is exhibiting an upward trend in India and

fintech startups have paved the way for financial inclusion with new tech solutions focused on microfinance, digital payments, credit scoring and remittances. Further India Stack has been a great boon for fintech services providers. India Stack is a set of APIs that allows governments, businesses, startups and developers to utilise the unique digital Infrastructure and move towards cashless service delivery. The Open API team at iSPIRT has been a partner in the development, evolution, and evangelisation of these APIs and systems. It has facilitated a sagacious transition for Fintech Companies due to its ability to offer agility and scalability. The main aim of India Stack is to bring down the cost of serving a customer so that it becomes a viable business model. Financial Inclusion will be truly successful when financial services are physically/virtually accessible, affordable, safe and secure for consumers on one hand and a successful business model for the financial service providers.



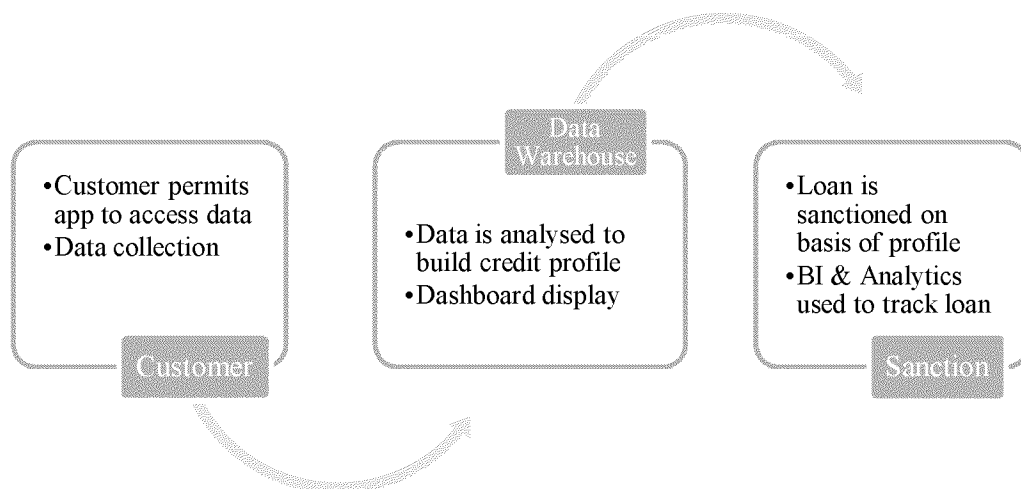
Some examples of fintech include P2P Lending Services (eg Lendbox, Faircent, i2iFunding, Chillr, Shiksha Financial), Personal Services (eg FundsIndia.com, Scripbox, Policy Bazaar, and Bank Bazaar) and Software services (eg Catalyst Labs in the agriculture sector, AirtimeUp for Mobile recharge, StoreKey, and HummingBill)

UPI has been a game changer for digital payments in India, as indicated by its astonishing growth. As per National Payment Corporation of India (NPCI) data, there were 524.94 million UPI transactions in Nov 2018 amounting to Rs.82232.21 Crore.⁽⁵⁾ Transaction Value in the "Fintech" market amounted to US\$ 52,905m in 2018 in India. In terms of transaction value, UPI grew with a CMGR of 22.2% between April 2017 and January 2018, whereas PPIs grew by 6.2% in the same period. Also, in terms of transaction volume, UPI grew with a CMGR of 41% whereas PPIs grew by 2.7%.⁽⁶⁾

The best part in the story is that the Fin Tech Companies are likely to reduce costs for providing financial services. Since they are not burdened with legacy operations and expensive physical presence, they can easily pass on benefits to customers and have the potential to definitely improve the penetration of financial services in India .FinTech can help in creating a more diverse, secured, and stable financial services landscape. FinTech companies are heterogeneous in nature as compared to traditional banks and thus offer great learning experiences to improve the capabilities and culture of the inherent financial system.

Leveraging fintech in FI

One of the most remarkable feats of fintech has been the progress toward financial inclusion and expanding access to financial services to previously unbanked populations around the world. A number of technologies are enabling this trend, with mobile phones taking the lead. As per GSMA (global association of mobile network operators) report in Dec 2016, two thirds of the global population had a mobile subscription, and the number is expected to grow by 1.1 billion by 2020. Data Analytics brings exemplary opportunities to analyse customer preferences of not only those who are in the banking net but also those who where earlier excluded from it.



Cloud computing and open APIs accelerate assimilation of cyber systems at an intra institutional level as well as between two or more institutions, thus acting as a great enabler for fintech. Similarly blockchain technology enables verification and completion of financial transactions on a faster mode. According to a 2017 report by the Financial Stability Board, technology can help provide “easy to understand and convenient financial services, which tend to lower costs of adoption and lower barriers to access for customers.”⁽⁷⁾ Technology helps in

promoting sustainable economic growth by improving access of financial services to individuals and businesses, and more importantly including small and medium enterprises (SMEs).

Impact of fintech on Financial Inclusion

Technology can provide more tailored financial products to the mass-market consumer. Fintech can provide financial services in a sachet (just like FMCG goods) i.e small ticket size, short term, no/very less paperwork, need based to meet the specific requirement of customers. Supervisors and regulators should consider placing greater emphasis on building staff capacity so as they have the adequate resources and skill-sets to deal with Fintech. Human resources have a crucial role to play in strategizing and implementing the road map of financial inclusion in India and synergizing the Fintech model.

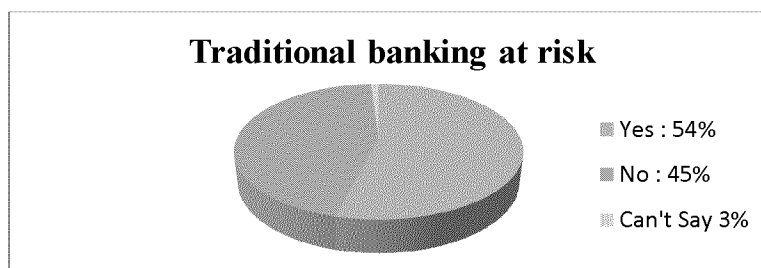
For a change at the ground level, there is an important role for enablers as well as facilitators. Fintech has a very crucial role in Financial Inclusion as it plays both the roles at the same time. Some of its uses are enumerated below:

S. No.	Area of Financial Inclusion & Integration	Use of FinTech
1	Direct Bank Transfer for Sustainable growth	Hassle free cash transfer App to increase the personal disposable income of the marginalised sections
2	Traditional business model need to focus on 'last mile' service delivery.	Alternative Banking Channels
3	Increase the formal credit supply to farmers/small business	Digitisation of land records
4	Replacement of Government's subsidies program on fertilizers, irrigation and power	Aadhaar based beneficiary selection
5	Better coverage and implementation of Crop insurance scheme	Crop Insurance App
6	To provide credit guarantees in identified areas for micro and small enterprises (MSEs).	Guarantee App for agencies
7	Introduction of UID for all MSME borrowers and information from it should be shared with credit bureaus.	UID for MSME App.
8	Remittances and Payments	Swift access through Apps
9	Customer Service	24X7 Compact Delivery Service Point

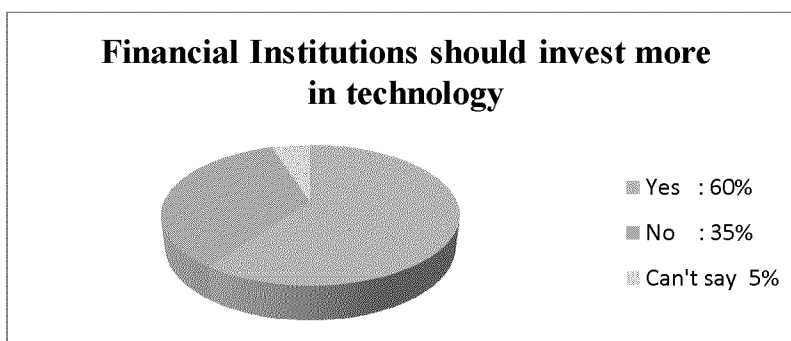
Survey Findings

A survey was conducted wherein respondents were asked five questions and their responses are as follows:

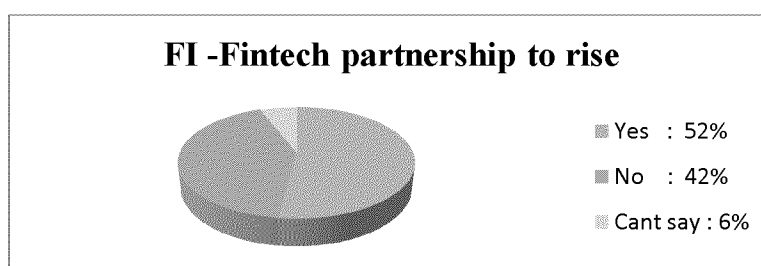
- Question 1 : Traditional banking model is at risk



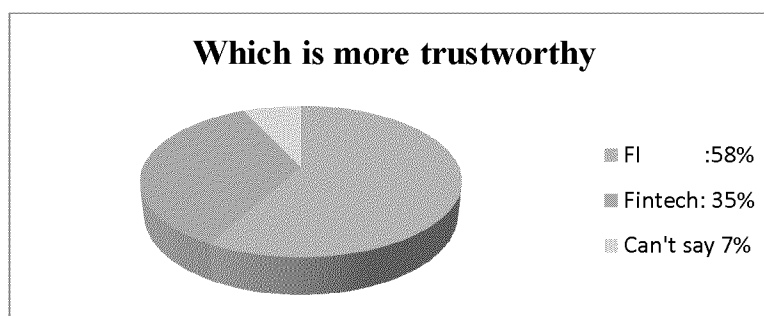
Question 2: Financial Institutions should invest more in technology

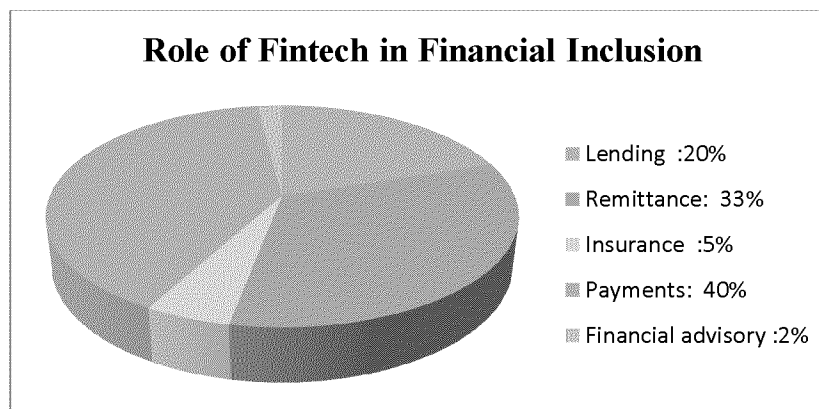


Question 3: Partnership between Financial Institution & Fintech would rise in coming days



Q4. Which is more trustworthy – Fintech or traditional Financial Institutions



Q5. Role of Fintech in Financial Inclusion**Survey Findings**

As per the findings of the survey, majority respondents felt that Financial Institutions are more trustworthy. However they want technological investments to be enhanced by the FI's. They were also hopeful of collaboration between the FI & Fintech for a better financial access. Payments were the most used Fintech platform by the end users.

Coming together of Financial Institution and Fintech

This collaboration on one hand enables fintech companies to scale up their technology and provides an easy access to capital, and on the other hand financial institutions get to improve product offerings and increase efficiency at reduced costs. Moreover banks have data and fintech companies have the requisite expertise to process it which makes them natural partners. Banks can also enhance their bottom lines by ensuring end to end digitization, customer centric solutions and use of alternative credit scoring algorithms.

There are many common traits in Financial Institutions and Fintech and hence they can together formulate strategies for meeting the financial needs of the unbanked and under banked people which would be beneficial to all the stakeholders. As we can see this leads to financial inclusion and integration of under banked people into the mainstream economy. Strategic partnerships with fin techs can help established financial institutions innovate swiftly by manifesting an excellent digital experience in a cost effective manner.

Challenges to fintech

Priority for nearly all fintech startups is on driving sales, and concerns like cyber security may take a backseat. P2P lending has a possibility of increased credit risks and also enhanced

cyber security risks. Further a decentralized system with tightly integrated digital transactions could mean that a breakdown in a particular zone of the financial sector could spread in a matter of seconds to other financial markets. Hence Risk management policies and procedures need to be stringently put in place and ensuring that they are scrupulously being followed.

Collaboration across regulatory domains such as between RBI, Government, financial institutions, telecom Companies and TRAI is vital for ensuring data security. Fintech presents an immense opportunity for the financial industry. PwC's "Global Fintech Report 2017"⁽⁸⁾ reveals that 82 percent of financial institutions expect to increase their partnerships with fintech firms within the next five years. While this is likely to result in greater convenience and cost savings to customers, it is not without risks. Cyber risk, third-party dependencies and legal uncertainty could lead to new and expanded sources of operational vulnerabilities. Hence there is an imperative need to not only mitigate the accompanying risks but also maintain trust in the system so as to avoid a build-up of risks that could lead to financial instability.

Data privacy Issues

In addition to cyber security, the integration of new technology with traditional systems raises concerns regarding data collection and data privacy. Financial institutions collect large amounts of data about their customers, which may include sensitive personal information. A growing number of fintech firms are also harvesting alternative data (insights about customer's online spending behavior and social media patterns to trace their digital footprint). The data collected is typically stored and further used for analysis for the purposes of marketing, sales, and financial decision-making like generating a credit score to determine a customer's risk profile.

There is a growth in security concerns when we are contemplating the integration of banks systems with fintech firm's software meaning thereby that more third parties will have authorized access to customer data, despite the fact that they may have differing approaches to security and follow distinct regulations. The expansion of financial services and fintech to this underserved population presents risks. As it is often comprised of new technology users, this population typically has little or no knowledge of cyber security risks and is especially vulnerable to hacking if targeted. It is imperative to raise awareness about cybercriminal risks and focus on digital and financial literacy.

This collection of alternative data also poses legal questions as to whether customers are aware that their online behavioral data is being harvested. Did customers give consent and, more importantly, can they withdraw their consent at any time? These questions are being considered in the proposed data security law by Indian lawmakers. It sparks legal questions related to data ownership and whether this data can be shared with third parties. Fintech firms must have comprehensive and adequate privacy terms to comply with current regulations and keep customers well-informed. In this context we need to look at **The EU General Data Protection Regulation (GDPR)** which is considered to be the most important change in data privacy regulation in 20 years. This regulation will fundamentally change the way data is accessed by organisations located within EU & also applies to organisations outside EU, if they offer goods/services to EU data subjects. It applies to all companies processing and holding the personal data of data subjects residing in the European Union, regardless of the company's location.

Analysis

One of the examples of achieving true financial inclusion is M-PESA in Kenya, which is being used by over two-thirds of the Kenyan population, 50 per cent of the unbanked population and accounts for over 25 per cent of the country's gross national product flows. FI can't succeed as government standalone initiative. All the stakeholders need to pitch in and their concerted effort leads to actual growth of FI on ground.

Disruptive innovations such as artificial intelligence, machine learning, block chain technology, cloud computing, and the usage of big data are transmogrifying the financial sector. It is apparent that there is an inherent metamorphosis in the channels we use to pay for goods and services, and the way we engage in money transfers between wallets and accounts. While technology is expected to have a significant and highly positive impact on financial inclusion and the current financial infrastructure, there are potential risks associated with it too and hence following measures should be initiated;

➤ **Enabling test-and-learn techniques**

Regulatory Sandboxes (i.e. Live or virtual testing of new products or services, in a controlled testing environment, with or without any 'regulatory relief' is termed a 'sandbox') and **Innovation Hubs** (i.e. those Supporting/guiding firms in navigating the regulatory framework or identifying supervisory, policy or legal issues and concerns) needs

to be extensively used to create conducive environment and developing an effective balance between innovative approach, financial integrity and inclusive growth.

National Financial Inclusion Strategy

Fintechs should be included alongwith financial institutions in the National FI Strategy as they add technology, innovation, diversity and customised solutions for customers.

➤ **Bringing more partners on board**

There should be collaboration between private sector, financial institutions, technology companies, researchers, fund raisers and regulators to strengthen the financial integration. It is a collective national responsibility and hence all stake holders need to work together.

➤ **The issue of privacy and ownership of data** needs to be deftly handled. In the era of swiftly advancing technologies, the regulators need to be proactively vigilant so that fintech is nurtured well so as to serve the strategy of financial integration on a large scale.

Fintech companies need to adapt best practices around risk and internal controls, operational optimisation, compliant work culture and continuous staff engagement. It is imperative to understand the gradual changes that are taking place in the global FinTech landscape, and hence continuous updations of the technology are essential.

Conclusion

Financial inclusion by banks has more focus on opening of no frills account, leaving thereby a vast area open for fintech to provide other facilities like lending, insurance, remittance etc. Collaborations between fintech and financial institutions would be mutually beneficially to both of them. Fintech holds great promise to drive financial inclusion 2.0 in India. However regulatory guidelines for fintech need to be strengthened and realigned and data security and privacy issues should to be properly addressed. Nelson Mandela famously said “Overcoming poverty is not a gesture of charity. It is the protection of a fundamental human right, the right to dignity and a decent life” and each one of us definitely deserve this right.

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10. Shift from Traditional TV to Online Streaming: Viewers Perspective

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Abstract

The present study examines the trend among people to watch Television online and their preference to watch traditional TV set. A convenience sample of 89 respondents was taken through an online survey. The investigation found that like the TV audiences of the 1980s audience members today are still motivated by entertainment, leisure and recreation — regardless of which medium. The capacity to control the TV experience, to pick when to watch programming, and the comfort that Internet TV offers are reasons why people are utilizing options in contrast to the traditional TV sets. The research results show that TV audiences may shift to online streaming from time to time but will not completely change their preferred medium to watch their favorite programs on traditional TV sets.

Keywords: Online Streaming, Traditional TV, Internet TV, Television Audiences

Introduction

Television is moving towards Internet-based services with an increasing popularity of online streaming and connected TV sets. However, the lean-back viewing experience is often forgotten in the design of such services – traditional broadcasted television is still the source for relaxed entertainment in the living room. We are in an advanced age where the innovative change enormously impacts all types of media. TV isn't a special case and is today confronting a quick progress toward Internet-based administrations. Television was once as basic as radio - planned communicates gotten by the general population with a gadget fit for changing the station and altering the volume. The innovation has not only brought new creative highlights, it has also tested the idea of the reality of the whole TV media. Despite the fact that video on interest is settled with administrations like Netflix and Amazon Prime, the recline TV encounter is basically unaltered since the olden days.

For the present groups of onlookers it's about instantaneousness and versatility, the substance they are searching for must be only a tick away to meet their requirements. Presently

everything is conceivable. Perhaps you need to watch a scene of your most loved show when you are voyaging, or possibly every individual from your family needs to watch something else in a different room of the house.

Video Streaming and broadband associations help clients around the world download and watch vast video documents from the solace of their homes. Exploiting this innovation, the American organization Netflix propelled a video gushing site in 2009 where clients could watch the latest Television scenes and Hollywood Blockbusters. Netflix changed substance utilization models in media outlets and prompted the vanishing of the standard video rental store in North America.

These requests are being satisfied with the assistance of video spilling and also the expansion of gadgets that gives the client access to it. Presently on the off chance that you need to play films, music or watch a scene of your most loved TV demonstrate you can without much of a stretch do it wherever you might be.

In the event that we need to completely comprehend the effect of video gushing in the public arena and media outlets we should initially take a gander at the mechanical progressions that cleared the street so organizations and administrations like Netflix, iTunes or Hulu could wind up fruitful.

Objectives

- To find out the growing popularity of the online streaming videos
- To understand the gradual shift of TV viewing from traditional to Online streaming
- To understand the reasons of people watching online as well as traditional programs

Research Methodology

Source of Data: The study is based on the primary and secondary data.

Sample size: The total population of 89 respondents was taken in consideration. The respondents were youths as well as middle age people. Efforts were made to include equal number of respondents from each category.

Data Collection: Data was collected using a questionnaire of 13 questions. The questionnaire was distributed among the people through a Google form. The questionnaire included mainly the questions based on the medium the audiences are using to watch television.

Sample unit: The research was conducted in Mumbai

Statistical tools used

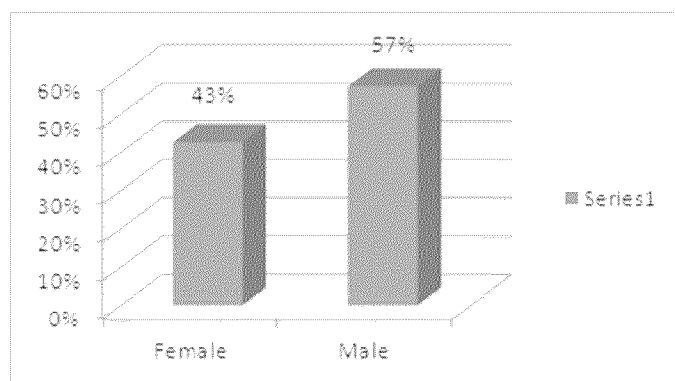
- Graphs
- Diagrams

Limitations of the study:

- The result is based only on the sample which is collected using convenient sampling method.
- A sample size of only 89 respondents was taken in consideration. The findings will differ with larger sample size.

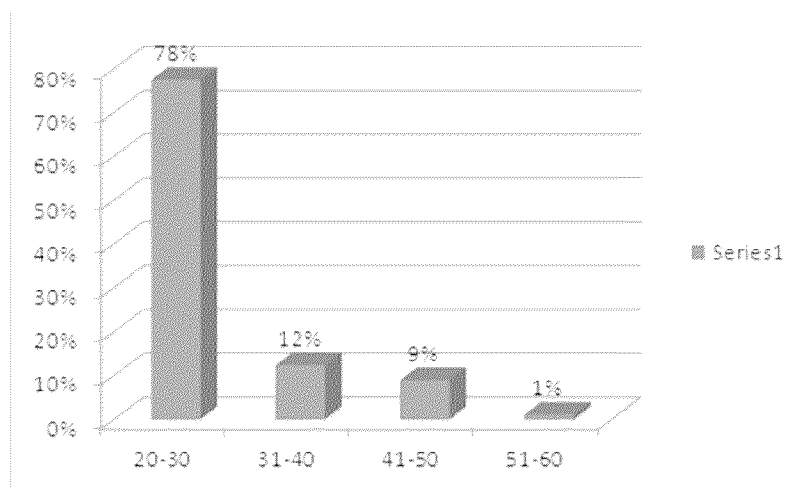
Data Analysis and Interpretation

1. Gender



Explanation

2)

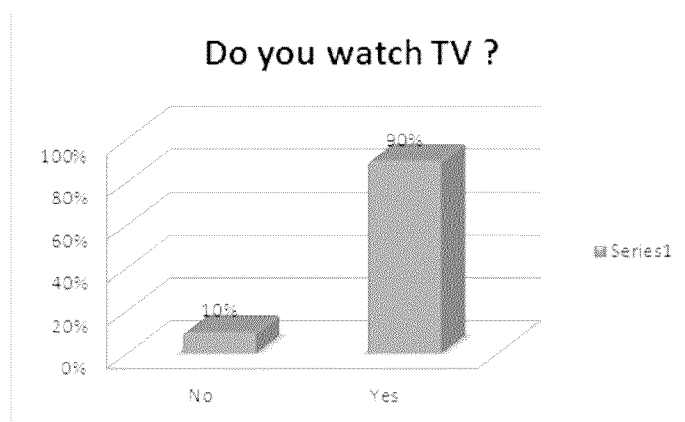


Out of 89 respondents 43% were females and 57% were males who watch TV online or through traditional sets.

Explanation

The above diagram shows that major 78% respondents who have filled the questionnaire are in the age group of 20-30. 12% respondents are in the age group of 31-40. 9% in the age group of 40-50 and only 1% in the age group of 50-60. This shows that the trend of watching TV is more in the youths as compared to the other age groups.

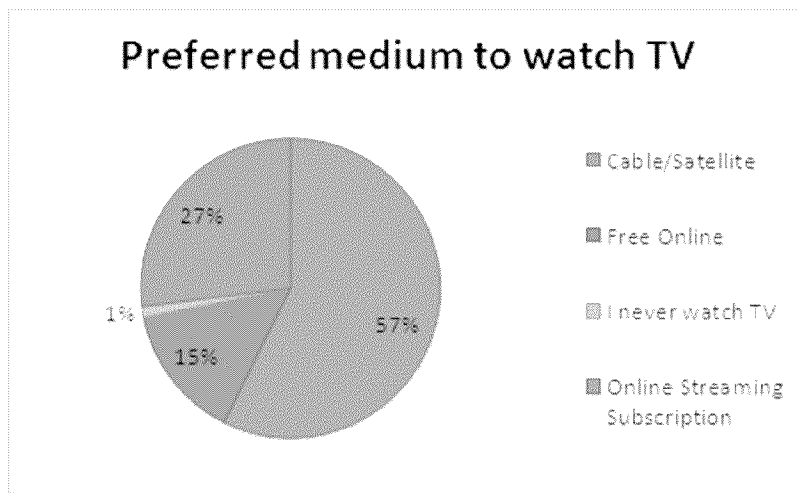
3)



Explanation

TV is a source of entertainment and knowledge. The above chart clearly indicates that 90% of the respondents watch TV whether traditional or online and 10% do not watch television at all.

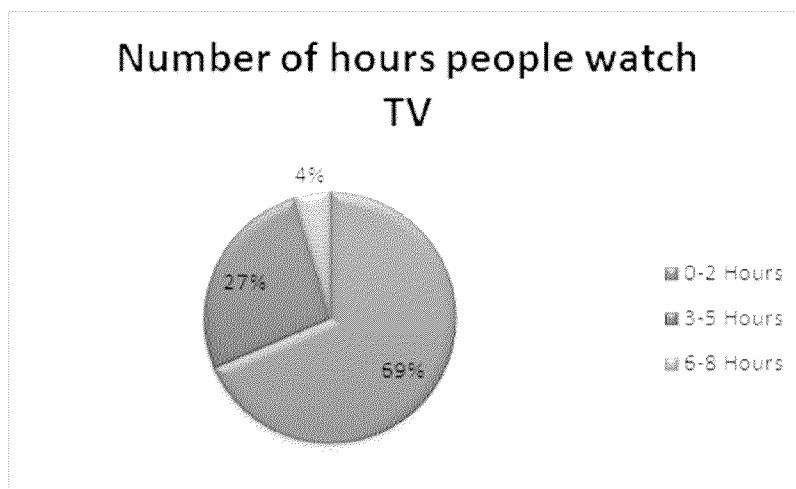
4)



Explanation

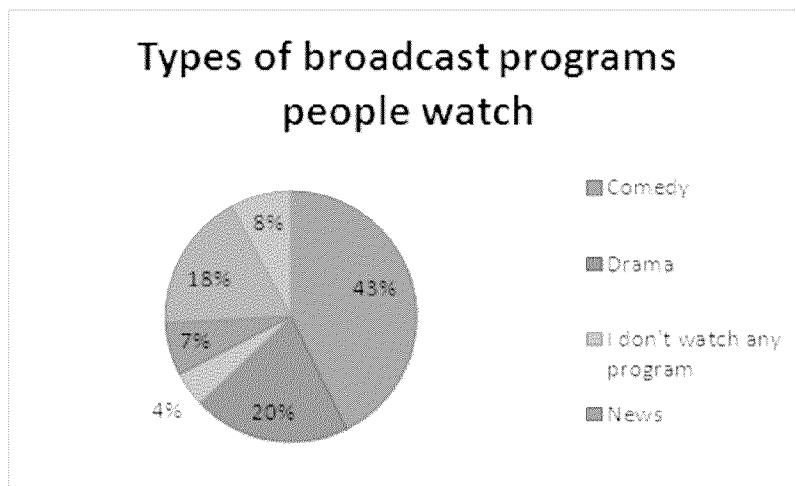
When asked about their preferred medium to watch TV 57% respondents said they watch TV through Cable or satellite transmission while 42% respondents watch TV through online or free subscription. Only 1% said that they do not watch TV at all.

5)

***Explanation***

As seen in the above diagram 69% watch TV daily for approximately 0-2 hours, 27% of the respondents watch TV for 3-5 hours and 4% watch TV for 6-8 hours.

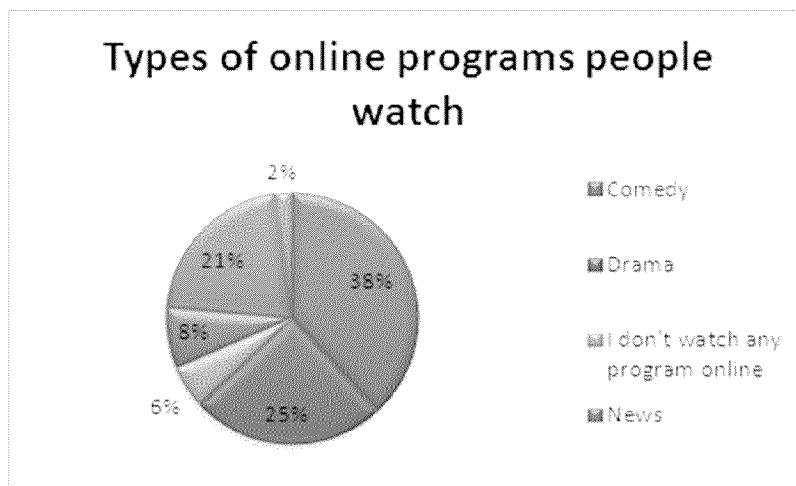
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Explanation

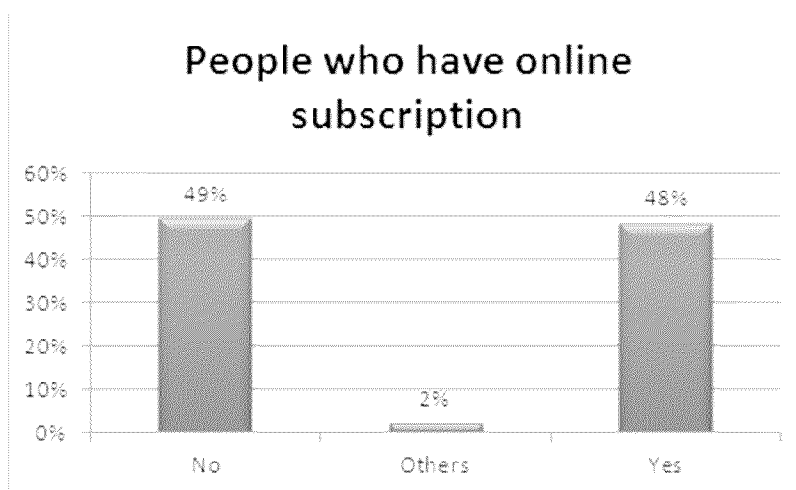
According to the above diagram 43% of the respondents like to watch comedy programs on their traditional TV sets. 20% respondents like to watch drama, 7% like news 8% respondents like to watch sports 18% like to watch various other programs and 4% said they don't watch any program.

7)

***Explanation***

When asked about the types of programs people prefer to watch through online streaming 38% of the respondents said they like to watch online comedy programs. 25% respondents like to watch drama, 8% like news 2% respondents like to watch sports 21% like to watch various other programs and 6% said they don't watch any program online.

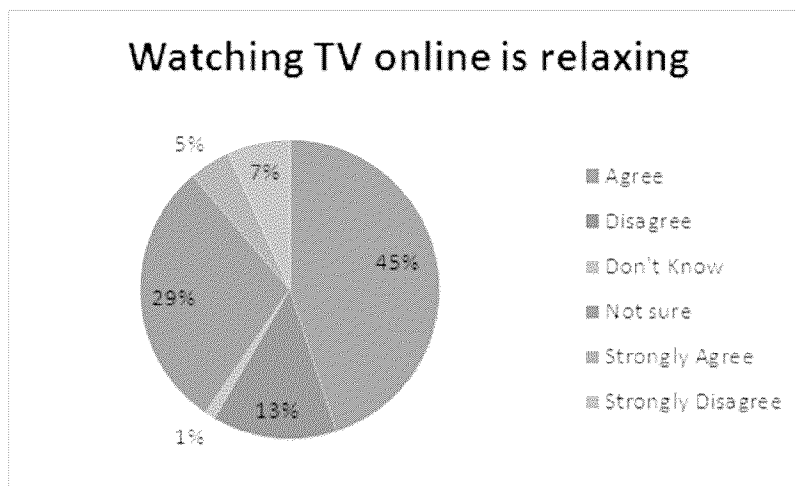
8)



Explanation

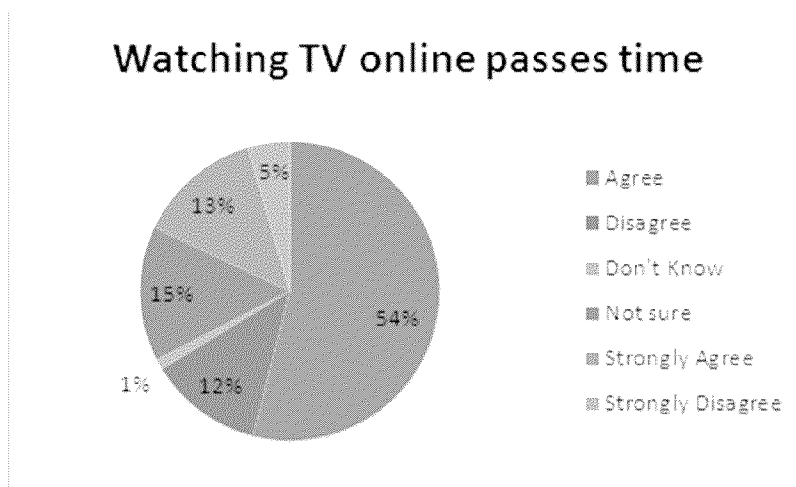
When asked about the online subscription of TV 49% said they do not have any online subscription and 48% respondents have or online subscription so that they can watch the programs through internet. So, there is hardly any difference between people who watch TV online and through traditional sets.

9)

***Explanation***

According to the above chart around 49% of the respondents feels that watching online TV through video streaming is relaxing while 30% does not agree to the statement. 29% of the respondents are not sure.

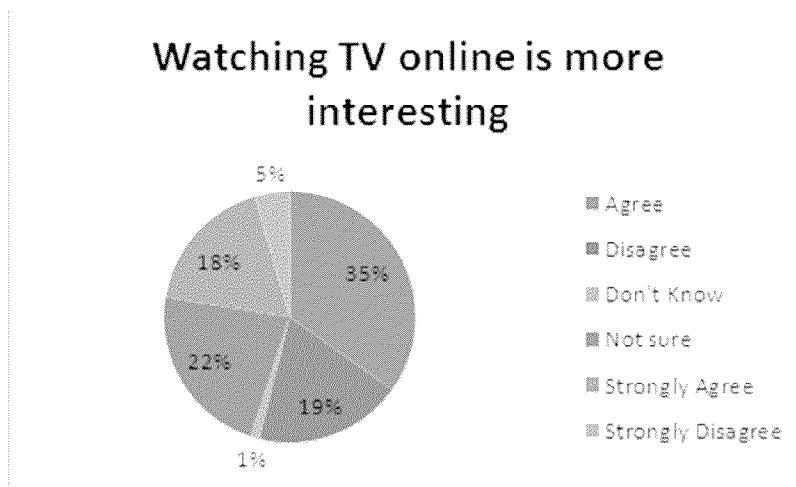
10)



Explanation

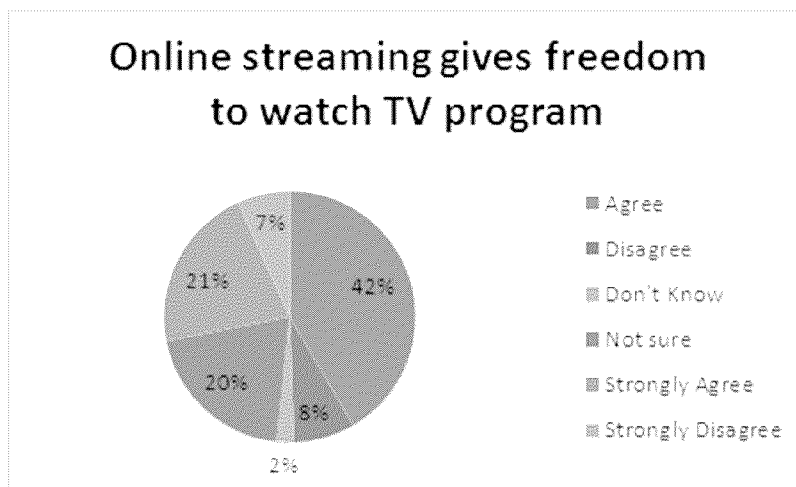
According to the above chart 67% watch TV online to pass their time. 17% does not watch TV to pass the time. 15% is not sure of the statement.

11)

***Explanation***

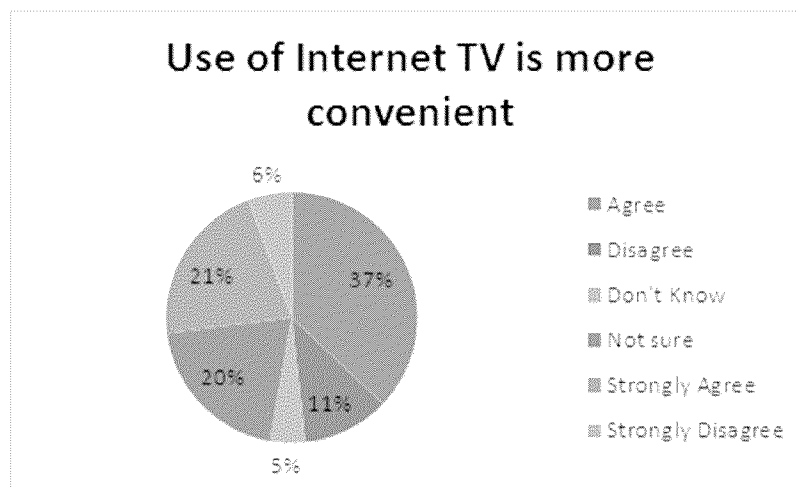
As we can see in the above chart 53% of the respondents find it interesting to watch TV Online. 24% does not find it interesting. 22% of the respondents are not sure of the statement.

12)

***Explanation***

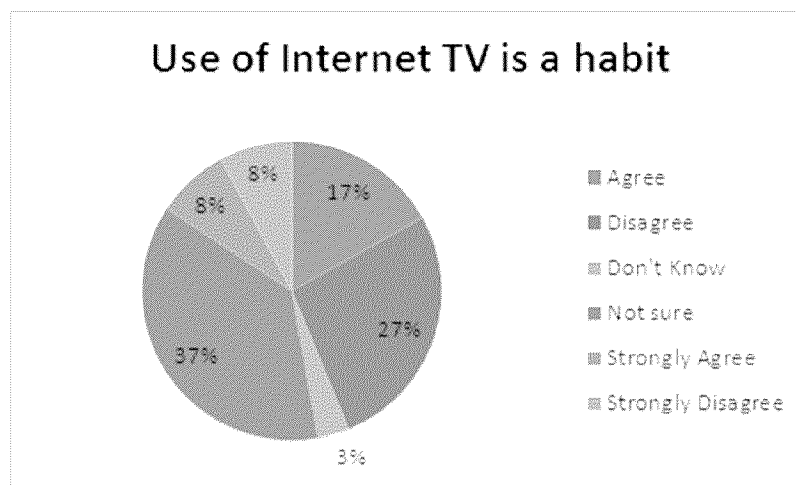
63% respondents feel online TV gives them more freedom to watch their favorite programs in comparison with traditional sets. Only 15% does not think that it gives more freedom. 20% is not sure of the statement.

13)

**Explanation**

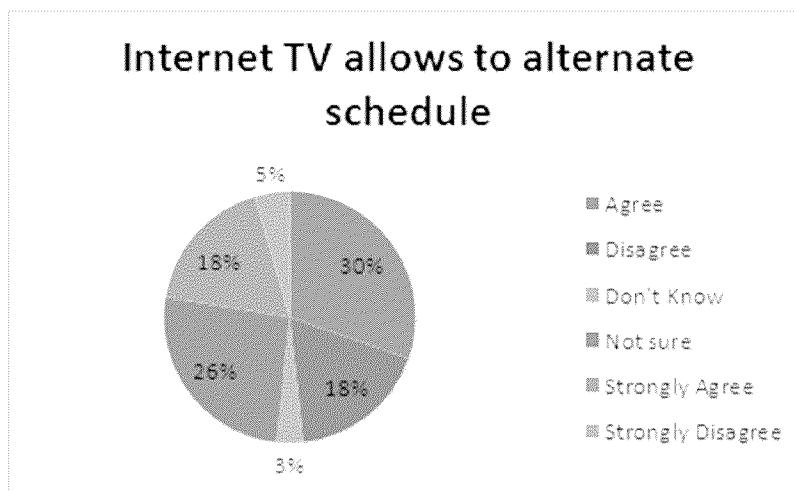
According to the responses of the survey 58% of the respondents think that watching TV online is more convenient than traditional TV. 17% does not find it convenient 20% are not sure about the statement.

14)

**Explanation**

According to the above chart 25% respondents feel that watching TV online is now become their habit. 35% did not agree with the statement. 37% are not sure about it

15)

***Explanation***

48% feels that watching Tv online helps to alternate their schedule according to their work. 23% does not think that it allows them to alternate their schedule. 26% is not sure about the statement.

Findings

According to the survey the findings are as follows:

- People do watch TV online but still their inclination is more towards traditional TV set.
- They find watching TV online as interesting and entertaining
- They can alternate their schedule and watch the programs of their choice unlike the broadcast TV programs.
- Most of the people have online subscriptions but still they are using traditional TV sets also.
- Online streaming channels have entered into the Indian market but still it has a long way to go.

Conclusions and Suggestions

Viewers can get to TV through an assortment of advanced gadgets. The video streaming capacity of the Internet gives audiences more prominent command over their TV encounter. People specifically don't have to schedule their plans around their calendar, however rather can time-move, skip advertisements and control when they watch programs. However, people like to watch broadcast programs when they are with their families and friends and Internet programs when they are alone. At last, the members of the present investigation are not totally moving far

from the traditional broadcast TV. The traditional TV still encourages watching TV programs with their friends, to pass time, to relax and enjoy with their families. The other advantages like watching a missed scene and skipping ads are valuable when the circumstance calls for it. The importance of Internet TV depends intensely on how adequately it is able to meet the needs of viewers. Until the point when Internet TV can totally fulfill all the requirements audiences will continue to use traditional TV sets to satisfy them.

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11. Financial Prospects of Non-Banking Financial Companies

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Abstract

Success or survival of any company depends upon its short-term and long term solvency position. Current ratio and debt equity ratio are the tools to test the short term and long term solvency of any financial companies. Current ratio insurance that whether the firm is in position to pay its current liability with its available current assets under debt equity ratio indicates the long term solvency position of the company. It explain the ratio between own fund and borrowed fund. From the current research the researcher found that short term and long term solvency of the non-banking financial companies is not good.

Keywords: Non-banking financial companies, short term solvency, current ratio.

Introduction

Development of an economy depends upon the development of financial system of that country. Financial system consists of all the sources from where finance can be generated and also it can be used. In the current market scenario non-banking financial companies are playing an important role in credit creation. The finance for different purpose. The main product of NBFC'S's are car loan, housing loan, personal loan etc.

Functioning of NBFC's are very much similar to banking company. They are the companies who deals in finance but do not have banking license. They can lend loan to the public but cannot accept demand deposit from public. Even some NBFC's are not allowed to accept any type of deposit from public. RBI defines non-banking financial companies as" a non-banking financial company is a company registered under the Companies Act 1956 and is engaged in the business of loans and advances, acquisition of shares/ stock/ bonus /debentures securities issued by government or local authority or other securities of like marketable nature, leasing, hire purchase, insurance business, chit business but does not include any institution whose principal business is that of agriculture activity, industrial activity, sale/purchase/ construction of immovable property. A non-banking institution which is a company and which

has its principal business of receiving deposits under any scheme or arrangement or any other manner or lending in any manner is also non-banking financial company.

NBFC's are classified into various categories

1. Loan companies
2. Investment companies
3. Asset Finance Companies
4. Infrastructure Finance Companies
5. Systematically important core investment companies

Now the question arises whether these NBFC's will continue their services in the long run or not? Do they have a better long term and short term solvency position? The solvency position, long term existence of the NBFC's can be better understood with the help of their financial statement. Financial statement of any company gives a clear picture of its current financial position and also it indicates its future prospects. Current ratio liquid ratio and debt equity ratio are the tools to test the short term and long term solvency of a company.

Current ratio: current ratio is the ratio of current assets to current liability. It is helpful to find out the short term solvency position of any company. The standard current ratio is 2:1. It means current assets of any company should be double of its current liability. It ensures that company is in a position to pay its current liabilities with its available current assets.

Liquid ratio: liquid ratio is also known as acid test ratio is another better tool to study the short term solvency ratio. Liquid ratio is ratio of quick assets to quick liabilities. Quick assets means current assets - prepaid expenses - stock and quick liability means current liability less bank overdraft less income received in advance. Standard quick ratio is 1:1

Objectives

1. To know about the financial prospects of the NBFC's
2. To analyse the short term solvency position of the few selected NBFC's
3. To study the debt equity ratio of selected NBFC's

Hypothesis

H₀: NBFC's do not have better short term solvency position.

H₁: NBFC's have better short term solvency position.

H₀: NBFC's fails to achieve standard debt equity ratio.

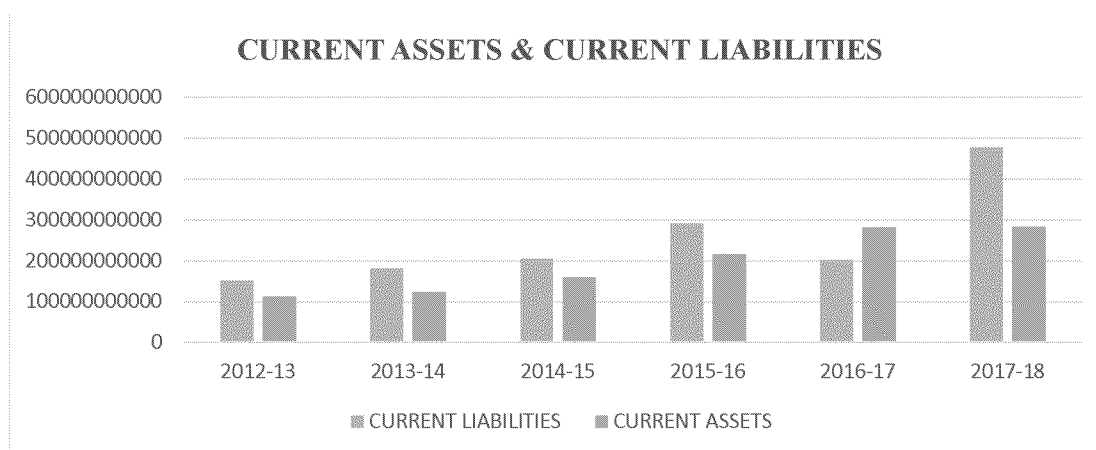
H₁: NBFC's have standard debt equity ratio.

Research Methodology

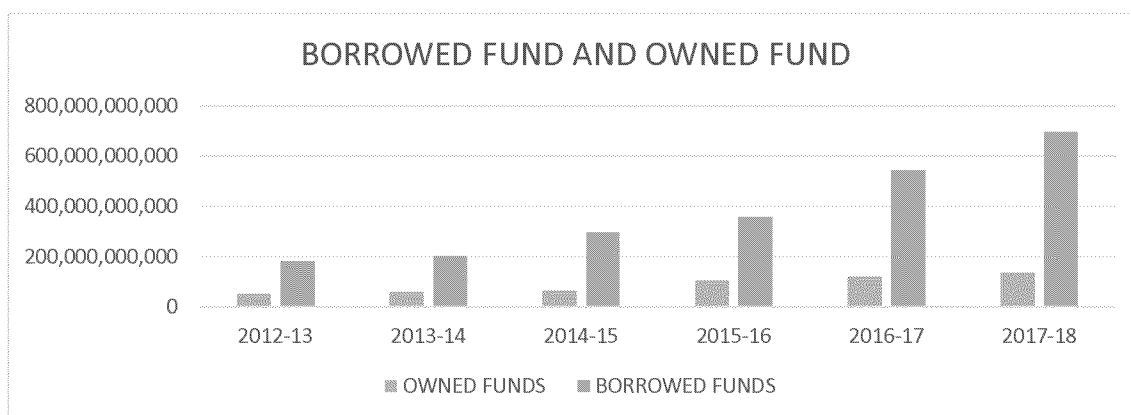
Data required for the current research is collected from the secondary sources. All the information related to the current assets, current liability, owner's fund and borrowed fund is collected for five years. Annual reports of the India bulls housing finance and DHFL companies were the source of information.

Data Analysis and Findings

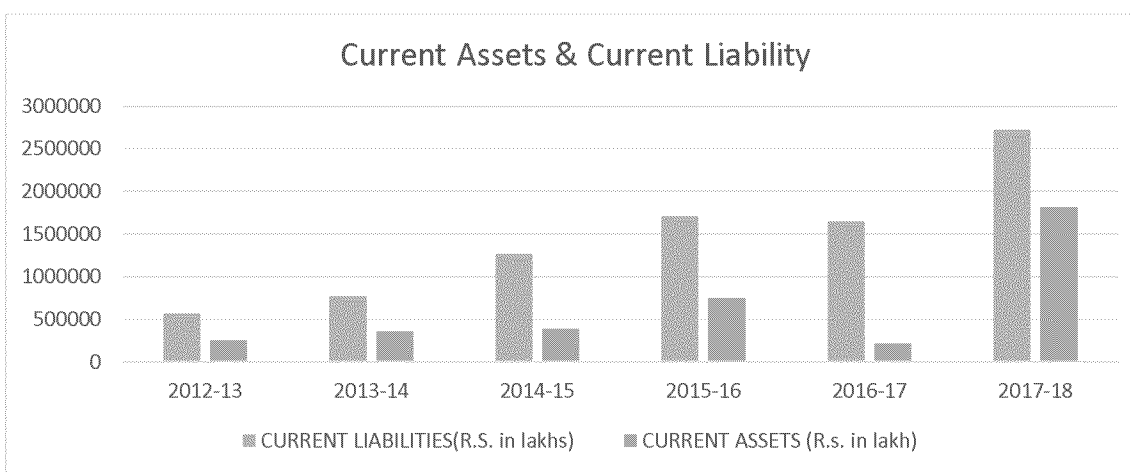
INDIA BULLS HOUSING FINANCE			
YEARS	CURRENT LIABILITIES	CURRENT ASSETS	CURRENT RATIO
2012-13	152030807461	112,313,086,846	0.74:1
2013-14	181753815940	122,465,316,666	0.67:1
2014-15	204817728056	159,893,935,832	0.78:1
2015-16	290936273998	216,336,119,095	0.74:1
2016-17	201746913340	281,917,156,758	1.40:1
2017-18	477638161438	283,863,596,907	0.59:1



INDIA BULLS DEBT EQUITY RATIO			
YEARS	OWNED FUNDS	BORROWED FUNDS	DEBT EQUITY RATIO
2012-13	51,809,754,941	182,422,978,390	3.52:1
2013-14	57,069,815,596	201,657,433,460	3.53:1
2014-15	66,317,022,353	293,443,706,044	4.42:1
2015-16	106,939,233,458	356,753,249,643	3.34:1
2016-17	121,220,654,754	542,751,042,219	4.48:1
2017-18	134,235,264,882	695,057,163,075	5.18:1

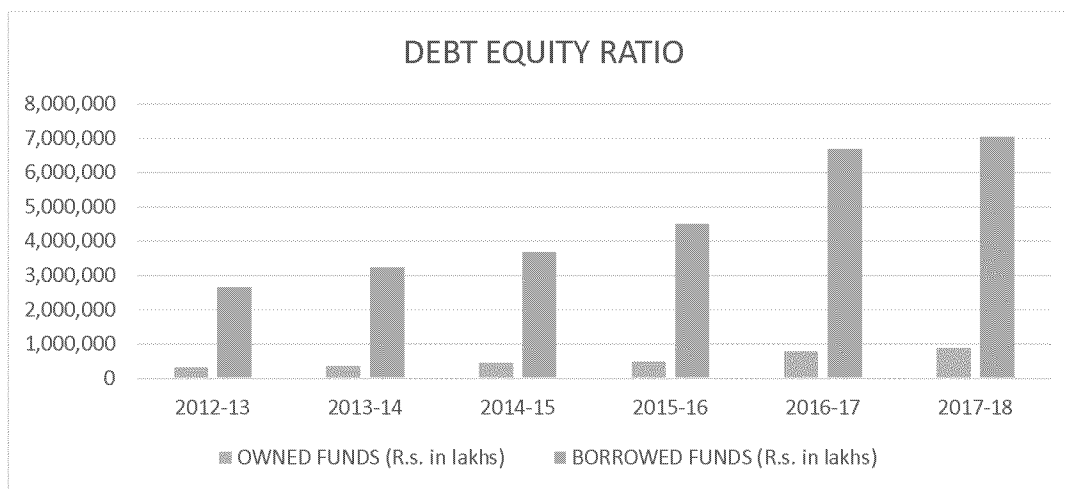


DHFL			
YEARS	CURRENT LIABILITIES(R.S. in lakhs)	CURRENT ASSETS (R.s. in lakh)	CURRENT RATIO
2012-13	573478	249,807	0.44:1
2013-14	765478	360,731	0.47:1
2014-15	1260967	384,058	0.30:1
2015-16	1704215	744,629	0.44:1
2016-17	1652464	216,951	1.31:1
2017-18	2723048	1,809,205	0.66:1



DHFL			
YEARS	OWNED FUNDS (R.s. in lakhs)	BORROWED FUNDS (R.s. in lakhs)	DEBT EQUITY RATIO
2012-13	323,709	2,656,748	8.21:1
2013-14	357,497	3,229,699	9.03:1
2014-15	463,578	3,687,198	7.95:1

2015-16	501,700	4,511,947	8.99:1
2016-17	799,580	6,675,391	8.35:1
2017-18	879,564	7,021,431	7.98:1



Conclusion

From the above table we can say that current ratio of non-banking financial companies providing housing loan is below the standard. The standard ratio for current ratio is 2 is to 1 it means current assets should be double of the current liabilities. But we can see that in none of the Year current ratio is double of the current liabilities. It indicate that short term solvency of non-banking financial companies providing housing loan is not good. It indicates that non-banking companies are using its short term funds for long term lending purpose due to this current assets are lower than current liabilities.

If we look at the debt equity ratio we will find that borrowed capital of the company is four to five times higher than the owned capital. In DHFL Company the borrowed capital is 8 to 9 times more than its own capital. From the above analysis we can conclude that long-term solvency of the non-banking financial companies is also not good. But this is also due to the nature of the business because these long term borrowings they are utilizing for long term lendings.

12. Internet Marketing in India: Opportunities and Challenges

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Abstract

In the past few years, the internet and e-commerce business actions have become one of the wildest rising skills that playing a important role in the daily life of human being. Today, E-marketing is one of the most developing know-how in IT and E-Commerce sector. E-marketing is also mentioned to as Internet advertising (IM), online marketing or web-marketing, means using the internet to market and sell goods and services. E- Marketing helps to find out the right spectators to whom goods and services are to be provided by the business governments. It contains of all progressions and events with the resolutions of appealing, finding, winning and retaining customers. The scope of E- Marketing is considered to be extensive in scope it does not only use to sponsor marketing over the internet but also helps in marketing as well through e-mail and wireless media. Here we examined to find out the chances and tasks of Internet marketing in India.

Keywords: Internet Marketing, Online, Consumers, marketing, Challenges

I. Introduction

Due to globalization, not only nations are coming closer to each other but also different sector suffers into important deviations. And marketing sector is also artificial by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E- marketing. E- Marketing is also known as web marketing and online marketing. E- Marketing helps to find out the right viewers to whom properties and facilities are to be providing by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. The scope of E- Marketing is believed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. E-marketing also joins mechanical and creative aspects of the Internet, including: development, design, advertisement and sales.

Use of websites are made by e-marketing in combination with online promotional techniques such as social media marketing, search marketing (SEM), interactive online ads, e-mail marketing, online directories, viral marketing, affiliate marketing and so on. E- Marketing also include product display, advertisement consisting of graphics videos and audio with text, 3D product view, product navigation, basket selection, checkout and payments. The digital technologies used as communication and delivery mediums within the scope of e-marketing.

Definition

1. “Internet Marketing or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.”

II. Objective

The objectives of the paper as under:

- To review the present status of online trading in retailing in India.
- To identify the difficulties in online trading in retailing from the point of view of providers and consumers.
- To provide submissions to popularize online trading and increase the productivity of online retail corporations in India.

III. Types of Internet Marketing

There are several types of internet marketing, some which work alone, others which work in combination with others. Here is some types of internet marketing:

3.1 Search Engine Optimizer

Search Engine Optimizer or SEO for short, is likely for predominant search engine to index a website and improvement it up to the top of the result page.

- He should study the structure of website, webpages or blog. \
- He should correct the errors.
- He should develop his own content.
- He should manage online campaign.

3.2 Social Media Marketing

Social media marketing (SMM) is the procedure of attainment website traffic or consideration through social media places. The goal of SMM is to yield satisfied that users will share with their social network to help a company growth variety experience and extend customer reach.

- Listening: Know when to engage
- Sharing: Turn your buyers into salesmen
- Measuring: Track ROI in social

3.3 Blog Marketing

Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs. This includes,

- To raise the visibility of our company.
- To increase the sale growth and profit
- To make a contribution to our industry.
- To give the public a look at what goes on within a real live publishing company about the feature of their upcoming products.

3.4 Pay Per Click Advertising PPC

Stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to —earn|| those visits organically.

- It based on advertisers' keyword list to show relevant content to the user.
- Using Pay per Click is the quick measurement of success.
- It creates a highly targeted audience to attract visitors.

3.5 E-mail Marketing

Email marketing is a way to reach consumers directly via electronic mail. Unlike spam, direct email marketing reaches those interested in your business' area of expertise. It includes,

- It's the informal, operative, and reasonable way to keep your customer coming back
- It should be specialized to attract
- About new product
- Promoting their products by desiring special events
- While giving response they put information about their product too

- Save paper and postage

3.6 Networking

A business model in which a supplier network is compulsory to build the business. Usually such businesses are also multilevel advertising in nature in that disbursements happen at more than one level. The advantages of network marketing include:

- Flexibility of time
- More Freedom
- High chances at success
- Free Training
- Easy Business plan
- Work at Home
- Easy to run

IV. Importance of Internet Marketing

Importance of Internet Marketing is as under:

a. Convenient

Internet marketing allows to deliver 24*7 services without upsetting about the opening and closing hours of a physical store. It's also suitable for your customers because they can browse your online store at any time and from any place worldwide and place their orders at their own expedient time.

b. Increase website traffic

The use of courses or social media as a marketing attitude will help to growth traffic to a business website. The more people visiting the site the more likelihood to closing with more sells and producing more interests of people in the products.

c. One-to-one Marketing

If you want to sell the product or services internationally you will have to use localization services to safeguard that your products are appropriate for local markets and conform to local business rules and protocols. Localization of services include transformation and product alteration which reveal the differences in local market.

d. Improves customer seller relationship

Better dais to build relations with customers to upsurge customer holding level is provided by internet.

e. Personalization

By building an outline of their buying history and favorites, internet marketing will help a business to initial offers for customers. You can do this by following the product evidence and web pages that helps to prospect, visit and make targeted offers which reflect their interests.

f. Increases sales

Internet marketing will rise your sales because it affords the consumers occasion to purchase the products online rather than materially going to a place or sending an order form by mail. This will rise the desire rate of buying power subsequent in an increase of income for business organizations and an brilliant reappearance on their investments.

h. Always available to consumers

Using internet marketing techniques businesses can give their consumers a 24 hour outlet for finding the products they want, in physical outlets shopping is done in only normal working hours which impact the work schedule and lifestyle of the customers.

V. Unique Challenges of E- Marketing

The challenges of E-marketing is as under:

1. Marketing Integration

Multiple channels are working by the sales exertions which are online and offline. The problem tackled with these is that they are imaginary to serve a real and quantifiable goal as part of an combined movement even however they are often handled as different parts of the work.

2. Security and privacy

Most people do not entirely trust Web companies and, thus, they vacillate about offering evidence about themselves on the cyberspace. When companies that collect data are unprotected to scammers and spammers, this is particularly true. To accept a sound rule and device a fool-proof sanctuary measure, it becomes authoritative for e-businesses. In a particular Encryption systems are a tool that online companies should seriously consider investing in.

3. Impersonal Service

Electronic methods of providing customer service are used by businesses which are operating online, such as placement and forwarding info on the website to answer likely user questions. Sometimes customers apparent this to as just too objective or hard-hearted. Suppliers must develop effectual counter actions for selling goods via the Web, for addressing this problem.

4. Improving Brand Awareness

A big challenge for corporations is that: chiefly use the Internet to sell their products and services. This is because, online adverts can be shut off by users unlike traditional advertising, (such as television, radio, billboard, and print) in which the campaign's message can be reinforced and repeatedly introduced to consumers at the marketers' will. So the challenge faced by web companies is to be more innovative in terms of advertisement.

5. Dealing with the IT Department

There is a circle of IT vs. marketing for a long time. But, it's a time to understand that we need to be partner with our IT friends to implement our marketing programs more efficiently. In simple sense, we need them and they need us or we can say that both complement each other.

6. Continuing Education

Constant information is needed by the marketers of 21st Century. It is supposed that knowledge in advertising comes with an finishing date and suffers devoted growth is a obligation for up development.

7. Bad Marketing

Anyone can call themselves a web designer, marketer, consultant, SEO expert and so on. Poorly created and executed marketing programs degraded our profession and also create mistrust among clients, marketers and other related parties. By doing marketing in a right time or way helps you to slant the scale in favor of our own occupation which helps in long run existence.

8. Lack of Trust

In general, identity theft, Spam, intrusive advertising and technological malfunctions have left many distrusting of marketing. You are either part of the problem or part of the solution, you have to decide it.

VI. Conclusion

E-marketing also proposals businesses the occasion to harvest data about their consumer base to an degree that has till now been very problematic to attain via traditional marketing methods. The development of internet marketing and social broadcasting advertising has led to examples of businesses in recent years that upper to little more than groups and riddle evidence connecting to products and services on the Internet, taking a small cut from any transaction that may occur as a result. In the next few years, online marketing in India will reinforce even further.

However, long-standing sustainability directly depends on factors like changes in the market, novelties and interactivity by market players. Owing to increased diffusion of credit cards and easy admittance of computing observed a auspicious growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well efficient, efficient and world-class spending knowledge reinforced by the best skill.

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